



May 17, 2021 Board Meeting Minutes
Via Zoom

Present: Steve Hanson
Chris Johnson
Dave McGinness
Sue Piper
Brenda Roberts
Elizabeth Stage

Excused: Ken Cohen
Nancy Mueller

Guest: Olga Bolotina, District 1 Council Office
Carolyn Burgess
Gordon Piper

The meeting was called to order at 7:04 pm by Chair Steve Hanson

1. **Revised Minutes** April 19, 2021 were approved as mailed.
2. **Treasurer's Report—**
 - a. Brenda Roberts reported that year to date we have received \$2,980 in donations, with \$2670 earmarked for the garden and \$310 for general use. Currently we have \$19,125.90 in our checking account and \$8,457.92 in our savings account, bringing our total bank balance to \$27,583.82. Future reports will highlight how much of our funds are in specific restricted accounts. Sue Piper requested that the Garden Budget worksheet include actual updates in income and expenses so that she can better monitor the budget vs. actual.
 - b. The Board discussed and the treasurer agreed to present at the June meeting a proposal for an annual audit that reviews donations, income and expenditures.
 - c. The Board approved a policy requiring any contracts amounting to \$1000 or more receive Board approval.

3. Communications Committee

- a. Website—Brenda Roberts recommended that we include on our website links to useful, quality videos and other material concerning wildfire prevention. The Public Safety Committee agreed to curate the list before recommending uploading to the website. Steve Hanson will set up a meeting with Dora and Chris, Sue and Brenda to discuss how to showcase content re the 30th Anniversary and how to leverage other social media channels to reinforce the message. Carolyn Burgess encouraged the committee to use social media (i.e. Next Door, Open Forum) whenever something is posted to the website to drive more people to the website.
- b. Marketing Plan—Chris Johnson shared the marketing planning document developed by the Marketing/30th Anniversary committee. He noted that building on the NHA goals of developing and sustaining a community that is safe, beautiful and a welcoming place to live, and building community with other organizations with similar interests and issues, the committee agreed on 3 marketing goals:
 - i. Increase visibility and recognition of NHCA’s value to residents, elected officials and city, county and state agencies
 - ii. Increase community’s engagement with NHCA
 - iii. Expand proactive leadership within the community

Following discussion on the need for qualitative measures as well as quantitative ones, the Board (5 yes; 1 no) approved the proposed benchmarks to measure success of the marketing efforts as follows:

- By December 31, 2021, NHCA “membership” or number of people donating will increase by 25% over the prior year.
 - By December 31, 2021, cash donations to the NHCA General Fund will have increased by 25% over the prior year.
 - By December 31, 2021 the NHCA board membership will include enough new members ensure the organization’s future viability.
- c. 30th Anniversary:
 - i. Special Event—the subcommittee developed a plan that called for gathering on Saturday, October 15 from 11 am – 3 pm that would have 2 food trucks, two student bands and one live band, 10 tables from local emergency preparedness/community organizations, a few very short speeches, and a children’s activity tent. The event would focus on community building post pandemic and remembrance of the 1991 Firestorm. The committee is meeting with East Bay Regional Parks this week to see if we can use the North side of Lake Temescal, hopefully with fees donated by EBRP. Out of caution, Brenda Roberts recommended that we have a second site as Plan B. Based on the more

- focused plan, the event is estimated to cost about \$6,000, assuming no permit fees and a few other expenses that we hope will be donated.
- ii. **Personal Story Videos**—Sue Piper explained that the committee has a list of about 20 potential interviewees and have at least 3 ready to go. Hiller Highlands Homeowner Association resident Stephen Woo will start videotaping in the middle of June, with the idea of posting the first 3-4 videos by the end of June. Committee members continue to interview potential subjects and help refine the statements so that when taken as a whole, viewers get a broad yet personal experience of the 1991 Fire and its aftermath.
 - iii. **Micro-Doc**—Brenda Roberts has been negotiating with YR Media about doing an 8 minute micro-documentary that will capture the facts about the fire as a key element of the 30th Anniversary. Her outreach to other providers revealed that such an effort will run approximately \$15,000. The Board approved a resolution for Brenda to continue to negotiate with YR Media and to start raising funds from the community for such an endeavor.

