

Fernside Home Owners Association (HOA) meeting - ANNUAL MEETING

Tuesday, 1/12/2021

Start: 7:00 pm

Our meeting was conducted via a Zoom Webinar

Attending board members were Kevin Jensen, Bill Morrison, Jim Strehlow, Tracy Brotze, Marianne Landis, and Mo Vemulapalli.

29 attendees at the start of the meeting.

Opening by President Kevin Jensen.

Presentation on shared screen via Zoom. Presentation will be filed on the Fernside HOA (FHOA) website along with meeting minutes.

Kevin directed attendees to FernsideHOA.com as a useful way in which to communicate with and by the HOA board.

Questions can be submitted online and will be addressed at the end of the meeting.

Agenda:

- Call meeting to order
- Introductions
- Quorum call, approve last year's minutes
- Treasurers Report
- Ballot to increase dues: status
- 2020 Activities
- Committees
- 2020 and 2021 opportunities and direction
- New Business and motions from the floor
- Board duties
- Board nominations and election of 2020 board members
- Adjourn

Mission Statement was read by Kevin.

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 slide was read by Tracy

- 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.

Kevin Introduced the board members:

Kevin Jensen - President

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

Quorum Call was read by Tracy and Jim
199 proxies + 34 attendees = 233. Quorum has been met.

Approving the 2020 annual meeting minutes: Tracy moved that the 2020 annual meeting minutes be approved. Marianne 'so moved'; Jim seconded the movement. Vote was broadcasted to the attendees. 33 Yes; 0 No votes. The minutes from January 2020 are approved.

Treasurers's Report presented by Bill
Bank of Marin
End of December 2020
Checking: \$6,250
Savings: \$3,000 (reserve fund)
Total in the bank: \$9,250

2020 Budget
Income: \$5,500
Expenses: \$6,725

2020 Actual
Income: \$5,100
Expenses: \$6,140

Expenses in 2020 were less due to National Night Out being cancelled (insurance and operations expenses). This allowed more funds to be granted to the Lamp Post decorating.

2021 Budget
Income Estimate: \$5,500
Expenses Estimate: \$7,125
Anticipating a deficit of \$1,625

End of Year Balance of Savings and Checking:
2018: \$10,140
2019: \$10,330
2020: \$9,250
2021 projected: \$7,625

Observations:

- Delinquent Accounts equal 20% of Assessments (3% of accounts)
- Insurance and fees continue to grow
- Complexity requires some professional support
- Professional support often needed (legal, financial)
- Annual invoices amounts to 20% of Assessments

Details of report can be found in the presentation.

Bill explained that the Board could use professional support to assist with increasing dues and filing legally required paperwork.

Question: Can billing be taken online to conserve costs?

Answer: Not all homeowners have access to email; the Board does not have everyone's email address; third party provider costs money so money is not saved.

Question: Can you pay multiple years worth of dues in advance?

Answer: Yes, but the Board would still be obligated to send a statement.

Question: Will the increase in dues cover the deficits?

Answer: Yes, and it will allow the Board to look at cost cutting and better enhance where we are.

Ballot Request to Increase Dues for 2022:

- Current dues have not changed since 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 notes to home owners who have not voted may be required

Attempts in past were to raise dues to about \$40 annually, and they failed.

Example, \$5 annual FHOA dues would increase to \$10 annually starting in 2022.
\$5 in 1925 equates to \$75 in 2020.

This is a one time increase. Do not want to increase the dues annually.

Insurance has increased, also needed for National Night Out (NNO) and annual meeting venue. Edison Elementary has become too expensive, and requires insurance.

Accounting software, website, PO box all require annual or monthly administration costs.

2/3 of all 497 homeowners need to respond in favor for the increase to pass, or 1/3 of homeowners to respond not in favor for the increase to fail.

FHOA would need to hire a bookkeeper to be sure records are in place for future board members.

2020 Activities (review of last year) - Kevin

2020 Goals:

- Compliance
- Community Outreach
- Financial Stability
- National Night Out
- Holiday Lamp Post Decorations

- City of Alameda Communication
- Department of Public Works - Street Lamps
- Continue running HOA during COVID

Committees: Jim Strehlow

- Website - Jim updates; send content or edits to Fernside HOA
- Newsletter - sign up for newsletter, we are not taking existing email within our contacts unless you have specifically signed up for the newsletter.
- National Night Out - first Tuesday in August. Community building.
- Transportation - Gibbons Drive will be a topic in the future; wanting one plan to be agreed up on for Gibbons Drive, however COVID has slowed down the conversations.

Holiday Lamp Posts Decorating Committee - Marianne / Tracy

- Beth stepped down from the board; Marianne and Tracy took it on.
- Decorated about 232 lamp posts
- Over 20 volunteers
- Send email to the FHOA email address if you have suggestions or if we missed your lamppost.
- FHOA could use some more volunteers, or to know who has been decorating some streets such as Yale, Fairview, Lincoln.

Questions in chat:

Q: Why so much money spent on decorations this year?

A: Needed to replace supplies and get enough to cover all remaining lamp posts.

Q: How can we get street lamps decorated on Gibbons between Santa Clara and Central.

A: Committee will think about it and offer a solution for 2021, possibly starting the decorations mid-way down the pole.

FernsideHOA@gmail.com - email the board with other questions or suggestions.

Image of Fernside map that shows all streets/lots within the Fernside neighborhood. And an overlay of the lamp posts.

2020 Opportunities (review of last year)

- Community Goals - leveraging the website; National Night Out
- Architecture Review - functionally in abeyance
- City of Alameda - Attend City meetings and follow up on issues specific to FHOA
- Transition Management - board members cross-trained; review voting power of President position within organization.

2021 Opportunities

- Community Goals - leveraging the website; newsletter, Lamp Post decorating
- Safety - National Night Out; Map Your Neighborhood; CERT.
- City of Alameda - Attend City meetings and follow up on issues specific to FHOA
- Department of Public Works - SeeClickFix.com; Gibbons Drive needs to be addressed in the future.

2021 New Business and Motions from the Floor

Q: Will the HOA have a voice with the encroaching homelessness with the city.

A: Not at this time. If you have interest in seeing this through, please attend City of Alameda meeting and volunteer a FHOA Committee.

Q: Traffic on Thompson Avenue (between Southwood and High Street) - are there issues with the City of Alameda and traffic. Speeding on Thompson getting to High Street.

A: Transportation Commission meets every other odd month, 4th Wednesday of the month via Zoom. The Board encourages more homeowners to attend meetings and voice their concerns.

Q: Can request a police presence to calm traffic. Will board take up action on this matter?

A: Any homeowner can take up the issue with the Alameda police.

Q: What about speed bumps?

A: People who live near where the bumps are placed complain due to the noise cars make when driving over.

Q: How do we deal with homeowners who maintain their own yards.

A: Contact the board through the website. Multiple complaints about the same home will get more attention.

Q: How can someone get a new (green) ballot.

A: Submit email to FernsideHOA@gmail.com and we'll mail another to you.

2021 Board Duties

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

- Monitoring email 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
- Attend meeting with CLASS regarding airport noise
- State of California paperwork
- Coordinating the Holiday lamp post decorating
- Following up with the City of Alameda regarding traffic, sidewalks, trees, streetlamp, and crime.

Board Nominations & Elections:

- The current board members have been reelected for another term.
- Jay Seaton and Becca Jewell were elected to the board

Next meeting will be the second Tuesday of February, 2021.

Meeting adjourned at 8:10pm.