

BPNA, INC

Executive Board Meeting

May 14, 2009

Time and Location: 7:30-9:15 pm, home of Sally Flory-O'Neil
Directors Present: Margaret Buss, Marc De la Vergne, Hal Edmonds, Sally Flory-O'Neil, Dave Philipp, and Catherine Turrill
Directors Absent: Rob Sperling
Guests: Darby Patterson and Randall Hagar

(Note: To accommodate our guests, we began immediately with the website presentation and deferred the regular business until after it ended)

New BPNA Website Design

At the Board's invitation, Darby Patterson made a presentation about the new website she had designed for BPNA (Pete Bramson, who also had worked on the project, was unable to attend the meeting due to another engagement). A preliminary version of the website already had been shared with the Board (<http://darbyassociates.net/preview/bpna/>).

Darby showed the Board various features of the new site, which is designed to be easily managed by others as well as to be easily navigated and read by visitors to the site. Verdana font is preferred for clarity in the text sections, for example. As she explained, only the opening lines of a feature story might appear on the front page. These would lead to the full story inside the site. The home page also might include areas for short announcements that could be changed once a month. Another optional and changing feature could be a short profile of a neighborhood resident. The navigation bar at the bottom of the home page could include various pertinent categories, such as Home, About BPNA, Contact Us, etc. The sidebar could include links to current and past newsletters, a neighborhood photo gallery, etc. There also could be a section for time-sensitive "news flashes," such as crime reports that need to be shared with the residents immediately. Darby observed that the crime reports section has been a popular feature on the website for the Natomas neighborhood association. Finally, the home page also could offer a list of links that BPNA feels would be useful or of interest to residents (some already are indicated on the current site, but they need to be updated: a few of the links provided there are dead). Other website sections could include: business pages, with current and past agendas of BPNA Executive Board meetings; a list of the Board of Directors, with updated versions of their campaign statements; a page with information about BPNA membership; information about how to submit articles and digital images for possible posting on the website; a coupon page with coupons for local businesses (this could be a good advertising feature); and possibly a secure, password-protected page for the use of the Board only (this could facilitate communication between Board members as they plan the meetings and BPNA events, discuss neighborhood issues, etc.).

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Some of the text material on the old website can be “recycled” for use on the new one. Margaret offered to help edit the section that provided a history of the neighborhood and BPNA. In discussion, we talked about the pros and cons of going entirely over to electronic communication (i.e., relying only on the website to disseminate information and abandoning the print newsletter). Although not all of our residents have “crossed the digital divide” yet and may prefer to a print newsletter to a website, the challenge has been to get the newsletters to their homes in a timely manner. Darby suggested that we could ask neighbors if they prefer one or the other, either the website or the newsletter.

Darby explained that she had used, and also recommended, a program called “Site Builder” for building and maintaining the BPNA website. She pointed out that it has great customer support and a reasonable price (\$120 per year).

Secretary’s Report

The April meeting minutes, composed by Catherine and previously shared among the Board members via e-mail, were approved without changes.

Treasurer’s Report

(Note: By mistake, this category was omitted from the revised agenda)

Hal distributed copies of his two-page report, observing that we have a healthy balance. He pointed out one entry in the “expense” column, the \$104 spent on the River Cats ticket package as BPNA’s donation to the fund-raising part of the Jazz Concert in Grant Park on June 7 (labeled “Grants to other organizations”).

ParkBeat Content for June 2009

Because the deadline for article submissions to Catherine was the same day as the Board meeting (May 14, to be sent to Asha by 5 p.m. on May 15), we simply reviewed the list that already had been developed via e-mail, making one addition (real estate article).

