



Welcome to the Fernside Home Owners Association Annual Meeting



A few notes before we begin...

- 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 participate in our presentation.
- If possible, please hold your questions to board members to the end of our presentation to reduce interruptions.
- If you interrupt us during a presentation, we might mute you or send you back to the waiting room.
- 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.



2023 Annual Meeting

Tuesday, January 10, 2023 at 7:00 PM
via Zoom video

Website: www.fernsidehoa.com

Please sign up for the newsletter!

www.fernsidehoa.com/news



Agenda

- Call the meeting to order, Mission Statement, Purpose
- Introduce board members
- Secretary: quorum call, approve last year's minutes
- Ballot to increase dues: status
- Treasurer's Report
- 2022 Activities
- Committees
- 2022 and 2023 opportunities & direction
- New Business & Motions from the floor
- Board duties
- Board nominations & Election of 2023 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 all 497 parcels
- 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

Newsletter email signup



- The Newsletter is the only method the FHOA Board currently uses to update you throughout the year on happenings that may effect you. We send it out sparingly, and invite residents to submit content throughout the year. In 2023, we plan to send out a survey, asking for your input on the FHOA.
- This year, the newsletter included articles about:
 - Fernside police beat meetings
 - City of Alameda's Active Transportation Plan
 - Rebuilding the play structure at Lincoln Park
- Please go to the HOA site to sign up: <https://www.fernsidehoa.com/news>

HOA notification when property is sold



- Important to notify the HOA when your home is up for sale (includes for sale by owner)
- Records need to be updated for both the HOA and Alameda County Records office at transfer
- Responsibility is with the seller and listing agent to disclose the HOA
- Usually the listing agent contacts the HOA for State of California forms:
 - HOA-IR form
 - HOA-RN form
 - HOA-RS form

Changes coming the Fernside Area



In 2023, the Board anticipates the following:

- Changes to traffic
 - Roundabout at Fernside and Tilden
 - Additional focus on High Street & Broadway street calming
- Continued evaluation of the Active Transportation Plan
 - Slow Streets
 - Traffic calming on High Street & Gibbons
- New development on the Oakland side of the Estuary
 - Amazon Warehouse in the former glass plant

2022 Board of Directors



Kevin Jensen	President
Siraj Husain	Vice-President
Tracy Brotze	Secretary
Jim Strehlow	Treasurer + Newsletter
Rebecca Jewell	Special Projects
Zara Santos	Special Projects
Jay Seaton	Special Projects

- ❖ ***Elect the Fernside HOA Board of Directors each year 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 on January 11, 2022



Ballot to increase dues passed - 2021

- The dues had not been changed since their inception in 1925
- Passed with supermajority of votes (Summer 2021)
- No inflation provision or board powers given to increase dues in the future
- HOA dues increased from \$0.001 to \$0.002 per square foot of land annually starting in 2022



Treasurer's Report

Jim Strehlow



Bank of Marin

End of December 2022

Checking \$6,830

Savings \$4,000 (reserve fund)

Treasurer's Report

2022 Income and Expense review



BUDGET

2022 Income
\$8,400

- \$5,400 dues & late fee receivable
- \$3,000 title transfer fees

2022 Expenses
\$7,740

- \$3,670 insurance
- \$ 620 accounting software
- \$ 200 dedicated PO Box
- \$1,000 legal and filings
- \$ 750 postage and supplies
- \$ 200 website
- \$ 50 banking fees
- \$1,500 national night out, lamp posts

ACTUAL

2022 Income
\$8,814

- \$4,564 dues & late fee receivable
- \$4,250 title transfer fees

2022 Expenses
\$6,975

- \$2,972 insurance
- \$ 417 accounting software
- \$ 202 dedicated PO Box
- \$ 0 legal and filings
- \$ 926 postage and supplies
- \$ 208 website
- \$ 10 banking fees
- \$1,239 nno, lamp posts
- \$1,000 transfer to savings

Treasurer's Report

2023 Budget

2023 Income Estimate

\$8,000

- \$5,500 dues & late fees receivable
- \$2,500 title transfer fees

2023 Expenses Estimate

\$8,000

- \$3,300 insurance
- \$ 500 accounting software & services
- \$ 220 dedicated PO Box
- \$1,000 legal & filings
- \$1,200 postage & supplies
- \$ 250 website
- \$ 0 banking fees
- \$1,530 national night out, lamp posts



Treasurer's Report:

