

Welcome to the Fernside Home Owners Association Annual Meeting



Your audio input (microphone) into this session is currently muted.

Your video in this session will not be enabled.

You may use the CHAT feature to talk to your board members as a group.
Click the chat icon to display the chat work area.

If you have a technical question, use the Q&A button. We do not have expertise with how Zoom operates on all various devices, but we will try to assist you so that you may hear our presentation.

If possible, please hold your questions to board members to the end of our presentation to reduce interruptions.

There will be one or more times where we will stop and see if anyone has a concern on a particular topic being discussed.

Welcome, neighbor.



2021 Annual Meeting

Tuesday, January 12, 2021 at 7:00 PM
via Zoom video

Website: **www.fernsidehoa.com**



Agenda

- **Call the meeting to order, Mission Statement, Purpose**
- **Introduce board members**
- **Secretary: quorum call, approve last year's minutes**
- **Treasurer's Report**
- **Ballot to increase dues: status**
- **2020 Activities**
- **Committees**
- **2020 and 2021 opportunities & direction**
- **New Business & Motions from the floor**
- **Board duties**
- **Board nominations & Election of 2021 Board Members**
- **Adjourn**



Mission Statement

We are a volunteer organization striving to strengthen our neighborhood by enhancing its historic character, encouraging connections, promoting safety, advocating common interests, and fostering property values.

We are inspired to make Fernside an even better place in which to live, work, learn, and play!

History of the Fernside HOA

Declared by the developer of the Fernside neighborhood in June, 1925

Conditions, Covenants, and Restrictions (CC&Rs) were designed for the mutual benefit of each parcel

The Fernside Home Owners Association was proposed to possess certain powers to interpret and enforce the CC&Rs

Over time, the HOA takes on new initiatives and advocates for our neighborhood with the City of Alameda

In the future, the HOA will be here to ensure the Fernside neighborhood remains a desirable community in which to live and thrive



2020 Board of Directors

(In the photo from left to right:)

Kevin Jensen | President
Mo Vemulapalli | Vice-President
Marianne Landis | Special Projects
Tracy Brotze | Secretary
William Morrison | Treasurer
Jim Strehlow | Newsletter Editor



- ❖ *Elect the Fernside HOA Board of Directors annually at the Annual Meeting to serve a one-year term.*
- ❖ *The board may appoint other officers and committees at their board meetings (which are open to homeowners.)*
- ❖ *The board is 100% volunteer.*



Secretary:

Quorum call

**Approve the minutes of last
year's Annual Meeting
of January 14, 2020**



Treasurer's Report by William Morrison

Bank of Marin

End of December 2020

Checking \$6,250

Savings \$3,000 (reserve fund)

Treasurer's Report

2020 Income and Expense review



BUDGET

2020 Income
\$5,500

- \$2,500 dues & late fee receivable
- \$3,000 title transfer fees

2020 Expenses
\$6,725

- \$3,500 insurance
- \$ 600 accounting software
- \$ 150 dedicated PO Box
- \$1,000 legal and filings
- \$ 750 postage and supplies
- \$ 175 website
- \$ 50 banking fees
- \$ 500 national night out, lamp posts
- \$ 0 annual meeting

ACTUAL

2020 Income
\$5,100

- \$2,450 dues & late fee receivable
- \$2,650 title transfer fees

2020 Expenses
\$6,140

- \$2,920 insurance
- \$ 360 accounting software
- \$ 135 dedicated PO Box
- \$ 0 legal and filings
- \$ 805 postage and supplies
- \$ 205 website
- \$ 0 banking fees
- \$ 900 nno, lamp posts
- \$ 815 annual meeting

Treasurer's Report

2021 Budget



2021 Income Estimate

\$5,500

- \$2,500 dues & late fees receivable
- \$3,000 title transfer fees

2021 Expenses Estimate

\$7,125

- \$2,900 insurance
- \$ 600 accounting software & services
- \$ 150 dedicated PO Box
- \$1,000 legal & filings
- \$ 950 postage & supplies
- \$ 175 website
- \$ 50 banking fees
- \$ 800 national night out, lamp posts
- \$ 500 annual meeting

