

PHOA BOARD MEETING Minutes, April 12, 2021

Attendees – Carl, Christine, Joel, Judy, Julie, Karin, Stephen, and Steve

The meeting, which was called to order at 7:03 pm, was conducted virtually via Zoom.

The President opened the meeting by suggesting that future meetings might be held in person or outdoors given the ongoing vaccination program. She commented that Committee reports had been delivered prior to the meeting.

As the next order of business, the minutes of the March meeting were unanimously approved.

Committee Reports

Selected findings from the reports and discussion topics included:

- **Communications** – It was noted that only one NEWSblast was sent to 667 recipients in March, and 464 (69.6%) had opened the email. Stephen also commented that following completion of the 2021 membership and trash renewal drive, he performed a complete audit of iContact against the master membership file (source document) and noted that there now are 673 subscribers to each of NEWSblasts and *Pinecliff Connections*. Discussion ensued about the HOA's ability to reduce the cost of the iContact database by almost one-half; these proactive steps were unanimously approved.
- **Finance** – Joel reported on balances in the HOA's operating accounts, which reflect both membership and trash balances at the high point for the March 1 – February 28 period. Discussion ensued about the high caliber of the statements being produced through QuickBooks; it was suggested that one additional enhancement be made at the entry level, rather than simply reflecting running totals. Joel agreed that he would facilitate its implementation.
- **Pinecliff Connections and Social Events** – The Board discussed social events that might be conducted throughout the year, such as ice cream truck weekend, and a coffee/muffins Saturday in the Park, rather than a single event. It was agreed that Movie Night could be held in August, and would include pre-packaged food rather than the popcorn and cotton candy machines, but that the summer kickoff event should be suspended for 2021. The Board agreed that Pinecliff Connections should be continued in the neighborhood. A motion to hold events throughout the year was made, seconded and unanimously approved.
- **Membership and Trash** – Julie reported that substantially all membership and trash monies had been collected by mid-March, and that the vast majority of funds had been received by mid-February. There was consensus that the greatest benefit for HOA members was the attractive trash fees. In the absence of Monika, it was reported that membership stood at 492 at the end of March.
- **Traffic and Safety** – Carl reported on current work on Golden Hills and Golden Hills Court; agreed to check on street markings on Cliff Point Circle West and East; described March police reports and the reduced number of events; noted the request for patrols in May and the committed patrols for April; and commented on the large number of pothole repair requests during the past 3 weeks and the timely response of the City.
- **ACC** – On behalf of the ACC, Christine reported on the ongoing communications with two particular residences and the consequences of a water break at one of those homes; provided an update on various

corrective measures underway; and the subsequent compliance of one homeowner related to their receipt of an official communique from the ACC's attorney.

Old Business

- Popes Valley Signage – Karin reported that she was advised about the crumbling condition of the existing wall and its inability to support new signage. She reported on prior estimates and recommended next steps. Following discussion about four years of expense accruals for this work and the adequacy of the project budget, as well as property ownership and other signage in the neighborhood, it was agreed that Karin would continue to work with the preferred vendor to devise a satisfactory solution for the Popes Valley signage that will honor Bruce. It also was agreed that remuneration was due to Dan for sign maintenance over the years.
- Prior Years' Taxes – Christine reported that Ed Anderson had heard nothing yet about the prior years' filings.
- Speeding in the Neighborhood – Discussion ensued about speeding in the neighborhood and potential enforcement by the patrols hired by the HOA. It was agreed that Carl would include such a request when he submitted his monthly patrols staffing letter for May.

Other Business

- Spring Clean-up – Christine described the upcoming spring clean-up that would include dumpsters and a Goodwill truck ("Dumpster Day"), as well as the Park/neighborhood clean-up and the provision of trash bags. She noted that the upcoming newsletter would enumerate items that are ineligible to be deposited in the dumpster, and commented that the dumpster would be manned at all times. Julie agreed to confirm the availability of the dumpster on Monday, May 24, which would be the first Monday after the school year ends and the Monday prior to Memorial Day.
- Spring Newsletter – Stephen indicated that the target release of the Newsletter would be between May 4 – May 6, which would be approximately 3 weeks prior to Dumpster Day. A NEWSblast would be sent the middle of the week preceding Dumpster Day. Discussion followed on the articles to be included (e.g., Dumpster Day, Living with Wildlife, Neighborhood Clean-up, Connections update, trash and a reminder about bears and notification if trash is not picked up on the designated day of the week, and speeding), and content due date.
- Fire Mitigation – Chris reported on communications with the Fire Department and letters to be sent to affected land/homeowners about scrub oaks and fire dangers with the homeless.
- Finance Committee and Audit – Among the topics discussed included the need for a debit card; the monthly budget reports and the degree of detail; updates on signing authorities; materials to keep for tax purposes (3 years of financial records and 7 years of tax returns) on a go-forward basis and the ability to toss all other old non-financial or tax materials.
- Other Topics – It was agreed that members interested in composting should reach out to a vendor directly and that this was an inappropriate expenditure of HOA funds.

There being no further business, the meeting was adjourned at 9:09 pm.

Respectfully submitted,

Judith K. Benson