End of Year Balance of Savings + Checking

Actual

2018 - \$10,140

2019 - \$10,300

2020 - \$ 9,250

2021 - \$10,980

2022 - \$10,830

Projected ending balance for

2023 - \$11,000





Treasurer's Report: OBSERVATIONS

- We continue to use Xero cloud software for accounting.
- We have a very good response rate to dues payments.
Our dues and title transfer fees sustain our budget.
- Insurance and Website costs will continue to increase;
but maintainable within our budget
- Annual billing mailing costs increased the most
(envelopes, printing, and postage)
- If the membership wants our association to do more
(more programs,) we will need more volunteers, but
we should have enough funds in reserve to cover such costs

2022 Activities (review)

Kevin Jensen



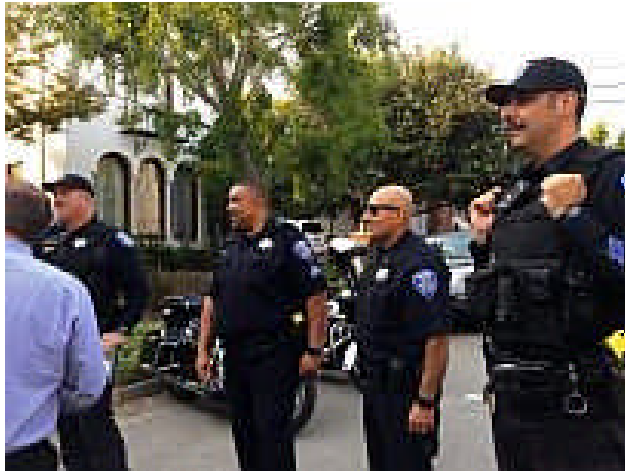
2022 Goals

The board focused on the following areas:

- ***Compliance with CC&Rs and bylaws***
- ***Community Outreach***
- ***Financial Stability***
- ***National Night Out***
- ***Holiday Lamp Post Decorations***
- ***City of Alameda Communication***
- ***Continue running HOA meeting over video***

Committees

National Night Out, August 2018



Committees

National Night Out, August 2021



Committees

National Night Out, August 2021 - Firefighters arrive



Holiday Lamp Posts

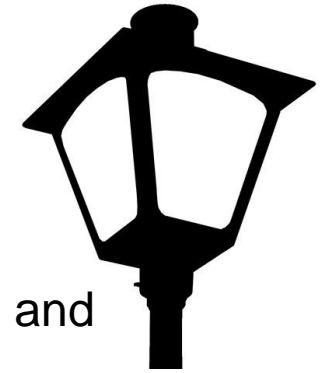
Marianne Landis & Tracy Brotze

- 20+ volunteers contributed
- All but 4 lamp posts decorated
- More supplies were ordered to replace tattered and missing inventory
- Inventory is being tallied for 2023 needs
- Suggestions and more volunteers welcome - email us at: FernsideHOA@gmail.com

Thank you volunteers!



2022 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 CC&Rs 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

2023 Opportunities for Committee Volunteers and Board Members



Community Goals

- Leverage website for better dissemination of information
- Newsletter for our neighborhood
- Continue lamp post holiday spirit

Safety

- National Night Out
- Earthquake preparedness / Map Your Neighborhood
- CERT - Community Emergency Response Team Alameda
- Block Captain / Neighborhood Watch - Alameda Police Department

City of Alameda

- Increase city meetings & follow up on issues specific to FHOA
- Communicate findings to community on the website
- Utilize HOA as a political action committee within Alameda for the benefit of the neighborhood

Department of Public Works

- See Click Fix (seeclickfix.com)
- Gibbons Drive trees, sidewalk, curbing, parking

2023 Meeting

New Business and Motions from the floor



2023 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
- Surveys
- 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
- National Night Out
- Coordinating the Holiday lamp post decorating
- Following up with City of Alameda regarding traffic, sidewalks, trees, streetlamps, and crime

2023 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. Tonight's attendees respond to nominated board members by voting via email (fernsidehoa@gmail.com) or website contact by Friday, 1/13
4. Board to tabulate and announce results at a later date

Any questions?



- Please click the “raise hand” icon under Reactions in order to raise your hand so that we notice you.
- We will acknowledge you by name.

Adjournment

Good night. See you around the neighborhood.

Remember National Night Out in August!

www.fernsidehoa.com

www.fernsidehoa.com/news (newsletter signup)

Send an email to: fernsidehoa@gmail.com

