

**Russian Hill Neighbors Board of Directors Meeting
Monday, July 17, 2014, 6 p.m.
Home of Steven and Sarah Taber, 1170 Green Street**

Attending: Mike Moylan, Greg Polchow, Rahul Narang, Greg Carr, Jody Meisel, Steve Kendrick, Erica Kwiatkowski, Par Hanji, Ian Maddison, Phoebe Douglass, Tim Covington

Not Attending: Eric Schleelein, Judy Junghans, Laurie Petipas, Al Greening, Nafiseh Lindberg, Jovanne Reilly, Richard Cardello

Agenda

President's Report: Dan Holligan

- o NEXT Village Donation
- o Ian – Hyde St Trees
- o CPAB Donation - Mike
- o Guidelines for Merchant Members
- o Last Year's items:
 - Social Committee Update
 - Website Improvement Ideas

Dinner and Breakout Groups

- Restricted Accounts Spending Plan
- Marketing and Membership – marketing to neighbors, merchants, activities
 - o Marketing materials

Welcome and Call to Order

The meeting was called to order by president Dan Holligan at 6:58 p.m.

In the absence of an elected secretary, Erica Kwiatkowski volunteered to take notes.

President's Report

President Dan Holligan welcomed the board to the 2014 retreat. President Dan Holligan introduced the newly appointed Merchant Liaison, Par. He recognized that he does have the ability to appoint individuals to vacant positions.

Ian: Hyde Street Trees

Ian began by discussing about how he responded to the tree that fell in front of Swenson's and the subsequent quote that ran in the San Francisco Chronicle.

With regards to paying for trees in Russian Hill or soliciting funds to support new trees in Russian Hill, Ian will contact the city to see who the point person is to see what jobs the city is going to do and price it out.

It was agreed that the board is not comfortable to solicit funds from the community until we know what we are going to do and how we are going to do it.

We are aware that the City is going to meet with Chiu's office to discuss participatory budgeting and the money that is in the current budget for trees in Russian Hill.

Rahul presented the idea that RHN could do the pruning and the city to do stump removals and sidewalks. Ian said that we should know in the next month what the city will be able to accomplish.

Steve Taber presented the question: how do we replace these trees when they fall down?

and Tim Covington asked if we can we ask Friends of the Urban Forest to plant trees?

Michelle made the point that we need to remember we do not have endless funds.

Ian reviewed the financial statements.

National Night Out and Donations

Mike Moylan brought up National Night Out, Aug 5th and that they are looking for donations. He explained that National Night Out focuses on food/kids/safety/crime prevention and is an event that brings the community and law enforcement together.

Ian clarified that the goal of National Night Out is to get community members to form neighborhood watch organizations.

Mike Moylan said that they requested a \$250 donation, Carol Ann moved to vote yes, Tina Moylan seconded. All in favor, none opposed.

The RHN board also agreed to give a donation \$250 to the Community Police Advisory Board. Mike Moylan proposed we make the donation, Tina Moylan seconded, all in favor, none opposed.

The board also agreed to donate \$200 to NEXT village presented by Tina Moylan.

Guidelines for Merchant Members

The Bell Tower was generous enough to pay merchant dues to support RHN even though we offered to waive the fee for hosting our event.

Mike Moylan made the point that we need to be clear about what we expect from merchant members.

Steve Taber made the point that merchants benefit from having a strong neighborhood, they should be paying members, they get advertising from RHN.

Mike and Tina Moylan moved and seconded to not comp merchant members. All in favor, none opposed.

Steve Taber posed the question: should we have a merchant division? What is our role vis-a-vi our merchants?

Michelle mentioned that we used to have a merchant on the board, which evolved to having a liaison. A lot of it was to build a chain of communication between the residents and the merchants. We can help address resident issues with the merchants and vice versa.

Tina Moylan said that she does not believe we need a merchant to be on our board.

Carol Ann made the point that we should start by working with Par who has taken on the Merchant Liaison position.

Mike Moylan suggested that either Par can write the description, or we can work with her in addition to using Michelle's experience to write a description of the guidelines for merchant members.

President Dan Holligan and Par will meet to go over the position, if you have any feedback in the meantime, please let Dan know.

Last year (2013) Update

President Dan Holligan reviewed the social update and Mike Moylan discussed the new and improved website.

1. Social update

- RHN is pleased to have it up and running again.
- RHN hosted a successful Cheers event and is currently planning a Giants Game.

2. Website improvement and ideas

- The new website is looking great
- Increasing social media was discussed

Retreat Topics

President Dan Holligan moved that we approach the breakout sessions as a group. All in favor, none opposed.

