

Meeting Minutes

Barber Tract Neighborhood Association May 6, 2019

Welcome and call to order - 6:35 p.m. (MC)

Attendees: Judy Cole, Mike Cole, David Talcott, Peter Michetti, Marie Michetti, Jenny Silver, Salli Sachse, Narcisa Laranjeira, Dorie DeFranco, Lori Greenberg, Tony Harris

Routine Business:

1. Welcome New Board Members (MC)
 - Lori Greenberg
 - Tony Harris
2. BTNA Meeting Format/Procedure (MC):
 - MC presented general format for board meetings
3. Membership Update (MM)
 - Status: 75 members for 2019 so far; up from 34 at last board meeting in March
 - Status of membership drive:
 - o Have not done e-mail blast as of this date
 - o Increase in membership direct result of knocking on doors to explain BTNA value prop
 - Strategy for membership drive for remainder of 2019:
 - o How are we engaging the neighborhood?
 - Currently, 75/approximately 250 households are BTNA members
 - Estimating 250 households, how do we get to 50% (i.e., 125 members?)
 - Suggestions:
 - More newsletters
 - La Jolla Light
 - Ramp up membership drive at 4th of July celebration
 - "Yappy" hour?
 - **Action item:** MC to circulate BTNA "elevator pitch" by May 13th
 - **Action item:** DDF to lead the effort of updating/verifying current BTT delivery map to confirm that all addresses are captured (by May 27th)
 - **Action item:** DDF to submit final map/list to MM/PM so they can identify what is known about ownership status of each address and identify addresses that have current BTNA members (and any other pertinent information they have about homes/households); MM/PM to then distribute map/list to remaining board members to fill in "blanks" where possible (by June 30th)
 - **Action item:** Each board member to tap houses where ownership status is unknown and/or no membership
 - BTNA member to highlight the function of the BTNA as a "representative" organization (ambassador program); see "elevator pitch"

4. Finance/Treasurer's Report (MM):
 - JS **motioned** to approve report as amended; MC seconded motion; **all in favor**

5. Old Business (MC):
 - Approve March 13th Meeting Minutes (JS); JC motioned to approve the March 13th meeting minutes; MM seconded the motion; **all in favor**
 - BTNA Cards and Bags (MC for JH): MC handed out cards and bags
 - Preparations for July 4th Celebration (JC)
 - JC reported out on status:
 - requested volunteers for cars; reminder that we need to provide disclaimer "this is a celebration, not a parade"

6. New Business (MC):
 - BTNA Welcome Committee (LG)
 - Purpose: someone new moves int neighborhood and a deliberate effort is made to welcome that person
 - Example: a basket filled with XXX, the most current newsletter,
 - JC **motions** to form a Welcome Committee led by Lori Greenberg, Marie seconds the motion; all in favor
 - BTNA Local Business Engagement (TH)
 - White Sands, Darlington House, etc. are opportunities to have greater community clout
 - BTNA is aligned w/ these organizations' interest in building a safer, better community?
 - TH: Primary concern of WS: speed
 - MC **motions** to create a "Business Liaison Committee focused on Strategic Partnerships with local, interested businesses led initially by TH; DT seconded the motion; all in favor
 - BTNA Adopt-A-Beach Program (DT)
 - RESOLUTION: The board resolved electronically on April xx, 2019, that we adopt WindanSea and Marine Street beaches via the "I Love A Clean San Diego" Adopt-a-Beach program
 - **Action Item:** DT to enlist with Adopt-a-Beach and then establish dates of three cleanups/year (JS to help)
 - Membership Drive Flyer and BTT (NL):
 - **Action Item:** NL to create content related to the following issues:
 - status of membership
 - status of streets
 - success of beach cleanup
 - volunteer hours
 - Liability re Sidewalk Repair: NL to cite the statutory obligation on the part of property owners to repair their sidewalks
 - Confirm 2019 BTNA Objectives and Calendar
 - Membership
 - Target: 50% of households in the Barber Tract; 75 as of today
 - **Action Item:** PM to set up Venmo in order to make payment easier

- Membership table needs more prominence with poster-size board highlighting accomplishments (e.g., emphasize street repair, beach cleanups, etc.)
 - MM **motioned** to approve MC and JC's generation of poster-board; JS seconded motion; all in favor
 - **Action Item:** JC to generate poster-board for July 4th
 - **Action Item:** MC to provide Ron Jones w/ script announcing BTNA beach cleanups through ILACSD at 4th of July celebration and the importance of becoming a member of BTNA to get regular updates and details re future beach cleanups; kids welcome!
- Community Advocacy
 - MC **nominated** DDF to chair our Community Advocacy Committee, with the primary charge to raise the BTNA's level of awareness about the issues impacting our community
 - **Action item:** MC to work together with each chair to create a one-page/paragraph) charter describing the roles and responsibilities of each committee by next board meeting (9/26)
- Street Repair:
 - **Action item:** NL to thank you note to Barbara Bry regarding excellent work on Westbourne Street (highlighting courtesy of contractors, efficiency, etc.)
 - Consensus re next two streets as priorities: Olivetas and Neptune
- Sidewalk Repair:
 - NL to generate article re property owner liability for
- Underground Utilities:
 - Action Item: MC/JC to check with city to determine status of undergrounding
- Other Suggestions?
- Schedule next Board Meeting
 - No additional board meetings scheduled; next one is September 26th
 - NL to host
- Other discussion items...

6. Adjournment at 9:08 p.m.