

**Barbary Coast Neighborhood Association**

**Minutes of Board of Directors Meeting**

**October 26, 2006**

**Sotheby's International Realty Offices, San Francisco**

The meeting was called to order at 6:05 p.m. by President Fred Allardyce.

Board members in attendance in addition to President Allardyce were Debra Bleemer, Carol Parlette, Lee Radner, Bill Sauro, Bill Benkavitch, and Morton Beebe.

Board members who were absent: Bob Iwerson, Diana Taylor and Joe Wyman. A quorum was present.

Bill Kedem is no longer a Board member resigning via email on Oct. 20, 2006.

Committee Chair in attendance was: Connie Hazel, Marketing Committee.

1. The minutes of the September 21, 2006 Board of Directors meeting were approved. The motion to accept the minutes as distributed via email was moved by Radner and seconded by Sauro and passed unanimously.
2. Treasurer Parlette then gave the Treasurer's Report. She distributed financial statements that showed both month of October, 2006 income and year-to-date income and expenses. The association gained about 30 new members as a result of the distribution of brochure and membership envelopes to the Golden Gateway Center apartments and Golden Gateway Commons condominiums. The association now has funds to complete its non-profit IRS determination application.
3. The membership drive was discussed and it was noted by Sauro that a new combination membership application form and return envelope will be printed to increase effectiveness of our new member drive. Beebe stated that membership packages will be going out to Telegraph Landing residents and he would find out if packages could also be distributed to Parc Telegraph and 101

Lombard. It was also suggested that we contact more individuals in the Northern portion of our area as potential Board members.

4. The status of various development projects in the BCNA and Waterfront areas was then discussed:

A. The Shorenstein/Farralon Capital Group made a presentation on Piers 27-31 to the Port Commission on October 25, 2006 and Allardyce indicated that an individual presentation to our association could be set up before the scheduled Nov. 14 Port consideration date.

B. It was suggested that a presentation meeting be set up for Thursday, Nov. 9, 2006 at 6 pm at Parc Telegraph or other northern location. Alternate date would be Nov. 8. Allardyce and Beebe will be working to firm up the meeting date and venue, and Sauro will handle a mailing inviting members and the public to the presentation.

C. It was indicated that the grand opening of Piers 1.5, 3 and 5 was set for Nov. 1.

5. Marketing Committee Chair Hazel then presented ideas and information on various marketing endeavors. It was suggested that the association use an Excel Project Tracking system distributed via email to improve follow-through on various tasks. The past letter to Supervisor Aaron Peskin concerning BCNA banners was discussed and Radner offered to contact Peskin to determine if the City has budget for creation and installation of neighborhood banners. It was decided to wait on sending a "Join a Committee" mailing piece to new members, until the association is larger. Community-building events were discussed and various ideas were considered to boost membership and enjoyment of the neighborhood. These included a History Forum in combination with Constellation Wines; a marine-based event; an annual Shanghai Kelly party and others. It was noted that an Events Committee Chair was badly needed. Bulletin Boards as a means for getting the BCNA word out was then discussed and it was decided that Board and Committee members would make contact with Safeway, and other retail locations to see if notices could be posted and if the UPS store might consider allowing a special BCNA Bulletin Board to be put up. Sauro volunteered to create various sized colorful posters pushing membership in the BCNA that could be printed out on Board members computer printers, trimmed and placed on bulletin boards.

6. The next two Board meetings were then set for November 16, 2006, and January 18, 2007 at Pier 3, San Francisco, if available, or another location if not. There will be no Board meeting in December, 2006.

7. The meeting was adjourned at 7:45 p.m

Respectfully submitted,

Bill Sauro, Secretary