

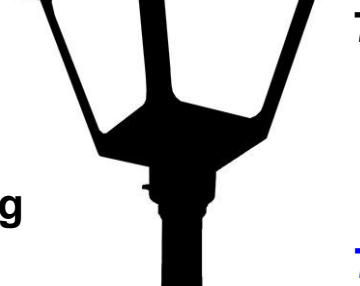


2020 Annual Meeting

Tuesday, January 14, 2020 at 7:00 PM
Edison School Auditorium

Website: www.fernsidehoa.com

Agenda

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- | | |
|--|-------------------------|
| 1. Call the meeting to order, Mission Statement | 7:00 PM |
| 2. Introduce board members | |
| 3. Quorum call | |
| 4. Approve minutes of the January 2019 meeting | |
| 5. Treasurer's Report | 7:10 PM (10 min) |
| 6. 2019 Activities (guest – Erin Smith, Alameda DPW) | 7:20 PM (20 min) |
| 7. 2019 Committees | 7:40 PM (10 min) |
| 8. 2020 Budget | 7:50 PM (10 min) |
| 9. 2020 Opportunities & Direction | 8:00 PM (10 min) |
| 10. New Business & Motions from the floor | |
| 11. Board nominations & Election of 2020 Board Members | 8:10 PM (20 min) |
| 12. Board duties | |
| 13. Adjourn | 8:30 PM |

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!



2019 Board of Directors

Kevin Jensen | President
Mo Vemulapalli | Vice-President
Marianne Landis
Tracy Brotze | Secretary
William Morrison | Treasurer
Jim Strehlow
Beth DeGolia



- ❖ *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.*



Treasurer's Report

William Morrison

Bank of Marin

End of December 2019

Checking \$7,300

Savings \$3,000 (reserve fund)



Treasurer's Report

2019 Income and Expense review

ACTUAL

2019 Income
\$5,290

2019 Income

- \$2,690 dues & late fee receivable
- \$2,600 transfer fees

2019 Expenses
\$7,774

2019 Expenses

- \$3,192 insurance
- \$360 accounting software
- \$122 dedicated PO Box
- \$148 legal & filings
- \$855 postage & supplies
- \$168 website
- \$ 28 banking fees
- \$901 natl. night out & lamp posts
- \$2,000 transfer to reserve fund

BUDGET

2019 Income
\$4,900

2019 Income

- \$2,500 dues & late fee receivable
- \$2,400 transfer fees

2019 Expenses
\$6,260

2019 Expenses

- \$3,500 insurance
- \$360 accounting software
- \$150 dedicated PO Box
- \$1,000 legal & filings
- \$ 500 postage & supplies
- \$150 website
- \$100 banking fees
- \$ 500 natl. night out & lamp posts

Treasurer's Report

2020 Budget

2020 Income

\$5,500

2020 Income Estimate

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

2020 Expenses

\$7,425

2020 Expenses Estimate

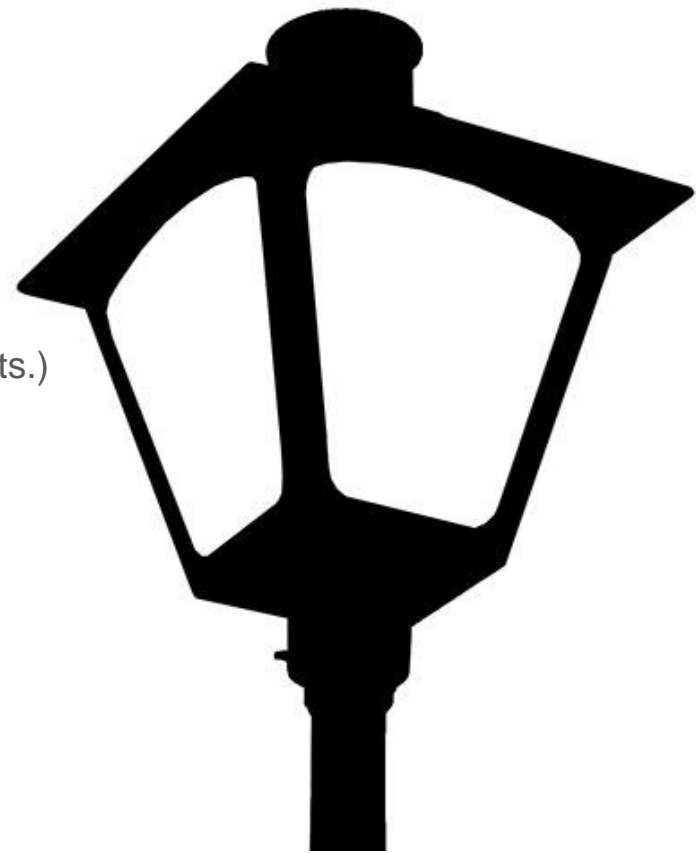
- \$3,500 insurance
- \$ 600 accounting software & service
- \$ 150 dedicated PO Box
- \$1,000 legal & filings
- \$ 750 postage & supplies
- \$ 175 website
- \$ 50 banking fees
- \$ 1,200 national night out + lamp posts + annual meeting



