

Burlingame Hills Improvement Association, Inc.  
Board of Directors Meeting  
Monday, March 26, 2017, 7pm  
Home of Tomas Zillmann and Steve Epstein

**MINUTES**

**I. Call to order at 7:06 pm**

**Attendance**

1. Members present: Amy Sanford, Art LaBrie, Guy Anthony, John Keller, Nick Ho, Steve Epstein, Susan Dan, and Tom Hayes
2. Members absent: Don Dains, Lindsay Folk, Pam Zaragoza

**II. Officers' reports**

**Secretary** (Minutes from February 26, 2017, board meeting)

Corrections/Motion –Amy & Susan will make suggested changes and we will vote by email

**Treasurer**

Income statement

John shared Income & Expenses that occurred this month. Because the Budget Committee hasn't met yet, the new format of the Budget was not implemented for this meeting. After the Budget Committee meets, we will have an email vote to approve the Treasurer's Report.

**President**

Steve is happy that the sewer issues are behind us for a while!

Steve and John Keller are both entering their 8<sup>th</sup> year on the Board and the Board has come a long way since they joined. Steve is pleased with the progress the Board has made recruiting new volunteers. The goal is to encourage people to take leadership positions in the community who will eventually want to become Board members.

**III. Committee reports**

**Communications and Marketing Committee**

Since the last board meeting, we have not had any Urgent Announcements. We sent two emails and a mailing to announce the basic and advanced emergency preparedness classes offered by Central County Fire.

We also use Nextdoor to communicate with 918 subscribers (up 10 since last month) about events that are open to the general public (including non-members).

**Community Party Organizing Committee**

There are three aspects of the community party that need to be planned about 9 months in advance: the location, the caterer, and the main entertainment. Of course, the location has been set since just after the last party and the caterer has been secured. All we need to do is have the food committee set the menu and negotiate the price. Entertainment has been on hold while we have waited on Music at Kohl Mansion to decide on what they will do.

Unfortunately, since Steve met with their leadership in January, Music at Kohl Mansion had not made any progress on arranging entertainment for the community party. This doesn't mean that they won't, but we should not wait any longer to get something tentative on the calendar.

Therefore, Steve confirmed the availability of Group Therapy, our neighborhood pop music group and entertainers at our 2015 party. Also, a group of three young musicians (brothers with a father who grew up in Burlingame Hills) who play oldies from the 60's and 70's, is interested in performing. If Music at Kohl Mansion comes through, their performers will, most likely, perform in the Great Hall and we would have a second stage in the same spot as last year.

If all goes as planned with committee leader and member assignments, committee meetings will start in May, except for the local business relations team, which would meet in April. Steve will meet privately with the leadership of the 2016 silent auction to solicit their participation for this year.

### **Garden Club**

The Garden Club sent a mailing to all members to promote it's efforts to eradicate non-native, highly-invasive plants from our community.

### **Healthy Forest Committee**

For the seventh consecutive year, our community will be participating in the Sudden Oak Death Testing Program. We will receive packets on Friday, April 27, and will need to return them to the box in Steve's driveway by Sunday, May 6. We will promote the testing program by email and Nextdoor. In the fall, we will promote our Group-rate Oak Tree Treatment Program.

### **Membership/New Neighbor Welcoming Committee**

The overall renewal rate to date is 89% (up from 86% last month), not counting our 20 new members, 2 who moved away, and the 6 members who renewed after a year or more off. Our goal is a 95% renewal rate. We're close, but still about 25 members away.

We have 315 member households that are current in their dues (up from 306 last month), 35 that are not current, and another 46 that used to be members but are not anymore. Forty (40) current member households (13% of the total—same as last month) are in the City. So far this year, City membership is up 43% from last year and County membership is down 9%.

Our usual renewal efforts are not yielding as many County members as in the past. On March 4, we sent a membership reminder email to 64 former members and, last Saturday, we sent another to 44 members whose membership will expire on April 1. The former yielded 3 renewals and, so far, the latter has yielded 1; very low response rates of 4% and 2% respectively. Later this week, we will send a final membership mailing to about 70 households to inform them that

their membership has expired. Since 1/15, one mailing and three emails have yielded 18 renewals.

For next year, we may want to consider a more personal (and time-consuming, but cheaper) approach to increase our response rate and find out why 15% of our members are not renewing by December 31.

We discussed circulating a list of non-renewing members amongst Board Members so we can each contact people we know and encourage them to renew their Membership. This will be easy because we have the spreadsheet we used for determining who we know when it comes to finding volunteers.

### **Neighborhood Network/Emergency Preparedness Organizing Committee**

Attendance at the recent basic emergency preparedness class, 3 residents from 2 households, was very low, especially considering that we sent a mailing to all members. Nevertheless, it was a good reminder for our members that our Community Association is working to prepare residents for the next disaster. We're hoping that some residents will take the advanced course. Discussion about why this is the case. People are busy!