1. Restricted Account Spending Plan

The issue here is that there is a lot of money in and don't do anything with. We want to be effective with the money that we have and ensure we are responsible for the money people have pledged to the organization.

Addressing abandoned accounts. We recognized that the restricted RHN accounts serve a similar function to a bank,

Dan Holligan made it clear that we are not making any spending decisions, we are simply discussing how to handle the accounts that are currently without direct oversight.

Steve Taber made the point that we ultimately have the responsibility for the accounts, we need to make sure it is spent for its approved purposes.

The question was posed, is this money for RHN or no?

The point was also made that if we are going to become more proactive, we need to reach out to whoever originally directed the use of these monies. We need to figure out what to do with this money--We have a responsibility to make sure the money is being spent for the purpose--if we lost the people, can't find them, we are still responsible for it.

Carol Ann said that we are right to ask the question of what the next steps are for these accounts and if there are still viable groups around that would have say over these funds, we might consider going to them to make a plan to spend this money

Michelle made that point that if we do not have control over certain funds, if we have this money and it is listed on our forms, we should remove the project if money is just going there and sitting there.

Mike Moylan posed the question should we name funds that are inactive? *(I did not have a clear decision-can anyone recall?)*

The RHN Board then moved to discuss specific funds.

- Broadway Tunnel: \$12,000
 - Steve and Judy are still active, was stalled by the attempted sale of the property.
 - Mike Moylan let the board know that the painting is getting dirtier and could use another washing.
- Faye Park: \$27,000
 - SF Rec and Park won't budge on doing anything
 - Mike Moylan said he has gone to the faye park meetings and they are all tied with politics but that he will continue to ask about this park.
 - Steve Taber posed that question: Is the advisory committee aware of the \$? Mike Moylan responded with a yes and that he is on the committee.
 - Steve Taber said the money we have could be used on something, but no one has come up with a way to develop the park and that the building onsite is not inhabitable. The city is offering it for 1\$ rent , but someone would need to fix it up. He also posed that the money we have should be used to encourage or facilitate, someone needs to look at the zoning to see what would be permitted, to see what uses would or would not be compatible with the area.
 - Carol Ann had the idea to eventually attract local artists and create an artist in residence program.
 - Tina Moylan mentioned that electrical and plumbing needs to be replaced
- Sterling Park-\$1,000
 - The spending on the project is being monitored carefully and spending happening slowly.

The RHN board agreed to discuss parks at a subsequent meeting.

Carol Ann asked if we should move towards having a greater park fund and If people will donate to a general park fund.

Mike Moylan said we have 6 parks and Francisco being 7 now.

The board generally agreed that people like to give to specific parks.

2. Marketing Materials

The RHN board recognized that they have not focused on marketing membership to individuals, families or merchants beyond the e-blast.

Erica Kwiatkowski posed the idea of purchasing the voter file to build the community organization and will look into costs.

Ian said that we could look into the cost of doing mailings and potentially mailing a printed version of the e-blast.

The idea was brought up to send a physical postcard, especially to those that do not use email.

Greg and Mike mentioned that we could post to NextDoor at least once a month and post membership information there.

Steve Taber brought up the idea of pulling a list of Russian Hill property owners.

The idea of referring a friend or giving an incentive for other friends, "refer a friend and get a glass of wine."

Carol Ann made the point that we need a plan to reach a goal,

Greg said that people often ask for want a card when they are doing cleaning on the streets, so a physical piece of collateral would be beneficial.

Tim Covington Covington mentioned another group that used a card twice the size of a business card and showed the item.

Dan agreed to make a mockup of the cards.

Ideas for marketing at events included: marketing when we do the street sweep and block parties

Tina Moylan will ask Faye what the cost of a block party and the suggestion was made to get together with the Telegraph Hill group. There was a discussion about block parties surrounding how labor intensive they can be.

The idea to also create a sticker/poster for merchants was brought up.

Reaching out to local press was an additional strategy that we discussed including reaching out to the Nob Hill Gazette, the Marina Times, the Bold Italic and SFist.

Dan Holligan moved to adjourn at 8:39

Other

Dan moved to adjourn at 8:39pm.

Mike Moylan asked for a summary of the evening.

Dan Holligan gave a summary of the above.

There was an additional reminder to wear green at City Hall, the following Tuesday at 2:00pm and to get there at 1:15 for the SF Board of Supervisors vote on Francisco Park.

Adjournment

The meeting was adjourned at 8:45 p.m.
MINUTES TAKEN BY ERICA KWIATKOWSKI