

**Broadmoor Neighborhood Association Board Meeting Minutes
June 10, 2009**

Present Board Members:

Michael Fitzgerald, President

John Kaplan, Treasurer

Hillary Van Austen, Secretary

Mia Ousley, Beacon Editor, City Liaison, List Serve Moderator

Michael Greenslade

Carol Kennedy

Gayle Hudson

Leslie Donoviel

Claudia McHenry

Absent Board Members:

Melinda Riebolt, Vice President

Visitors:

Patty Vonnegut

Ken-Drea Gehring

Meeting commenced at 7:30 p.m. at Zocalo Coffeehouse.

President Michael Fitzgerald chaired. Secretary Hillary V.A. took minutes.

1) Beacon Newsletter

Michael F. asks Mia about doing a monthly newsletter. Mia says she needs to keep it bi-monthly for the time being. Mia would like new stories for the next Beacon to include:

- School stories (furnished by Pauline Cutter)
- A Council Member Bill Stephens story
- A three-month calendar of events. Carol said she would like to see the event calendar in a monthly calendar layout for ease of viewing. Mia estimates that layout would fill up an entire page.
- Hillary reported the good news that the East Bay Regional Park District has made the announcement to purchase the Dunsmuir Ridge property with the City of Oakland. The land will be preserved as open space, creek watershed, and recreational space. She will write up the information for a Beacon article.
- Hillary presented the Crime Newsletter she drafted in March for release to the neighborhood with the Neighborhood Watch window decals. Mia will include the information in the Beacon and it will be a walk-around to our 1400 homes. Carol said she wants a copy of the Crime Newsletter for her National Night Out Party.
- Mia will do a story for National Night Out.
- Michael F. suggested doing a story about the hiring of the new San Leandro Police Chief. He will be on an interview panel for the five candidates and is willing to do the story.

- John would like to include a Treasure's Report.

Carol and Mia reported the Easy Stop liquor store on MacArthur is has been creating issues for its neighbors.

2) BNA List Serve, Web Site and Social Networking

- Mia brought up the idea of changing the List Serve back to a moderated list. A moderated list means the moderators must read, approve, then post all emails to the List. The List Serve has not been moderated this way for over a year. Michael F. felt that that was not necessary.
- BNA Webmaster Mike Nolan created an email alias for contacting the entire BNA Board. It is board@thebna.org and is on the contact page of the BNA's Web site. Users of the alias need to remember when replying to an email that was sent to board@thebna.org to "reply to all" in order for the reply email to go back to all members and not just the original sender of the email.
- Hillary reported that she received the thebna.org domain reminder notice. She renewed the domain using her BNA credit card. The receipt is to be given to the Treasurer for payment authorization.
- Michael G. reported that he has started a Facebook and LinkedIn page for the Broadmoor Neighborhood. He would like to see neighbors upload movies such as a walking tour of the Broadmoor to YouTube. A BNA contest was suggested. Webmaster Mike to add links on the BNA Web site after receiving the URLs from Michael G.

3) Fun in the Sun Festival

The festival goes from 10 a.m. to 6 p.m. Saturday, June 27.

Carol has been organizing the staffing for the BNA booth:

10 a.m. to noon- volunteer needed

Noon to 2 p.m.- Carol Kennedy

2 to 4 p.m.- Claudia McHenry

4 to 6 p.m.- volunteer needed

- John feels a table awning would be beneficial for the booth volunteers and good to have for future BNA events. The cost would be \$106 not including tax. A motion was carried and passed for John to purchase the awning.
- Carol presented a balloon with the BNA logo on it from years past. She would like to have balloons made up for future events.

4) Membership Payment Options

- John reported that there are just over 100 homes that have sent in their yearly dues.
- Hillary reported that the Paypal account setup is almost complete. John, Mike and Hillary are working on it. The setup is free. Paypal will charge the BNA a 3% fee per transaction.
- The idea for a dues drop box at Zocalo was discussed. It was decided if neighbors want to drop off their dues membership instead of mailing it or using Paypal, they can drop it off at the Treasurers house. A drop box would be unnecessary.

5) San Leandro Climate Action

Michael F. reported that Sally Barrows from the City would like to give a 20 minute Climate Action Survey presentation to the Broadmoor Neighborhood. She would like the BNA Boards help in getting the survey out to the neighbors. Michael reported that the survey is on the City's Web site. Michael will work scheduling the presentation.

6) National Night Out (NNO)

Hillary reported that NNO is coming up August 4 and it is time for neighbors to begin their party planning. The board agreed to once again sponsor the BNA block parties by paying the BNA member block party host up to \$50 per street block with a cap of \$200 for receipts from their party's expenses. Hillary volunteered to be the point person to coordinate the event with the BNA block party hosts and Target, the NNO sponsor. She will get an announcement out onto the List Serve and contact the past party hosts.

7) North Area Home and Garden Tour

Michael F. said he talked to Patty Silva and she said all is under control for this weekend's North Area Home and Garden Tour.

8) Treasurer's Report

John would like to see an annual budget created. He requested that all board members email him their input for the budget plan. The budget would be featured in the Beacon's treasurer's report article.

9) New Neighbor Welcome Letters

Carol reported that there were 16 new neighbors in the Broadmoor last month. Because she delivers a welcome letter, a Beacon Newsletter, and membership information to new neighbors, she needs to purchase letter-sized envelopes and paper for the welcome parcels. A motion was made and passed to fund the purchase of the stationery items.

10) Leadership San Leandro

John reminded the board that it is time to sign up for the next Leadership San Leandro Program. For the last couple of years, the BNA has offered to pay half the tuition for an interested board member to attend the program. The board member that decides to attend this civic leadership training agrees to serve on the board for an addition two years. A motion was made to continue the BNA Tuition program. It passed with one no vote from Carol. Gayle expressed great interested in attending and will attend as a representative of BNA board.

10)

NexCycle

Carol feels strongly that the BNA letter needs to go to "everyone" including City managers, and Senator Ellen Corbett. Hillary felt she did not have the time to get the

letter done in a timely fashion. Gayle said she would take on the task of writing the letter. Carol will email her what information she has compiled to date for the letter.

9:30 p.m. Meeting adjourned.