

Barbary Coast Neighborhood Association

Minutes of Board of Directors Meeting

March 15, 2007

Sotheby's Real Estate office, 117 Greenwich Street, San Francisco

"DRAFT"

The meeting was called to order at 6:05 pm 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 Diana Taylor. Safety Committee Chair Maria Matson, and new Membership Committee Members Judy Karam and Mary Pecci were also in attendance.

Board members who were absent: Morton Beebe, and Bob Iwerson.

1. The meeting began with a presentation by Debra Farey, of KGO-TV, concerning an event scheduled for Sunday, April 22, 2007 called "Bridging Communities." The event would raise money for United Way causes by creating a human chain of 3,000 people across the Golden Gate Bridge. Participants would contribute money to take part in the event, with all net proceeds going to the United Way. The BCNA agreed to place flyers in dwelling unit lobbies and help in other ways as needed and as directed by the event sponsor, United Way of the Bay Area.

2. The Minutes of the February 15, 2007 Barbary Coast Association Board Meeting were approved.

3. Treasurer Parlette then gave the Treasurer's Report.

A. Financial statements were verbally presented due to a printing problem. Parlette stated that the statements would be sent to Board members via email. A motion to accept the financial report was moved, seconded and approved.

B. The Association invested \$500 in direct mail costs to distribute its first Newsletter.

C. Director Sauro distributed a chart indicating the various activities permitted by the IRS for non-profit organizations. 501(c)(4) organizations like the BCNA cannot mail under non-profit rates, nor are contributions to our association tax-deductible.

4. Membership Status.

A. The association now has 108 dues-paying members.

B. Continued direct mail and other marketing efforts will be undertaken to increase membership.

5. Newsletter. President Allardyce said that the Winter newsletter had been distributed to all condominium units in the area and that a second version would be sent out to renters, with the help of Bill Benkovitch.

6. Committee Reports.

Membership: Sauro introduced Judy Karam and Mary Pecci and said that their committee would meet to create a plan to increase membership, especially among business organizations. Direct mail efforts need to be carefully monitored, however, because there is typically only about a 2% return on direct mail solicitation efforts. Therefore door-to-door and telemarketing will also be undertaken.

Newsletter: Allardyce presented a written report from Newsletter Chairman Joe Wyman outlined specific direction that should be taken with the newsletter. The Board suggested that Wyman consider adding ads to the newsletter. Efforts regarding the newsletter will be further discussed when Wyman is in attendance at the next meeting.

Safety: Chair Maria Matson began by requesting that the Safety Committee change its name to the "Committee for a Livable and Safe Community" which was approved by the Board. She also outlined her plans and mission, including possible events for 2007. Members of the committee include Matson, Nancy Spivey, Adrian Roche and Debra Bleemer. Bleemer said that she had made some progress with SF Police enforcement of traffic laws on Battery and Sansome streets, including tickets being given to motorists running lights, speeding and not stopping for pedestrians.

Waterfront Action: Taylor stated that her committee was still working on formation issues and she would report their progress at the next meeting. Treasurer Parlette stated that she also serves on the Northeast Waterfront Citizens Advisory Committee to the Port Commission, but their group has not had a meeting since November. The Board approved a letter to be written to the Port Commission and the Citizens Advisory Group coordinator questioning the lack of meetings.

7. Status of Port/Waterfront & BCNA Developments. Allardyce stated the not too much new had progressed on this front, but the Shorestein/Farralon Capital project on Piers 27-31 and made some changes to its proposal and might be able to raise funds thru Port-issued bonds.

8. The next board meeting was scheduled for April 19, 2007. The annual meeting was set for Wednesday, May 16, 2007 at the Hornblower Ship offices at Pier 3. Sauro volunteered to handle a postcard mailing to BCNA members announcing the meeting and the slate of Board members running for re-election.

9. The meeting was adjourned at 7:28 pm

Respectfully submitted,

William H. Sauro

Secretary