

DRAFT



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February 15, 2021 Board Meeting
Via Zoom

Present: Steve Hanson
Chris Johnson
Dave McGuinness
Nancy Mueller
Sue Piper
Brenda Roberts
Elizabeth Stage

Excused: Ken Cohen
Allison Silverstein

Guest: Carolyn Burgess
Gordon Piper, Oakland Landscape Committee

The meeting was called to order at 7:07 pm by Chair Steve Hanson

1. **Minutes** of January 18, 2020 were approved as mailed.
2. **Treasurer's Report**—
 - a. Brenda Roberts shared her report for the month ending on January 31, 2021: We raised \$1875—most for the Garden and spent \$344. and currently have \$19,012.90 in the checking account, and \$8067.92 in the savings account, for a total of \$27,134.
 - b. The Board approved an initial 2021 budget with revenues of \$5,000 general, \$3,000 garden \$1500 in carryover for communications and a transfer of \$2,000 from reserves for a total of \$11,500 in income. Expenditures are \$3,807 for General Expenses; \$6,165 for the Garden Committee, for a total of 9,972.
 - c. The budget may be amended when the 30th Anniversary and Marketing subcommittees come forward with their budgets. Chris Johnson and Sue Piper will meet with potential marketing consultants and will return with a proposal at the March Board Meeting.

3. Communications Committee

- a. The Board has approved contracting with Dora La Flora Czifra who has done some updating, including providing all Board agendas and minutes on the website and some other things to make improvements. Steve Hanson is going through a series of letters that we have written over the past couple of years and will ask her to post them. Sue to provide Steve the OCP & R links. Steve asked other board members to send him documents or links that they think should also be included in updates.
- b. 30th Anniversary of the Oakland Fire Video –the subcommittee continues to meet and will present a full proposal and budget at the March meeting. They are currently considering 1-5 2 minute videos focused on key messages about NHCA using the 30th Anniversary of the Firestorm as the subject matter. The team will be meeting with OUSD Youth Beat staff to explore hiring OUSD students to help with videography and editing. Former KPIX reporter Sherry Hu provided great input and will be available for additional consulting as we proceed. We agreed we needed to have a fleshed out marketing plan to make this effort worthwhile.
- c. Annual Meeting—sometime in May 2021 as a Zoom meeting.

4. Public Safety Committee—Elizabeth Stage

- a. **January 19, 2021 Public Safety Zoom Meeting** was successful. About 30 people participated.
- b. **NHCA Survey**—Elizabeth reviewed her first draft of a survey that was initially focused on future subjects for public safety committee meetings, but has since been expanded to include information on what media sources people rely on for communication and whether or not they are in an organized neighborhood. She will send a final draft to the Board following tonight’s meeting, asking for members to respond by Friday so she can circulate the survey on Monday. Survey results will guide plans for future Public Safety Committee meeting topics and schedule.

5. Garden Committee- Sue Piper

- a. Steve, Elizabeth and Sue met with Dan Kalb’s aide Olga Bolotina to update her on a number of issues. She will follow up on:
 - i. **Gateway Extension**
 - ii. **North Oakland Sports Field water issue and impact on Trail Head Project**

- b. **Firestorm Memorial Garden**—construction should end by end of March. Tests for Sudden Oak Death on 3 of the 14 Oak trees did not show SOD. Meanwhile, CalTrans pulled the Adopt a Highway Permit for NHCA (and apparently other Adopt a Highway volunteers). The Garden Committee is working with the CalTrans Public Affairs Department to see if we can agree on a new permit to maintain the garden from Hiller to the tree line (and avoid the steep hillside beyond the trees to Tunnel Road).
- c. **The Eagle Scout Step Repair Project at Gateway is making progress.** We expect to begin repairing the steps in mid-March. So far, all expense have been covered through in-kind donations.

6. New Business

- a. **Completion of sidewalk to Parkwoods**—Steven Hanson is monitoring the situation with the group lobbying for completion and Councilmember Dan Kalb’s Office.
- b. Carolyn Burgess made several observations:
 - i. We should plan on using Zoom after the pandemic. Businesses and other organizations are finding larger participation using Zoom than just Face to Face meetings
 - ii. To increase visibility and participation, she suggests we post upcoming Board meetings and agendas on Open Forum and/or Announcements.
 - iii. She observed a woman digging up new succulents that Gordon had just planted on the corner of Hiller and Tunnel at Gateway.

- 7. **Adjournment**—The meeting was adjourned at 8:46 pm.