



**NORTH OF PANHANDLE NEIGHBORHOOD
ASSOCIATION**

NOPNA Board Retreat
February 3, 2008
10:30am-3:00pm

Attendees: Leela (President), Kevin (Vice President), Dan (Treasure), Jarie (Recording Secretary), Andrew (Correspondence Secretary), Charles, Beth, Sharon, Tim Paschke, Kandance.

Not in Attendance: Larry, Desi

Given a quorum of board members present, the meeting was called to order by Leela at 10:45am. Andrew facilitated the meeting and Jarie took notes.

AGENDA/NOTES

10:30 am

NOPNA brand presentation

Tim Paschke (neighbor and volunteer), Kandance Kaylor (neighbor and volunteer), Leela

- Introductions by Leela: We want to create a brand for NOPNA that is all inclusive.
 - Board members introduced themselves
 - Tim showed a movie about Mud, a Sausalito-based marketing and branding firm, and what they do.
 - Tim then presented their vision and process :
 - Step 1: Discovery (website, newsletter, posters, etc)
 - o Interview with neighbors and ask them to describe the culture of the neighborhood.
 - o There is a dynamic within the neighborhood: old vs new.
 - o Apollo Coffee vs Super Dry Cleaners vs Nopa vs The Meat Store
 - o Lots of businesses that are really different.
 - o Look at the signage in the area: it effects the neighborhood
 - o Tim and Kandace learned about NOPNA via the newsletter. Once they learn about the organization, they tend to check information on-line.
 - o What's in a Name? Nopa vs. Nopna... Soma, Soho and Nopa
 - Neighbors named NOPNA not real estate agents.
 - NOPNA is part of the Western Addition.
 - People think of Nopa as the restaurant not the place.
 - Group Discussion:
 - o There is a history to NOPNA and it needs to be preserved. So the name needs to reflect that. Took a look at the website.
 - o When newsletter, website, flyers, blog, wiki all look consistent, people will develop a better sense about what our mission and how we want to function.
 - o The perception about the Association (we are all homeowners, not diverse, gentrification) is different from what we are striving for. The key thing is the look and feel.
 - o There are a bunch of pictures from the block party that can be used in the pitch.
 - o The newsletter uses NoPa
 - o There are two different things to really look at: The association and the neighborhood.
1. What we love about NOPNA
 - o General Meetings
 - o Yahoo Group
 - o Newsletter

- Communication with City Official
- We have a lot of voice here. No one else has this in the city.
- Current Information
- Neighborhood Events
- Residents with Passion

2. What we would like to do

- Have the same look and feel for all our material. Look and feel should reflect diversity, friendly nature of area.

Newsletter

New header

Issue highlights

Business spotlight

Quick stuff to look at.

City and/or County report/What's happening in city hall

Q&A with a resident and merchants

Calendar of events

Advertising should not be overloaded.

Suggestions: Banner support; Sponsorship of the newsletter printing of flyers for events

Seasonal tips and green tips.

A lot of these ideas were in the newsletters. But because we have so much content we have been cutting standard formatting items out.

Website

Collapse categories into 5 or 6

More user friendly.

Discussion of the web present and why it is so hodge podge.

Nice to haves if we can get to it:

Business listing hard copy with coupons.

Welcome kit for new neighbors but we want to reduce waste/paper so consider putting it all on the web

Step 2: "Work"

1. Goals: Have a "look and feel" by May Block party (May time frame) – launch at that time.
2. Action Items: A Marketing committee was formed to look into it. Jarie/Beth to be on the team and provide guidance. Tim, Kandance help us determine look and feel.
3. Decisions Made:
 - We took a vote and that we will go 100% to the wiki and transaction away from the website.
 - Work with Jarie on the IT side to move it and get the better look and feel.
 - Stay as NOPNA and not change it right now
 - We need to explore this.
 - We can take control of Nopa and run with it.
 - We need a name that is easy to explain.
 - We decided to table the discussion if we were to go with Nopa vs Nopna for now.

