

**Beresford Hillsdale Neighborhood Association**

**Board of Directors Meeting Minutes Feb. 5, 2014**

The meeting was called to order by outgoing president Susan Rowinski at 7:35 pm, in the board room at the Beresford Recreation Center. In attendance were Susan Rowinski, Lisa Taner, Andrea McCutchin, Heinz Plischke, Kaye Sharma, Jan Prisco, Ellen Wang, Monika Lee and Claire Jensen.

**General meetings were planned for the next several months.**

Feb. 18 - Lisa volunteered to help bring the meeting sign and will put it out in front of the building. She will also make sure guests sign in. Kaye will bring snacks and coffee. There will be a horseshoe seating arrangement, mic, table and screen to project the slide show that our speaker will be using.

March 18 – Kaye to host. Topic will cover planning and construction projects in San Mateo by city Planner Darcy Forsell.

April 15 – Lisa to Host. Our speaker is Shiela Canzian who will talk on the Beresford Park Construction update and share an update of our dog Parks and more.

May 20– Heinz to host. The History of San Mateo will be presented by. Michael Svanevik, historian and teacher at CSM. He charges \$150 fee. This speaker fee was voted on and approved. We will use existing publicity sources such as Next-door, Facebook and BHNA Newsletter. BHNA will start to publicize the May meeting in the March newsletter.

June 17 - Ellen to hostess and the topic will be on Safety and the police department will be asked to provide a community officer to speak.

July 15 – Andrea to host the summer social/community party.. This annual event will a live band (to be found), and food. Stephanie Allen was the last board member to plan this and will be asked to mentor the project.

August – no meeting

Future meetings will be determined at a later date.

**Election of officers for new term were voted on and approved unanimously.**

President - Lisa Tanner, VP - Andrea McCutchin, Secretary - Jan Prisco, Treasurer - Ellen Wang, Directors - Susan Rowinski and Monika Lee, Director Emeritus - Kaye Sharma and Heinze Plischke. Claire Jensen will return to help with the newsletter.

There was a discussion to change the by laws so past directors who have left can return to the board. The officers can serve for 2 consecutive years then become directors and serve for an additional 2 years.

**SMUHA** representatives are Monika, Heinz and Susan. These 3 representatives will meet the 3<sup>rd</sup> Thursday of the month at Beresford Rec Center. There are 24 associations in the City of San Mateo. Officers and SMUHA reps get emails from SMUHA. The goal is to provide the city a single venue to provide and share info, feedback on programs and surveys of the community.

Vote to renew our annual membership with annual fee of \$30 to SMUHA was voted on and approved.

### **Board Reports**

Treasures report for 1/31. BHNA has a balance of \$9,551.92.

1/8 Board Minutes were approved with corrections. Kaye is spelled with an E at the end.

1/22 General meeting minutes were approved.

Membership is currently 451. 62 have not yet renewed. Ellen Wang reported that the website was paid for by Mike Germano, a former officer. He has been reimbursed by BHNA. Our website sending email is through the company GoDaddy. In August/Sept we had 2,700 mailings and 450 new members joined. Our database was a list of 3,000 homeowners from a relator and current members were pulled to create our prospect mailing and labels for 2,700 mailings. The annual membership drive occurs in Oct/Nov in the newsletter.

Newsletter is limited to a 4- sided mailing. Next deadline to submit articles is Feb. 22nd.

Respectfully submitted, Andrea McCutchin