

**Notes from June 23 2018 Board Retreat
Claremont Hotel, Berkeley Room
10:30 am**

Present: Carolyn Burgess
Ken Cohen
Steve Hanson
Chris Johnson
Dave McGuiness
Julie Nachtwey
Sue Piper
Elizabeth Stage

Guest: Nina Senn

Absent: Edgar Antonio, excused
Silviu Angelescu, excused

Means to End Goals

1. Identify Mission—Ken Cohen & Steve Hanson to present draft at July 16 NHCA Board Meeting, complete project by August Board meeting
2. Develop a Communications Plan—Communications Subcommittee to develop a proposal for discussion at July 16 Board Meeting for approval at August Board meeting. Components of a plan to include
 - New website (up and running by 2/1/19)
 - Newsletter
 - Social Media training by September 2018); develop plan
 - Develop calendar of predictable events—Dave McGuiness to present by September 2018
3. Budget/Fundraising Plan—discuss goal at August Board meeting
 - Annual fundraising letter needs to go out October 2018
4. Board Recruitment
5. Advocacy
 - Vegetation Management Plan
 - PG&E plan to turn off electricity when necessary on Red Flag Days

2018 Goals

1. Civic Engagement
2. Public Safety

- a. Fire Safety, Wildfire Prevention
 - b. Crime
 - c. Emergency Preparedness
3. Sustainability of the Gardens

NHCA Mission Bullet Points

- Advocacy & Education
- Partnership with other organizations and the community
- Motivate public to action
- “The go to group”
- Tone of current statement is too social
- Commitment
- More “active” mission/forward looking.

What does “Success” look like for this meeting?

- Clear articulation of NHCA goals
- Specific/narrower goals/communication
- 3-4 top issues for next 12 months
- Broader, more ambitious goals
- Clarity about what the board can do
- Focused within our own boundaries
- Get to 2-3 goals to subcommittee so they can run with them
- General long term priorities, but also clear short term priorities.
- Commitment/buy in from all board members
- Create a concise identity
- Focus
- Decide what we are about—Identity
- What is our 3-5 year plan?
- How to measure success
- What to do this year to achieve our goals
 - Smart Goals are
 - Specific
 - Measurable
 - Achievable

- Relevant
- Timebound

General discussion about goals:

- Be more inclusive
- Social media strategy/tools
- Social media training
- A budget –increase by x% (Fundraising includes landscaping)
- Sustainability plan for the gardens
- Multi-year calendar (candidate panels, CORE trainings, annual meeting)
- Increase Advocacy capability
 - Mobilize NHCA members
 - Organize
- Public Safety Function—needs clarity
- Marketing ourselves to
 - Enhance NHCA visibility
 - Establish identity
 - Can be measured by tracking # of people on open forum and hits on website
 - Standardized use of NHCA identity—templates
- Social Media Training for the Board
- Push communications – Communications Committee action plan for newsletters, post cards, welcome letter, Facebook, Twitter and other social media.
- Web presence
 - Clarity about identity NHAC purpose/messaging
 - Timely, clear information
 - Make it easy for people to engage/donate
 - Interactive
 - Use outside expertise
 - Strategic approach
- Ensure residents are prepared for next big fire
 - Understand and implement defensible space year round
 - Education about requirements

- Pre-inspection support
- Ongoing reminder
- Hold City Accountable for a real 10-year vegetation management plan for city properties that can be prioritized and that provides approaches that individual homeowners could apply to their own properties (by year end, there would be a specific plan for a good EIR that provides specifics, costs, and transparency)
- Hold City Accountable for clarity on evacuation routes
 - Advocate for a traffic study on road loads
 - Advocate for educational campaign on Park Like Someone's Life Depends on It
 - Advocate for better signage and enforcement of parking on narrow roads
- Work with other partners—OFSC, Claremont Canyon Conservancy, MNC, Upper Rockridge, other groups
- Update Mission

Parking Lot

- Communicate NHCA boundaries
- Map escape routes
- Mission Statement update