



To: CBD Board

Subject: Noe Valley Association (NVA) Quarterly Board Meeting

Date: Wednesday, June 10, 2015 at 9:00 am – at 4171 23rd Street SF CA

A quorum was present, consisting of: David Eiland, Vice-Chair, Eric Alexanderson, Treasurer and Debra Niemann, Secretary. Other board members in attendance included: Meagan Brown, Al Goodwin and Isabelle Salvadori. Absent: Mark Campana, BJ Droubi, and Bob Roddick

David Eiland called the meeting to order at 9:12 am.

Old Business

Conference reports were previously emailed to members from the 2/25/15 meeting. Al Goodwin made the motion to approve the report as presented; it was seconded by Eric Alexanderson and unanimously approved by all attending board members.

Eric Alexanderson, Treasurer presented financials for the first half of FY 2014/15. The motion to approve the financial review was made by Isabelle Salvadori and seconded by Al Goodwin and the board unanimously approved FY2014/15 financials through the third quarter, 2014/15.

Isabelle Salvadori made the motion that the NVA should put aside \$3,000 per year for renewal efforts. This motion was seconded by Meagan Brown and unanimously approved by the board.

New Business

CPI Index Approval: After some discussion it was agreed to increase the annual NVA assessments to the CPI index of 2.7% for FY 2016/17. The motion to do so was first made by Isabelle Salvadori and seconded by Al Goodwin. The vote by the board was unanimous for this action.

NVA Awareness Campaign: Debra reviewed samples of potential marketing materials, magnetic banners for water bladder, postcards, street banners, etc. and asked the board to approve estimated expenditures of up to \$1,600 to create and produce an awareness campaign among property owners, merchants and the general public. The objective of the campaign is to remind property owners of the work and hence benefits to property owners.

David Eiland suggested the NVA consider producing a lenticular postcard showing before and after photos of improvements made to 24th Street by the NVA. Debra and David to research costs involved in producing this type of postcard and forward to board for approval.

Meagan made the motion to approve the \$1,600, it was seconded by Isabelle Salvadori and approved by the board with the caveat that final design of all materials is sent to the board that will have 48 hours to respond, or lack of response is assumed to be approval.

Status Report– reviewed as presented by Debra, including the presentation of the binder created for each property within the NVA. Each sheet contains the lot/block number, current assessment and how they voted in 2005. It also contains notes on work the NVA has done for the property owner as well as merchants located at each property.

David Eiland asked Debra to investigate anti-graffiti coating for the new and current street furniture and parklet planter boxes. Debra to report back to the board on the costs and timing associated with this coating.

Isabelle Salvadori made the motion to adjourn; it was seconded by Al Goodwin and unanimously approved by the Board. The meeting was adjourned at 10:03 am.