

Burlingame Hills Improvement Association, Inc.
Board of Directors Meeting
Monday, January 28, 2019, 7pm

Committee Reports

Bylaws Committee

The President recommended and the committee then membership approved (90%+ in favor) an amendment with the following wording: "The membership fee (dues) per household per calendar year shall be payable in advance of the call to order at the Annual Meeting. The membership fee shall be determined by the Board of Directors and presented to all members no fewer than two weeks prior to the Annual Meeting. Any increase of more than 20% in the basic regular dues amount must receive approval from a majority of a quorum of members." The rationale for proposed amendment was that this Amendment would give the Board of Directors more flexibility to grow our membership and provide additional incentives for members to sign up for our automatic membership renewal program, which saves volunteer time and reduces the Association's membership renewal expenses.

Budget Committee

The President presented the draft FY2019 budget to the committee. After careful consideration, the committee recommended that the full Board approve the budget, which they did at the October Board meeting. It calls for \$1,000 in additional dues revenue from 50 City homes, significant cuts in the emergency preparedness budget line item and significant increases in funding for special projects, which can include emergency preparedness. There is also a significant increase in spending for outreach to City residents, whose dues represented about 20% of our FY2018 budget. The approved budget was presented at the Annual Meeting in November.

Communications and Marketing Committee

Since the October Board meeting, we sent two Urgent Announcements to all residents, one on 11/2 for prowlers on Summit Drive, near Tiptoe, and another on 12/8 for a burglary at 118 Los Robles Drive.

We sent out an quarterly eNewsletter in early January informing 550 residents about emergency preparedness classes and general preparedness. It also included an update on our small and microcell tower issue.

We sent out several mailings and emails reminding members to renew their memberships.

We also use Nextdoor to communicate with 1017 subscribers (up 20 since our October meeting) about events that are open to the general public (including non-members). These subscribers represent 2/3 of Burlingame Hills households (City and County combined).

Membership/New Neighbor Welcoming Committee

As I mentioned in an email on January 7, we had outstanding results for our fall membership drive, which ended 12/31/18. Our current membership is 338, tied with last year's record membership. This favorable situation is due mainly to a 36% increase in City members, to date, over last year. We are 23 unincorporated (AKA regular) members away from an unincorporated area record. Based on past years, these 23 regular members (renewals and new members) should trickle in between now and the end of May, bringing our total membership for the year to near our goal of 375.

Our overall renewal rate is currently 91.64%, not counting new members, those who moved away, and the 8 members who renewed after a year or more off. We are well ahead of last year at this time.

The last membership mailing cost about \$100 and yielded \$260 in renewals. Clearly, the cost for these renewals is high, but we're still paying for the mailing. Also, Steve feels that it is important to establish a regular renewal pattern for each member since we know that the more years that someone is a member, the more likely it is that they will renew. The only better predictor of renewals than years of membership is if a person signs up for auto-renewal, which leads to a 99% renewal rate.

Neighborhood Network/Emergency Preparedness Organizing Committee

John Keller has been coordinating our emergency communications effort with Burlingame Neighborhood Network. It is a slow but steady process.

Beth Bhatnagar and Steve Epstein coordinated the placement of a cache of emergency supplies for each of two corridors in Burlingame Hills. These caches, valued at \$550 each and paid for by Burlingame City Council, are on properties that are adjacent to the unincorporated area but within the City limits. Both locations are owned by longtime members of our Association. One is at the corner of Adeline and Hillside and the other is on El Prado Road near the corner of Canyon Road. Both are easily accessible for all residents to use. Caches include medical supplies, tools, and a fire extinguisher.

Utilities Committee

Sewer sub-committee: Our committee includes John Keller, Tom Hayes, John Sprietz, and Steve Epstein. We wrote to the County Department of Public Works in late November to get an update on our community's sewer system (BHSMD) and on starting project #3, which is estimated to cost about \$2.6 million and is nearly fully funded with the \$2.1 million that has accumulated in the District account and the \$84,000-\$115,000 or so that is added to the account annually (in excess of expenditures). We just heard back on January 24 that they have not done much, if anything, and still haven't proposed a date for us to meet. They claim that by April or May they will have some initial work done on project #3. Tom Hayes is writing a response.

Small and microcell tower ad hoc sub-committee: Jan Akers is the point person for this issue that was brought to our attention in early December by a neighbor on Hillside Drive, Brett Bucher. He and Jan's husband, Frank, are the content experts. The County informed the Association and nearby neighbors that Verizon's agent had applied to install a small cell tower on the top of each of two utility poles, one on Hillside Drive at Vista Lane and another on Valdeflores Drive. The purpose was to improve cellular communications in two dead zones. Research into this topic brought up the bigger issue of similar towers to be used in the future for 5G communications. First, Jan and Frank were able to determine that the towers in the application were 4G, not 5G, but still, Brett and the residents of two other households objected to the new 4G towers based on aesthetics, health issues related to radio frequencies, the potential for fires during the dry season, and concern that allowing two will set a precedent that leads to many more. Jan and Frank researched Federal, State, and County laws and determined that there is little that we can do to stop the new towers. After being postponed, the hearing was cancelled due to the withdrawal of the application. We expect that Verizon will reapply at a later date and that, when 5G technology is ready, all cellular companies will be applying to put their towers on many of the utility poles in Burlingame Hills.

Garden Club, Healthy Forest Committee, Hoover School Committee, Website Development Committee, Mercy High School Committee, Nominating Committee: No report