Article Topics/Authors, June issue of *ParkBeat*:

- Historic home: Asha
- Susanne’s Household Tips: Asha
- New/renewing members: Sally
- June Yard Sale: Sally
- Friends of the River Banks: Catherine
- New website: Hal
- Jazz and Pops in the Park, with call for volunteers: Catherine
- Sutters Landing Park Rehab/Dog park: Rob/Catherine
- Proposed use of Marshall School by Montessori: Margaret
- Real estate: Dave
- Digital TV notice from Cohn’s May newsletter: Catherine

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SOCA Home Tours

Catherine and Margaret made a brief report on the progress of plans for the September 20 event. Even with a recent addition to the list (the home of George and Dorothy Niesl), we still are one or two houses short of the goal that had been discussed by the SOCA committee (approximately eight residences in the greater Boulevard Park neighborhood were sought: we now may have seven, if Peter Keat agrees to participate). On hearing this, Dave volunteered to open his house to the tour. The post-tour dinner for home owners and tour volunteers will be on the 22nd Street Common behind Marc's and Angela's house (note: they also have agreed to host the Holiday Party in December).

Liability Insurance Update

Sally reported on the progress of discussions with the insurance agent. Previously she had circulated a draft agreement among the Board via e-mail. A few of the officers had questioned parts of it. As a result, corrections were being made and irrelevant statements deleted. If all of the Board members are willing to approve the revised version of the agreement, she will get Rob's signature. In discussion, we talked about the requirement that a formal record be made if and when we had to refuse to serve beer or wine to a guest at one of our events. We will need to alert the volunteer bartenders of this policy. Even with this liability insurance, homeowners who are not Board members and who host BPNA events will need to have liability insurance. They will not be covered by the BPNA policy. As we have done in past years, BPNA can cover the cost of this for the homeowner. It was emphasized that we need to have the liability insurance in effect before the June yard sale. The overall cost still is \$1500, as reported at the May meeting.

June Yard Sale

Pat Cosentino is now accepting donations of Yard Sale items for storage in his garage. We realized we were not certain which of the Board Members were coordinating the event, though we agreed that Marti Geiger would be handling the cash box, as in past years. Volunteers are needed to help price items the evening before the sale. Dave said that he and Joe could do this. Sally agreed to call Rob to ask about the event planning.

National Night Out

It was agreed that if Marshall Park is going to be used again as the site for the dessert course, the tables should be set up at a very visible spot and/or clear signage will be necessary to direct participants there.

Spaghetti Dinner Entertainment

Pete Bramson had put together a list of suggestions for entertainment and shared it with the Board members by e-mail before the meeting. Everyone present expressed strong

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interest in the idea of the “roaming magician,” as he/she could engage children and adults alike. We also agreed that, after two years of hiring Doctor Solar, we were ready to try another entertainer. Sally said she would look further into this matter.

Zoning Issues

In a preliminary version of the meeting agenda, Catherine has listed three topics involving zoning that had been discussed via e-mail in the month since the April meeting. A message sent by the Long Range Planning Manager, Tom Pace, concerned a controversial zoning issue that he would be discussing at the May 18 NAG meeting. In discussion, it was suggested that converting homes to businesses could undermine a neighborhood’s residential base and therefore threaten the neighborhood itself.

Margaret Buss offered to ask about the McKinley Village project. Sally said there had been no response to her May 5 memo to City Council members about supporting AB 1284 (a bill concerning advance notification of neighborhoods when applications for drug/alcohol treatment centers within their boundaries are submitted for review).

Request from the Vineyard

The Vineyard Christian Fellowship has asked about publishing announcements of its free job support workshop and related public events in the *Park Beat*. In discussion, we agreed that, given the distant location (19th and V Streets), these events were outside our range and therefore not appropriate news items. Sally agreed to reply to The Vineyard.

Planning the June Meeting Agenda

Margaret suggested that a discussion of the issue of overlapping neighborhood borders could be a good topic for the June agenda. Marc agreed that this could be useful, and also recommended that we have a map illustrating the locations of the neighborhoods.

Other

Sally announced that a local house painter, Tom Cress, had expressed interest in purchasing a year’s worth of advertising in *Park Beat*.

Marc told us about a Seattle company that manufactures small, prefab cottages that can go onto alley sites (combining a loft unit and car port). They look nice even though they are prefabricated, and are designed for the homeowner who wants to rent out the back part of his/her property. Marc suggested that these could be a viable alternative to the controversial multi-story “Stitch” housing units discussed at a previous Board meeting.

Adjournment

The May meeting was adjourned at 9:15 p.m. The next Executive Board meeting will be held at the home of Dave Philipp (Thursday, June 11).