

To: CBD Board

Subject: Noe Valley Association (NVA) Quarterly Board Meeting

Meeting Date: Thursday, May 5, 2011 at 9:00 a.m. at home of Debra Niemann,
Executive Director - 4171 23rd Street, SF, CA.

A quorum was present, consisting of: Bob Roddick, Chairperson and Debra Niemann, Secretary. Other board members in attendance included Mark Campana, B.J. Droubi, Al Goodwin, Isabelle Salvadori and Carol Yenne. Absent: David Eiland

Bob Roddick called the meeting to order at 9:35 am.

Old Business

Conference reports were presented from the 2/10/11 meeting. The report was approved as presented. The motion to approve was made by Carol Yenne and seconded by Mark Campana and unanimously approved by the Board.

Financial Review : Eric Alexanderson, Treasurer presented a third quarter review of the 2010/11 financials. The financials were approved as presented first by Al Goodwin and seconded by BJ Droubi and unanimously approved by the Board.

New Business:

Confirmation of amendment to by-laws on number of signatures required. The Board unanimously approved the following revision to the by-laws: Section 10.02. One Signature Required: Except as otherwise specifically determined by resolution of the Board of Directors, or as otherwise required by law, checks, drafts, promissory notes, orders for the payment of money, ordinary budgeted items and other evidence of indebtedness of the corporation shall require one signature. The Treasurer or the Executive Director/Secretary of the corporation shall have authority to sign all checks and other evidence of indebtedness as previously referenced.

The motion to approve the revision was initiated by Eric Alexanderson and seconded by Mark Campana with the full board unanimously approving the revision.

Garden Tour Van Sponsorship: Bob Roddick presented the idea of the NVA co-sponsoring the Noe Valley Garden Tour with the NVM&PA by paying for a van to transport garden tour participants from one garden to the next. Magnetic signs and publicity in the NV Voice and related collateral would announce the co-sponsorship. The total cost of the van is \$575, split; the cost to the NVA is \$287.50.

After much discussion, a call for a vote was initiated by Al Goodwin and seconded by Isabelle Salvadori. The vote was a tie 3 to 3, with Bob Roddick as Chairperson breaking the tie with a vote for the co-sponsorship of the van by the NVA.

Funds for logo development: The Executive Director asked the Board to approve logo development and banner expenditures of \$4,500. The \$4,500 is a budgeted item included in the 2010/11 District Identify and Streetscape Improvement budget.

Motion to approve the funds was made by Eric Alexanderson and seconded by BJ Droubi and unanimously approved by the board.

Lighting/Security Expenditures: Bob Roddick asked the NVA to increase their contribution to event marketing instead of security in December. The \$5,000 currently allocated to security is not a sufficient amount of money for any meaningful security services during the holiday season. The funds would be better spent in support of event marketing such as 24Holidays to drive store traffic. After much discussion, it was agreed to allocate an additional \$1,500 to holiday lighting and \$3,500 to event marketing during the holidays.

Isabelle Salvadori made the motion to accept the new allocation and it was seconded by Eric Alexanderson and unanimously approved by the board.

Next Meeting Date : a fourth quarter meeting date was not scheduled. This is the annual meeting with property owners and the election of new officers and board members. A late September date was discussed at prior meetings and the conference room at the library is to be reserved for the meeting. A final date will be emailed to board members within the next month.

The meeting was adjourned at 10:42 am with BJ Droubi moving for adjournment and seconded by Eric Alexanderson and unanimously approved by the Board.