Spring party planning is going to start this week with outreach to potential hosts. Preference will be given to past hosts who have had very successful parties.

### **Utilities Committee**

On March 19, John K, Tom, and Steve met with Public Works Director Jim Porter, his Deputy Director Ann Stillman, and his Principal Engineer Mark Chow. Also present were County Supervisor (and Board President) Dave Pine and his Chief Legislative Aide Michael Barber. It was a contentious meeting, but we achieved all of our goals.

Rather than the three-year, \$160 per year rate increase that Public Works had proposed, we agreed to a one-year, \$80 rate increase for FY '18-'19. In addition, Public Works pledged its best efforts to come to an agreement with Hillsborough to get the best possible settlement for revenue from the 28 Hillsborough homes connected to the BHSMD network that we are not yet receiving revenue for.

Public Works also agreed to move forward with a point-of-sale Private Sewer Lateral Ordinance for our community. Our committee still needs to discuss the details so that we can present a specific proposal to Public Works. Finally, Public Works agreed to start working on a portion of the next capital improvement project (CIP #3). CIP #3 includes Adeline Drive, from 2848 to Hillside Drive, and Hillside Drive, from Alvarado Avenue to Adeline Drive. We do not have enough funds in our account to complete the entire project within the next 2-3 years.

On Saturday, Steve ran into Dave Pine at a rally. Dave complimented him on our committee's extensive preparation for the meeting and the talent we have on our committee.

Next step is to have a meeting with Department of Public Works and BHIA before April 15. This will be an open meeting where people can make comments.

Important to note that 2848 Adeline will be bundled with another sewer project that the county does. They plan to have a firm quote by this summer.

### **Website Development Committee**

We are working with Inga Zukin to start our new website.

#### **IV. Old business**

Spring party planning: one for each of our 14 neighborhoods

We discussed the importance of having a party at LaStrada/Skyline neighborhood and we discussed giving neighbors the option to attend a different neighborhood party if they miss their own. They can attend one of the adjacent neighborhood parties. Board Members are expected to attend multiple parties.

#### **V. New business**

Community party budget: first draft revenue and expense projections (see handout)

After much discussion, we agreed that we will not charge a "cover charge" for people to attend the party. The goal of the party is to be a Community Builder, so we want to encourage neighbors to attend. There will be a fee to eat and the food committee's first task will be to look into various food options. We have a caterer secured, but it is worth looking into food trucks or other food options this year.

Volunteerism: committee chairs and other committee members

Steve created a 12 Step Program for Volunteerism (see handout)

All Board Members need to contact the people that they have been asked to contact regarding taking on a leadership position for the Community Party by April 2!

#### **VI. Announcements**

Wednesdays, 4/11-5/16: Community Emergency Response Team (CERT) training course, 6:30-9:30, plus skills day on Saturday, 5/19 (Learn how to protect yourself and your family and help set an example for our community!)

The Board will not convene in April.

#### **VII. Adjournment**

- a. Motion made by Tom, second made by Nick. Motion approved.
- b. Meeting adjourned at 9:13 pm

Respectfully Submitted by Amy Sanford  
Secretary, BHIA

## 12-step program for volunteerism

Created by Steve Epstein, President

- 1) We reach out to the new resident with an organized and scheduled "welcome" by 2-3 select neighbors, offer a basket of locally-produced items (eg: honey, Guittard Chocolate, Broadway, Burlingame shop merchandise), provide BHIA accomplishments sheet and general Association information, inform about their free Association membership, and offer to subscribe them to our Urgent Announcement Service and our quarterly eNewsletters.
- 2) For residents who are not new, we recruit volunteers at volunteer fairs, either as part of other events or on their own.
- 3) Throughout the year, we provide the resident with member benefits to show value in Association membership; we develop their commitment to our cause.
- 4) We reach out personally to encourage the resident to attend the disaster drill, special interest forums, the Annual Meeting, and either the community party or a neighborhood party, depending on the year.
- 5) We encourage the resident to complete a survey to let us know their concerns, as well as interests, skills, and experiences that are relevant to volunteering; we evaluate their survey answers and express appreciation for their time and thought.
- 6) We encourage the resident to volunteer for something that is of interest to them; as a committee member or advisor. We are very upfront about roles and time commitments.
- 7) We evaluate the resident's volunteerism and continually offer volunteer opportunities that leverage their skills and experiences with an activity of interest to them.
- 8) We encourage the resident to become a paid member of the Association, if they haven't done so already.

After they become a paid member:

- 9) If appropriate, we ask the resident to co-lead a committee
- 10) We provide leadership mentoring to this committee leader
- 11) If appropriate, we ask the committee leader if s/he would be interested in joining our Board of Directors "when there is an opening" (preferably not after there *is* an opening)
- 12) We consider the committee leader for an open position on our Board of Directors