

Broadmoor Neighborhood Association Board Meeting Minutes
May 13, 2009

Present Board Members:

Michael Fitzgerald, President
Melinda Riebolt, Vice President
John Kaplan, Treasurer
Hillary Van Austen, Secretary
Mia Ousley, Beacon Editor, City Liaison, List Serve Moderator
Michael Greenslade
Carol Kennedy
Gayle Hudson

Absent Board Members:

Leslie Mack
Claudia McHenry

Visitors:

None

Meeting commenced at 7:36 p.m. at Zocalo Coffeehouse.
Michael Fitzgerald chaired and Hillary took minutes.

1) New president Michael Fitzgerald introduces himself. He works for Laurel Grove Hospital at Eden Medical Center as the Community Relations Coordinator. He just finished up the Citizen's Police Academy and loved it.

2) Recycling Can Anti-theft Stickers

Carol Kennedy brought recycling can anti-theft stickers to meeting. She said she will post a notice on the List Serve for neighbors who want a sticker. They will be able to pick one up from her home's porch.

3) Beacon Newsletter

Mia is collecting stories for the June Beacon. Stories she plans to include are:

- Citizen's Police Academy story from President
- George Mark Hospice- Editor
- June's MacArthur Street Festival- Editor
- Four Paws Society Article- Sabrina Alamazon
- Futures with Women and Children Fundraiser- Editor
- Washington and Roosevelt School's Auction Recap- Editor
- Roosevelt School Outdoor Children Reading Room Update- Carol

Hillary offered a household toxic waist article. Mia felt the newsletter was full and it could be used for the next Beacon. Hillary reminded Mia that she took headshot photos of the Board Members for a "Meet Your New Board Members" article. Mia said she would like to include that article for the next walk-around Beacon which goes to the entire

neighborhood. John will give Mia an Excel file for Beacon labels. Mia says she still has the bright pink ones for the membership dues renewal.

4) Membership

John says membership is down. Mail needs to be picked up for a final count but he guesses about 200 homes are paid up. Carol feels increasing membership is of up-most importance. Ideas to spur membership from the group:

- Gayle: Send out a List Serve reminder to Neighbors to rejoin. It was discussed that only BNA members are allowed to use the List Serve and must be current members. Culling the user list was recommended and dropping non-members from the list.

- Michael thought a timeless-article newsletter could be put in Broadmoor business to attract new members.

- Carol needs more "Welcome to the Neighborhood" packet to give to the new residences that move into the Broadmoor. Hillary will give her what envelopes she has. Carol reported she has given out 10 packets and has two to do.

- Gayle said membership would rise with a monthly newsletter. John voiced concerns over having to draft a 1099 for the editor if paid over \$600 in a calendar year. Michael F. recommended having a monthly newsletter for the next six months as a resolve, then revisit the Beacon schedule.

John reported that 10 to 15% of this years membership dues forms that came in had had the box for a "Go Green" digital newsletter checked.

5) Historical Items

Mia said she received a box of historical items from the past editor. She went through it and culled it down to a manageable size. It contained Beacon Newsletters dating back to 2007 and old newspaper articles. She feels it should go to the President.

Michael Greenslade suggested asking the neighbors, via the List Serve, for historical Broadmoor Neighborhood photos. John added that a good use of the photos could be used as a Beacon story teaser. Mia thought they would make a great accompaniment with historical human-interest stories about the Broadmoor. Michael Fitzgerald suggested donating the BNA historical document to the Library History Room. He mentioned the Library's searchable Web site for historical documents.

6) NexCycle

Carol passed out hard copies of comments she has gathered concerning the NexCycle issue. It contains comments from San Leandro Police Department, Broadmoor residents, and Safeway. The list is for Hillary to use in drafting the letter to accompany the Convenience Zone Exemption and application information for removal of the recycling center.

7) BNA Self-inking Stampers

Hillary wanted an update on the BNA self-inking address stamper. Mia was working on that project but had left the meeting early so was unavailable to comment. John ordered

and received a free “BNA For Deposit Only” stamper from VistaPrint.com that he needed to process incoming checks.

8) A 2009 BNA Calendar

Michael Fitzgerald wants to put together a calendar of events for 2009. John told him about last years BNA survey that showed the top three items of concern for the neighbors were 1) Crime; 2) Community Compliance; and 3) Social Events. Some of the past events were mentioned such as the popular ice cream social, the movie night, and the successful library historical tour and presentation. Hillary will email Michael the entire 2008 event calendar.

Michael received a list of suggested events from a neighbor. They include along with Board Member’s brainstorming, the following ideas:

- A BNA Plant Swap.
- BNA open-member Board meeting over dinner at the Englander on the same day as the Farmers Market.
- A ball game between neighborhood teams
- BNA Tours, such as the Davis Street Transfer Station
- Block Parties
- Another Critical Mass Dog Walk
- A BNA booth at the MacArthur Street Fair
- National Night Out
- Bi-monthly BBQs
- More kid friendly events
- A neighbor social with food and fun meet and greet games such as an architectural treasure hunt

9) Farrelly Pool

Melinda said we should discuss the possible closing of Farrelly Pool. Michael F. said \$100,000 is needed to keep it open. Parents with kids were being encouraged to attend the next City Council meeting with their kids in swimming suits in support of keeping the pool open. Council has expressed interest in having the Boys and Girls club pool have longer hours for the misplaced Farrelly Pool users. Carol expressed that our focus should be kept on membership at this time.

10) Neighborhood Watch Decals

John brought the purchased decals to the meeting to show the Board Members. The decals are to accompany a Crime Alert Newsletter drafted by Hillary as planned at the regular board meeting in March. The Crime Alert Newsletter and decal are to be walked around to all the homes in the Broadmoor.

11) Crime Reward

John brought up the idea of the BNA offering a \$100 reward to neighbor’s that report a crime which leads to an arrest and conviction. A board member suggested that the topic be tabled until the next Board meeting.

12) Next Board Meeting

Michael F. requested that Board Members email him ideas for the BNA calendar and the next agenda.

9 p.m. Meeting adjourned.