



Cultivating the heart of Lakewood

Alameda Connects
BOARD MEETING MINUTES
November 11, 2025
Virtual Meeting
8:00 AM

Call to order: 8:04 AM President, Jeanine Maxey

Present: President Jeanine Maxey, Directors Max de La Bruyere, Katie Nicholson, Joyce Rocha, Doug Wells, Jessica Barrand, AC ED Tom Quinn, AC Office Manager Clare Johnson, AC Director of Outreach Rachel Griffin

Absent: Marcus Johnson, Amanda Pilland, Kate Curtis

Motion to approve October 14, 2025, AC Board Meeting Minutes

Motion to approve Minutes: Doug Wells

Minutes Approved Unanimously

Treasurer's Report/Financials – ED Tom Quinn

1. Membership dues are down. The BID added \$1000 per month to cover extra costs.

Draft Budget Discussion

2. There are several variables. We typically have received \$10k from Lakewood ED per year, but we don't know if we will receive that. The budget would be subject to review when we know what the revenue will be for 2026.
3. Uncertainty about our fundraising. Some concern because there is so much need right now.
4. Looking at doing some budget process over the next few months.
5. At the moment this is the proposed budget. Doug Wells commented that it seems identical to last year's budget. This should be called "tentative budget". A special board meeting could be called if this tentative budget needs to be changed.
6. Resolution 2025-2 approved

Executive Director's Update

1. Crime Prevention – violent crime in Lakewood is down considerably (34.6%), property crime is down as well. Lakewood does have its real time crime reporting center. They have 3 drones operating right now, and their goal is six.
2. Fundraising – fully up and running on our page, want to draw attention to our page. Board members can create their own page to raise. If anyone is interested in setting up their own page for AC, Tom is happy to help.
3. Sustainable Business Workshop this Thursday, having been rescheduled.
4. Haunted Tour was very well attended.
5. We will be at the Mayor's tree lighting handing out cookies.
6. December 17th event at Torchy's for friends of Alameda
7. Had 50 attendees, so the presentation from AC couldn't be done (will do this in January)



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8. Thank you for people taking part in the focus group, if anyone wasn't able to attend please still give Alameda Connects comments.
9. Discussed the School Connects program for a little.
10. BID project update – Ed Tipper icon by Wasabi in Belmar (went quickly and well). Will do a small dedication ceremony with his family. Discover Alameda maps are still popular. Kaiser mural is either complete/almost complete. Call Yourself Creative Art District will move forward in 2026. Chase benches solar lights, will do that in other areas along Alameda.
11. Doug Wells asked if the landscaping company is the same as it has been, he thinks they've been doing a really good job. His second question was in regards to the City implementing red light cameras, he was wondering if there might be one on Alameda.
12. Jeanine made a comment about an interaction on Halloween with the Lakewood PD drones.

Outreach and Engagement - Director of Outreach Rachel Griffin

1. Marketing – so grateful for Postnet being in the neighborhood, they are very reasonable. They printed a grant flier for AC, with English on one side and Spanish on the back. Every year the BID does a post card about snow shoveling for business owners – Postnet will be doing this mailing for us. Rachel reached out to Gold Crown about using their marquee sign, Gold Crown now has a bigger ability to use the sign. Rachel is developing a marketing checklist.
2. Crime Prevention, the October roundtable was very successful. There is a video of the survey results, now available on the AC YouTube channel.
3. Grants – Small But Mighty, have received three. Securing Alameda – there are six grants available.
4. Google Map – boundary map of the BID on the website. Researching ways to update the information.
5. The sale of the Emory property is going through.

Board of Director's Updates:

Doug Wells

- Shoutout to Lakewood Social House in Belmar, have a great area for community socializing.

Teri Romero

- Still on track for Kaiser grand opening in January. Hopefully the parking will resolve quickly.

Joyce Rocha

- Annual tree lighting is next week, and the ice rink opens the same day (November 21st). New, fun things going on for the holidays.

Jessica Barrand

- No real updates, heading in to the holidays. Thanks for the Lakewood Applause nomination.

Katie Nicholson

- Old 121 trying to get the new location open.



Max de la Bruyere

- Working on security camera installation, thanks so the grant.
- Doug Wells gave a shoutout to Ballmer Peak.

Lakewood ED Report:

1. No report today

General Business

1. Status on new First Bank board member to replace Amanda Piland. Tom explained that the person they have nominated now is Kevin – Jeanine and Tom will be setting up a meeting with him.
2. Review of how the combined board meeting process will work: post the Alameda Connects meeting starting at 12 pm as well, it would just be the director updates that happened after the BID board. This would be four times a year. The bylaws do allow for going to quarterly. This is an experiment, can always be changed, also a special meeting can be called. Teri Romero made a motion, Joyce Rocha seconded – unanimously approved.
3. “The Way to Happiness” is scientology affiliated, they were at the last community meeting. Coming up with a strategy for materials being handed out.

Next AC Community Meeting: Wednesday, January 7, 2026, West Metro Fire

Next AC Board Meeting: March 26, 2026, via Zoom