

**Beresford Hillsdale Neighborhood Association**

**Final Board of Directors Meeting Minutes, July 2, 2014**

The meeting was called to order by Vice President Andrea McCutchin at 7:05 pm, in the board room at the Beresford Recreation Center. Also in attendance were Kaye Sharma, Jan Prisco, Ellen Wang, Monika Lee and Heinz Plischke.

Not in attendance were Lisa Prisco and Susan Rowe.

**Routine Business**

Board of Director meeting minutes for June 2014 were read and accepted, with Monika attaching the email from Karen Herrel containing information on the source of the funds currently in reserve.

General Member Meeting Minutes for June 2014 were reviewed and accepted.

The financial report was reviewed and accepted.

**Old Business**

Kaye to reach out to Diana to address the question that arose during the June BOD Meeting regarding the source of the names on our mailing list and why there are only approximately 2600 names on the list.

**New Business**

General Meeting topics and sponsors for July through November were discussed. The lineup is:

July: Annual Summer Social, Andrea to Sponsor

September: Pollution Prevention Program, Ellen to Sponsor

October: It was proposed that we approach State Assemblyman Kevin Mullen

Susan to Sponsor; this needs to be confirmed in time for inclusion in the September newsletter, *i.e.*, before Labor Day

November: San Mateo County Ombudsman Program, Monika to Sponsor

Potential subjects for 2015 general meetings were discussed with further discussion to follow.

**Usage of Reserve Funds**

Opportunities to use reserve funds were discussed. Monika proposed free membership for all residents within the BHNA borders for one year to thank

members for their support and to bring in new members. Other suggestions were made by other board members to contribute to the Beresford Rec Center Scholarship fund, to contribute to Second Harvest Food Bank, to provide patriotic pins to all members and to contribute to the Beresford Park update fund.

It was suggested that some guidelines be developed around how funds should be allocated. To add clarity, Kaye reviewed the purpose of the BHNA as stated in the Bylaws and read that information to the Board.

It was agreed that this subject would be revisited later.

### **Annual Summer Social**

Andrea reviewed a list of action items for the summer social project and these were divided up among all attending members and Susan, who had already shared what she wished to own on the list. Andrea will distribute a summary along with the responsible board member assigned to each activity via email.

### **Search for a Mailing List source**

Heinz reviewed his discussion with Alesco, a mailing list provider based in Florida. They have 13,761 household names for the area code 94403. They indicated to Heinz that they can provide 2,500 names to us for households in our area for \$250, with an additional \$100 charge for stick-on labels. The lists are deliverable in less than a week. We are not certain that this list will be better or worse than the list we currently get from Diana. This will be discussed further once Kaye speaks with Diana and we have a clearer understanding of the source of the current list we are using. Heinz will explore with Alesco how many names they would provide for the BHNA area.

The meeting was adjourned at 8:46 pm.