



To: CBD Board

**Subject:** Noe Valley Association (NVA)

Date: Thursday – May 10, 2018, at 4171 23<sup>rd</sup> Street SF, CA 94114

The full board was present, consisting of: Bob Roddick, Chairperson; David Eiland, Vice Chairperson; Eric Alexanderson, Treasurer; Debra Niemann, Secretary. Other board members in attendance included Mark Campana, Lamisse Droubi, Meagan Fishell, Al Goodwin and Daniel Roddick.

Bob Roddick called the meeting to order at 9:05 AM.

### **New Business**

Minutes from the February 14, 2018 board meeting were emailed to all board members prior to today's meeting. The board unanimously voted to approve the minutes, with Eric Alexanderson initiating the motion that was seconded by Al Goodwin.

Eric Alexanderson, Treasurer, presented FY 2017/18 finances through the third quarter. The motion to approve the finances was made by David Eiland and seconded by Meagan Fishell; the board unanimously approved actual finances through the third quarter of FY 2017/18 and estimated fourth quarter FY 2017/18.

- **Status Report**

The attached status report was reviewed by Debra and the following motions were made:

- **Cleaning Contract**

Curb Appeal has not had a monthly fee increase in four years. They have asked for one but were not specific. Mark Campana moved to give Curb Appeal a 5% increase starting immediately in May, 2018. This motion was seconded by Daniel Roddick and unanimously approved by the board.

- **Bike Racks**

A few merchants have asked for a bike rack to be installed in front of their stores. Bike racks cost about \$500 dollars plus \$175 per installation. After some discussion it was agreed that the NVA research the City's policy on how far apart bike racks need to be in order to justify installing new bike racks and report back to the board for a vote on purchasing more bike racks.

- **NVA Survey**

Debra suggested researching methodologies for surveying property owners on their attitudes toward the NVA and whether or not they are predisposed to renewing the NVA in 2020. A motion was made by David Eiland to conduct this research and costs and forward findings to the board by the end of June, 2018. At that time a decision will be made as to whether or not to spend part of the renewal budget on a professional survey or to simply go ahead with the same survey the NVA has fielded in years past, which is included in the annual report distributed to property owners in August each year.

- Cost of living increase

For the past two years the board has voted not to increase the assessment fees using the CPI. After some discussion Daniel Roddick made the motion that the NVA will not seek to raise assessment in FY 2018/19. This motion was seconded by Mark Campana and unanimously approved by the board.

- Renewal Effort in 2019

Bob Roddick distributed a schedule for renewing the NVA in 2019/20. Debra noted that a committee would need to be formed but that all board members will be required to personally contact a minimum of five property owners in the district in order to get the petitions and ballots in for the vote.

- Collection box at MTA parking lot

David Eiland asked the board to vote down the installation of a clothing donation box at the MTA owned parking lot on 24<sup>th</sup> Street next to the former Radio Shack. A motion to write a letter of rebuttal to the MTA from the NVA was made by David Eiland and seconded by Eric Alexanderson and unanimously approved by the board.

- Relationship of NVA to event programming as fiscal sponsor

After much discussion about the use of the logo, it was determined that either the logo be used for all events for which the NVA is fiscal sponsor, or none of the events. As a nonprofit 501 (c)(3) the NVA cannot discriminate against or for logo use for any events where it is fiscal sponsor.

Motion: The NVA logo and name may not be used for any activity for which we are fiscal agent. Daniel Roddick and Mark Campana voted yes. Eric Alexanderson, David Eiland, Lamisse Droubi, Al Goodwin and Debra Niemann voted against the motion. Meagan Fishell and Bob Roddick abstained. The motion to not include the NVA logo on any and all promotions for which the NVA is fiscal sponsor did not pass.

Following the vote on logo usage, Bob Roddick asked if the logo was trademarked and/or copyrighted. To the best of Debra's knowledge, it has not been. A motion was made by David Eiland to have Bob Roddick look into trademark and copyright costs and next steps. This was seconded by Eric Alexanderson, and unanimously approved by the board.

- Electronic Payment to Curb Appeal

The NVA By-Laws state that the ED cannot write any checks over \$5,000 dollars. Debra has asked the board for approval to send Curb Appeal, the largest payee, \$10,562 dollars per month to be paid via Sterling Bank electronic bill pay. A motion was made to allow electronic payments to Curb Appeal by Daniel Roddick, seconded by Meagan Fishell and unanimously approved by the board.

## **Announcements**

The next board meeting will be in September, 2018.

Lamisse Droubi made the motion to adjourn; it was seconded by Meagan Fishell and unanimously approved by the Board. The meeting was adjourned at 9:50 AM.