4. **Public Safety Committee**—

- a. Elizabeth Stage announced the passing of Tim Wallace, long time leader of the Claremont Canyon Conservancy, on May 14.
- b. **City Budget for our Public Safety Committee**-- Elizabeth reported that she revised the budget, since we weren't planning on a face to face annual meeting before June 30, to include additional sandwich boards promoting NHCA and the Garden Committee with messages about volunteering and donating.
- c. **Update on Zoning for ADUs**—The Oakland Planning Commission will hold a hearing on new Zoning requirements on June 2. Sue Piper reported that thanks to NHCA and OFSC's concerns raised at the May 11 Public Safety Committee meeting, the City has revised its proposed regulations to exempt the entire Wildand Urban Interface (WUI) area in Oakland.
- d. **Red Flag Warnings**—Elizabeth noted that patrols occurred during this first, early Red Flag Warning. She sent out information on Open Forum about what to do when there is a Red Flag Warning.
- e. **Oakland Annual Home Fire Inspections**—start in June, although the City is already inspecting vacant lots, properties that did not pass last year and city lots. Some people who own more than one lot may have more than one inspection.
- f. **Next Public Safety Committee Meeting**—the May meeting was cancelled. The next meeting will take place in the near future.

5. Garden Committee-

a. Firestorm Memorial Garden:

- i. **Replacement of destroyed memorial drinking fountain** with a granite bench inscribed with memorial to OFD Battalion Chief James M. Riley Jr.—We got a fabulous bid from Wheeler Zameroni in Santa Rosa; The Firefighters Union Local 55 paid for the fabrication. It should arrive this week. A dedication ceremony with the Riley Family, OFD leadership, Local 55, Council Member Dan Kalb and the Boards of NHCA and Hiller Highlands Homes Association is scheduled for Noon on Thursday, May 27, 2021 at the Firestorm Memorial Garden.
- ii. **Insurance Payout from Waste Management Accident**—talked with a Caltrans lawyer who should be sending a letter to Waste Management’s Insurance Provider that NHCA has the “Right of Recovery.” Once that is in place, we should receive \$8,716.64 in reimbursement.
- iii. **Through its contract with Ray’s Electric, the City of Oakland to cover \$4,800 of costs** associated with removal of plants and irrigation at the site during construction. Plants will be arriving in the next few weeks. Waste Management has committed to donating 32 cubic yards of compost at the end of June.
- iv. **Boys Team Charity** – a local nonprofit, will be bringing up to 5 teen boys and one of their parents twice a month to help with planting, spreading the compost and weeding at the Firestorm Memorial Garden, starting May 26 at 3:30 pm. They are committed to working throughout the summer.
- v. **Planted 2 Dogwood trees.**
- vi. **Retaining Board project** along the Hiller sidewalk headed by Eagle Scout Nathan Catalano is awaiting final approval by his Scout Master. Should occur in June.

b. Gateway Exhibit Center and Gateway Gardens

- i. **The step replacement project** headed by Eagle Scout Mason Chen made great progress on Saturday. They have replaced 19 of the 21 timbers and installed Trex decking on about 1/3 of the steps. A second workday will be scheduled in June to complete the project. So far, all of the expenses (except for the use of David Leafhopper) have been donated—about \$5,000 worth. We may need to purchase more Trex because we discovered we needed 2 boards instead of one for each of the 62 steps.
- ii. **The weeding project** headed by Eagle Scout Nico Laub-Sabater is ongoing, with additional workdays scheduled for early June.
- iii. **New regular volunteer-** Celine Gyger stopped by during our Earth Day clean up on April 24 and has continued to work with Gordon one or two days a week at the Garden.

- iv. **Meet with Kevin Charles**, from PWA on Monday in response to a complaint about interference with proposed sidewalk.
- c. **Gateway Extension**—Steve, Gordon and Sue met with City staff again about an appropriate use agreement for NHCA Garden Committee to maintain the Extension Garden across the street from Gateway. We hope to review a new agreement this week.
- d. NHCA Garden Committee Chair Sue Piper will be featured as a Local Jefferson Awardee for her work on wildfire prevention with the Oakland Firesafe Council on Wednesday, May 19 on the 5 pm KPIX news.

6. New Business

- a. **Insurance Renewal**—Treasurer Brenda Roberts, President Steve Hanson and board member Ken Cohen will review the policy naming the two gardens as specific sites for liability coverage for volunteers who work on those sites
- b. **Trail Head Project at North Oakland Sports Field**—Gordon Piper reported that the project is slated for \$1 million after July 1, but is still challenged by lack of water due a leak in the reservoir above the North Oakland Sports Field. Without water, the project will not be able to repair the bathrooms or create the demonstration garden. The site has been without water for 3 ½ years due to stalled negotiations between East Bay MUD and the City.

- 7. **Adjournment**—The meeting was adjourned at 8:47 pm.