11:15 am

By Laws Discussion

Dan and Kevin

- We need to update the ByLaws to reflect how we operate.
- Any changes need to be approved by the General Membership.
- Dan reviewed proposed changes to the ByLaws.
 1. Term limits were discussed.
 2. Leadership transaction and how to handle that.

3. Since we are rolling back the board member approval process to just the board of directors, there needs to be a process for members to challenge the nomination and/or appointment of a board member. Any member in good standing needs to be able to do this.
4. We need to make the bylaws fluid and not ridge.
5. We need to ensure that we hold ourselves to a higher standard and do what is right for the neighborhood.

Action Items:

1. We need a code of conduct that all board members to sign – Jarie to draft a proposal
2. Updated the ByLaws and email out by Feb 15th. -- Kevin, Dan and Jarie

12:15 pm

Lunch

1 pm

NOPNA Organizational Structure

- Discuss the establishment of subcommittees (e.g. marketing, safety, newsletter, merchant development, etc) and how those subcommittees would be organized and run.
 - o What committees do we have (need to add that to the ByLaws)
 - Newsletter Committee: Beth (leader)
 - Safety Committee: Leela, Charles (leader), Larry
 - Events Committee: Kevin is the leader
 - Marketing committee: Beth, Sharon, Jarie (leader)
 - Greening Committee: (open- need leader)

Action Items:

1. The first three committees need to be standing committees and added into the ByLaws (Dan)
2. The standing board agenda will include updates from the subcommittees at every board meeting as well as at general meetings. (Leela)

1:45 pm

Calendar and Events for the year

Leela

Leela passed around the calendar

Other events

Spring Cleaning (April 12th , August 9th)

PRO-SF clean-up

Garage sale as a block

Discussion of what other events

Bramha Karma wants to do an Easter Egg hunt.

Pacific Coast Farmers Market wants to have it on Grove and Divisadero

We need to understand how to make that happen.

Parking could be an issue.

Networking events at 821 Divisadero

2 pm

Discussion about Standard Operating procedures like:

- NOPNA endorsement process (or opposition)
- Reaction to increase violence
 1. What steps we should take to get response.
 2. Letter writing works (after 7 letters, they called us)
 3. Talking to the foot soldiers not the big guys.
 4. Using the media (write a letter to the editor)
 5. General Meetings are a big deal as well. The more people the better.

6. Get buy in from everyone to make change.
- Newsletter submission
 1. We can move up on the pages. It will be up to the staff.
 - Newsletter Advertising Rates (Leela)
 - Presenting at a NOPNA meeting

Notes:

- Discussion of what to do about approving the process of spending money.
- Expenditures are important to keep track of.
 1. Up to \$50 can be spent at the discretion of the board member.

Miscellaneous Items (Remaining Time)

- Request from 1900 block of Eddy to include Eddy Street in NOPNA
 1. Adopt them as part of the organization. We took a vote about moving to Eddy. We will put it into the ByLaws for review.
- NCD ordinance from Ross's office – Regina wants to gather neighborhood association input
 1. They want our input on it. A discussion took place.
 2. We voted to support this.
 3. Action Item: Andrew to write a letter to Supervisor stating our position.
- 2000 McAllister – request from the owners for neighborhood support for demolition and residential building construction
 1. We voted to support this. Action Item: Andrew to write a letter to Planning dept.
- Arson incidents and related issues
 1. This is an issue that needs to be understood.
- Board membership
 1. We have an open board position. Who should be in it.
 1. There are several board nominees. We determined we need nominees to meet all the board members and go through a selection process with criteria (helps improve diversity of association; can take on responsibilities where we have gaps (accountant); can work with team; will set a favorable impression with neighbors)

After discussion of the items above and having no more business to discuss, Leela adjourned the meeting at 3:00pm.

Submitted by Jarie Bolander, Recording Secretary, to the board for approval and posting to the NOPNA website and wiki.