Treasurer's Report

Observations

- * Delinquent Accounts equal 20% of Assessments (3% of accts.)
- * Insurance and fees continue to grow
- * Complexity requires some professional support
- * Invoicing costs 20% of Assessments
- * Budget anticipates shortfall in revenue
- * Look into increasing dues for first time since 1925?



2019 Activities (review)

Kevin Jensen

2019 Goals

The board focused on the following areas:

- Compliance**
- Community Outreach**
- Financial Review**
- National Night Out**
- Holiday Lamp Post Stripe**
- City of Alameda Communication**
- Department Public Works – Street Lamps**



Committees: William Morrison

Public Works

Guest Speaker:

Erin Smith
City of Alameda
Department of Public Works



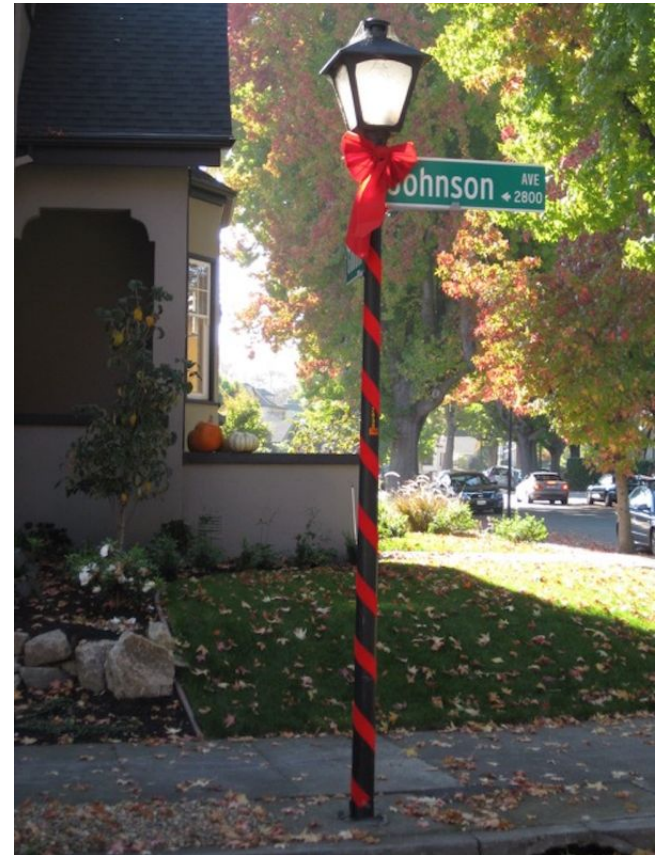
Committees: Jim Strehlow

- Website www.fernsidehoa.com
- Newsletter
- National Night Out
- Transportation



Committee: Beth DeGolia
Lamp post Decorating

We thank you!



2019 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

Discontinued *Architectural Review*. 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 as a political action committee 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

2020 Opportunities

Community Goals

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

Safety

National Night Out again
Earthquake preparedness / Map Your Neighborhood / seeclickfix.com
CERT – Community Emergency Response Team Alameda

City of Alameda

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(crime, traffic, sidewalks, trees, streetlamps, etc.)
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Utilize HOA as a political action committee within Alameda for the benefit of the neighborhood

Department of Public Works

Lamp Post replacement possible in coming years – need neighborhood input

2020 Meeting

New Business and Motions
from the floor

Board Nominations
& Election



2020 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. Complete and submit secret ballots. We accept write-in candidates.
4. tabulate and announce results

2020 Board Duties

Each new member will need to assist with a task involved in the running 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
- (Attending 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

Adjournment.
Good night. Enjoy the year!

