

DRAFT

Beresford Hillsdale Neighborhood Association
General Meeting March 15, 2011

Vice President Anne Arnold called the meeting to order at 7:34 PM. There were 38 members attending.

Announcements:

We are still looking for a president and more Board Members.

April 19th meeting - Karen Maskel from the San Mateo Library will be the guest speaker.

At 6:30 PM on March 22nd there will be a presentation on the Burlingame Centennial at the San Mateo Main Library.

From 3:30 to 5:45 on March 24th there will be an orientation tour of the San Mateo Main Library which will include an orientation for people that are interested in becoming volunteers at the library.

From 9:00 AM to 1:00 PM on Saturday April 23rd Central Park will hold their 34th Extravaganza which will include a pancake breakfast.

March is Be Ready, Be Safe, Be Involved month in San Mateo.

There was a map of all of the Neighborhood Associations in San Mateo on display at the meeting. BHNA is the largest neighborhood association in San Mateo.

Larry Ivich from the Hillsdale Mall was the guest speaker:

Many of the bus routes that now stop near Mervyn's will be stopping on El Camino Real which will reduce bus traffic on Hillsdale Blvd. The rest of the buses that now stop at Mervyn's will move to the new bus stop across from Wells Fargo. This will clear up the area in front of Mervyn's for the new tenants.

There will be three new tenants moving into the old Mervyn's location. Since the leases have not been signed yet Larry said that he could not give us their names at this time but they include:

A full service sit-down restaurant with valet parking will move into the east end of the first floor. Meal prices will be in the \$12 - \$20 range. (A member in the audience pointed out that there is a liquor license application taped to the window stating that the restaurant is The Cheese Factory.)

A ready-to-wear clothing store from Sweden will move into the rest of the first floor.

A Junior Department Store with moderately priced ready-to-wear clothing for the entire family will move into the second floor.

Larry expects the leases to be signed within 30 days and the new tenants to be open for the Holidays.

The Mall likes to have restaurants as tenants, and California Pizza Kitchen has just signed a lease extension.

Old Navy will be moving to a new location to the west of Trader Joe's, and a family shoe store will move into the current Old Navy location.

The Mall wanted Crate & Barrel to stay, but they moved because they wanted a larger store.

Restoration Hardware has signed a lease extension.

Like most Malls Hillsdale is a car oriented center, and thus they are not opposed to the plan to move the Caltrain Station.

Barnes & Noble is doing well. Borders is not part of Hillsdale Mall.

There are normally 20 Security Officers at the Mall with more security during the Holidays. New security lights will be added in the parking lots, but they have to be careful to screen the lights from the neighbors. Some of the eucalyptus trees on the west side of the parking lots will have to be removed because they are damaging the parking structures.

Ana Furniture is a showroom for their company and is doing well. They are interested in staying at the Mall.

The Mall plans to try 20 minute parking places in front of Trader Joe's and the new Old Navy location.

The meeting was adjourned at 8:52.

Submitted by Stan Shogren.