

NMNA Board Meeting April 24, 2023. (A Zoom Meeting)

Participants: Bob Evans, Bruce Orinstein, Linda Foster, Howard Foster, Marsha Moron, Tom Reeves, Arleen Hardenstein, Bruce Crist, Nancy Runyon, David Breedlove, Roberta Myers

1. Minutes from meeting held April 8, 2023 unanimously approved as read, moved by Nancy Runyon and 2nd by Tom Reeves
2. Resolution accepting By-Laws and election of officers unanimously approved, moved by Roberta Evans and 2nd by Nancy Runyon.
3. Update on the potential revision of the New Monterey Plan.
 - A. Tom Reeves said the City of Monterey and NMNA have different boundaries in their versions of the New Monterey Plan. He explained that we are in a “neighborhood plan” which is different from a cities “general plan” and supersedes the “general plan,” like so sidewalks in the upper part of New Monterey.
 - B. Tom plans to have a subcommittee on the area plan regarding traffic, trees, views, etc. Tom will put something together by July on this subject. Bruce Crist volunteered to help Tom, and both Nancy and Linda will have time this fall and will also assist Tom then.
 - C. Tom also mentioned that Ryan Ranch and the lower presidio could be new places for housing. It was also mentioned that the lower presidio is not in the NMNA area since it is a federal property
4. Planning and budgeting for the remainder of 2023
 - A. Planning Calendar discussed:
 - Thursday June 22, 2023 5pm-7pm happy hour or potluck at Arleen’s.
 - July: Tom speaks to membership about the New Monterey area plan
 - September 23, 2023 BBQ lunch noon until afternoon
 - November 4, 2023 arts & crafts fair with Trinity High School
 - December, date TBD, for annual Gianni’s Pizza mixer. Budget \$220 for the pizza party.
 - Roberta moved to accept the calendar, Bruce Crist and David 2nd, unanimous approval.
 - B. Communication to membership discussed
 - Communication is the key for success
 - Post cards cost \$1 each equalling \$1400 per mailing
 - Roberta reports that she may be able to do post cards for 18 cents each.
 - Roberta asked how to blanket the communications?
 - Discussion on sending only to the \$10 voting members, vs everyone is automatically a member whether they pay the \$10 annual fee?
 - Use Social Media, business associations, Bruce Crist’s affiliation with the Cannery Row group
 - Nancy asked what date is the Lighthouse District Movie Night
 - David asked if the City has a postal franchise or if someone else can pay for our mailing.
 - Can we get into the Monterey Focus Newsletter?

- Add e-mails to mailers to boost event attendance
 - Discussion with no resolution to ask Kim Barber to speak in July and move Tom's boundary plan meeting to later in the year
- C. Budget for social items moved to accept by Bruce Crest and 2nd by David and unanimously approved
- For membership mailer Roberta moved we spend up to \$1500, 2nd by David and unanimously approved.
- D. Treasurer's report from Nancy
- NMNA has approximately \$6,000 in checking account after donating \$2000 to the food bank.
 - We collected nearly \$600 in dues so far this year, and we average collecting about \$1000 per year in dues
 - Budget of \$200 per per social event moved by Howard, 2nd by Bruce Crist and unanimously approved
5. Newsletter format, content and frequency discussion led by Roberta Myers
- A. Format, no changes
- B. Content, no changes
- C. Frequency, when newsworthy
- D. Discussion:
- David mentioned if we snail mail newsletters we incur costs
 - Nancy said that we only have a couple elderly people that don't use the computer that need the snail mail, and we verbally agreed this is OK to continue
 - Tom said that doing mailers we harvest e-mails
 - Roberta said we have people's e-mails because they want to receive the newsletters
 - David likes the bounty system, hoping people will forward our e-mails to neighbors and new prospects. Although he knows 10 people in his neighborhood and none of their e-mails
 - Bob asked if anyone knew of someone to regularly update our Facebook page?
 - Arleen suggested we do a couple posts per week on FB
 - Arleen also said it is possible her son's girl friend may want to do this for us
 - Arleen asked if we could setup a QR code at the high traffic local places in New Monterey, like Compagno's Deli?
 - David said it is easy to create a QR code
 - Not related to newsletter, Howard confirmed he remains our liaison to the Monterey Airport, and Nancy brought up the fire department controversy at the airport
6. Revision of Membership Form and membership
- A. David confirmed we no longer use PayPal
- B. Roberta will work on new form with David
- C. Discussion

- Nancy suggested that for the remainder of this year the \$10 annual NMNA dues give 2 votes to a household
- Nancy said we need a separate e-mail for accounting and spreadsheet
- David says the form we use does not match with Nancy's spreadsheet
- Currently 99% of members are homeowners, just 1% are renters
- David suggested we redesign our excel workbook/spreadsheet
- Nancy, Roberta and David will create the new spreadsheet
- Tom suggested we add Venmo or PayPal to make it easy for members to pay the annual fee
- Tom suggested we eliminate the 2nd name section so each person joining pays \$10
- Bob will explain the membership, voting, \$10 fee in detail in the next newsletter so all members fully understand it is \$10 per voter
- Tom said members that pay are registered members with voting privileges
- David compared NMNA to the USA voting, we are all citizens but we must "register" to vote, and with NMNA that registration is a \$10 fee, or pole tax
- David suggested the form includes both the physical home address and the email address per voter
- Nancy reminded us that being a resident is not mandatory if they are an owner member
- The membership form committee will redesign the form and bring it back to the board for approval

7. De-Identified comments from the April 16, 2023 By-Laws ballots and the potential appointment of a By-Laws Revision Committee

A. Discussion

- There were a total of 3 suggestions
- Bob said look them over and let him know if you have a comment
- Perhaps we should review at a later meeting?
- Send to members for comments?
- Tom suggested we deal with the comments at a later date, perhaps next year, and to double check to triage if anything needs immediate attention

Meeting adjourned at 8:27pm