Treasurer's Report: End of Year Balance of Savings + Checking



Actual

2018 - \$10,140

2019 - \$10,300

2020 - \$ 9,250

Projected ending balance for

2021 - \$ 7,625

Treasurer's Report OBSERVATIONS



Delinquent Accounts equal 20% of assessments

Insurance and Fees are stable but are inclined to grow

Complexity requires some professional support

Invoicing costs 20% of assessments

Despite some expense reductions, income **will not cover** anticipated costs

Ballot request to increase dues for 2022



- The current dues have not changed since their inception in 1925
- Cost of maintaining the Fernside HOA has increased with inflation
- Main operating expenses are:
 - Insurance
 - Collection of dues including postage, mailing supplies, accounting software and PO box
 - Website hosting
 - Annual meeting venue
- It takes 332 ballots in favor or 166 ballots not in favor to pass/not pass the request to increase dues
 - Mailing reminder notices to home owners who have not voted may be required

2020 Activities (review)

Kevin Jensen



2020 Goals

The board focused on the following areas:

- ***Compliance***
- ***Community Outreach***
- ***Financial Stability***
- ***National Night Out***
- ***Holiday Lamp Post Decorations***
- ***City of Alameda Communication***
- ***Department Public Works – Street Lamps***
- ***Continue running HOA during Covid***



Committees: Jim Strehlow

- Website

www.fernsidehoa.com

- Newsletter

- National Night Out

(first Tuesday in August)

- Transportation

Holiday Lamp Posts Decorating Committee

lead by

**Marianne Landis and
Tracy Brotze**

20 volunteers contributed

232 lamp posts decorated

Thank you volunteers!

We could not have accomplished
this without you.







2020 Opportunities (review of last year)

Community Goals

Leveraging the website for more efficient and frequent communication and interaction between members, the board, and others.

National Night Out



Architectural Review Committee

Functionally in abeyance. Focus on applicable C. C. & R.s and follow the City of Alameda process.

City of Alameda

Increase city meetings & follow up on issues specific to FHOA
(crime, traffic, sidewalks, trees, streetlamps, etc.)

Communicate findings to community on website

Utilize HOA's political potential within Alameda for the benefit of the neighborhood

Transition Management

Tasks and deadlines listed by month for future boardmembers

Boardmembers cross-trained in all areas if there is a vacation or vacancy

Review voting power of President position with the organization



2021 Opportunities

Community Goals

- Leveraging the website for better dissemination of information to the community
- Newsletter for our Neighborhood
- Continue Lamp Post Holiday Spirit

Safety

- National Night Out again
- Earthquake preparedness / Map Your Neighborhood
- CERT – **C**ommunity **E**mergency **R**esponse **T**eam Alameda

City of Alameda

- Increase city meetings & follow up on issues specific to FHOA
(crime, traffic, sidewalks, trees, streetlamps, etc.)
- Communicate findings to community on website
- Utilize HOA as a political action committee within Alameda for the benefit of the neighborhood

Department of Public Works

- see [click fix.com](http://click.fix.com)
- Gibbons Drive trees, sidewalk, curbing, parking

2021 Meeting



New Business and Motions from the floor

2021 Board Duties



Each new member will need to assist with a task involved in the running of the organization:

- Monitoring e-mail and voicemail
- Update website
- Financial accounting using Xero software online
- Folding and mailing letters
- Filling out transfer paperwork for home purchases
- Entering and depositing checks
- (optional: attend meetings with CLASS regarding airport noise)
- State of California paperwork
- Coordinating the Holiday lamp post decorating
- Following up with City of Alameda regarding traffic, sidewalks, trees, streetlamps, and crime



2021 Board Nominations & Election

Nominee Qualifications

Must be a homeowner of a Fernside property.
Must be in good standing (all assessment payments are current.)

Board member responsibilities & commitment

Attendance at monthly board meetings, annual meeting and any special meetings called.
Ability to provide 2-4 additional hours per month to support board activities outside of meetings.

Voting

Per bylaws, property owners are granted one vote per owned lot.
Owners not present may vote via signed proxy.

Procedure

1. Call for nominations (in-person or previously submitted)
2. Candidates may provide statements or discuss qualifications and interests (up to 3 minutes each)
3. Homeowners respond to the poll We accept write-in candidates.
4. Tabulate and announce results



Any questions?

Please click the “raise hand” icon near the bottom of your screen in order to raise your hand so that we notice you.

We will acknowledge you by name and enable your audio.

You must respond to the prompt to enable your audio. Then ask your question.



Adjournment

Good night.

We hope to see you in
person next year!