



ECA Board Meeting Minutes

November 13, 2023
Hybrid - ECA Office & Zoom

Board members present: Steven, Derek, Ron, Jordan, Rachael, Kelly, Hal, Anne, Meaghan, AJ, Jonathan

Staff members present: Steve

Guests present: Matt Kohn (neighbor)

** indicates Action item*

1. President Steven called the meeting to order at 6:11 pm
2. Affirmation Statement
Derek read the affirmation statement for the group.
3. Ron motioned to approve the October 2023 meeting minutes. Jordan seconded. The minutes were approved unanimously.
Ron motioned to approve the November 2023 agenda. Jordan seconded. The agenda was approved unanimously.
4. Transitioning booking and tax preparation service provider: Steven provided an update on challenges that we have faced over the last 12 months with regard to bookkeeping and tax preparation services at Eastown Financial. Rachael has approached Uptown Inc. for a recommendation on a new service provider for bookkeeping and tax preparation; Uptown has recommended Hungerford Nichols. The executive committee has recommended we switch to Hungerford Nichols. Discussion ensued. Jordan motioned to vote on transitioning our bookkeeping and tax preparation services to Hungerford Nichols. Hal seconded. The motion was approved unanimously. Rachael will work with both service providers to ensure a smooth transition.
5. Master planning launch events - Rachael gave an overview of upcoming master planning launch events.
6. Pancake breakfast annual meeting planning. Save the date for this in-person pancake breakfast event on February 10th, 2024. We plan to get the word out via fridge magnets.



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7. Approval for new program director laptop and office printer: Steven recommends the base level M2 Macbook Air (future proof; should last 10+ years); Steven has requested approval for up to \$1,100. The printer does not function correctly, so we need a new one. Steven recommends an Epson printer / copier and requests approval for up to \$400. The new printer will have copying capabilities and no monthly fee. Ron motioned to vote on a new laptop allowance of \$1,100. Jordan seconded. The motion passed unanimously. Ron motioned to vote on a new printer allowance up to \$400. Jonathan seconded. The motion passed unanimously.
8. Halloween event recap - Jordan shared an update on a successful trick or treat event at local businesses on October 28th. Next year, we will plan to have a longer event!
9. Review of approved 2024 Core & Committee Calendar. The calendar is already approved; but Rachael encouraged board members and neighbors to take a look at (both tabs) of the calendar!
10. Staff Report. Steve shared this month's staff report. He gave an update on the LED lighting situation (see previous meeting minutes for more detail). Steve will try to get James, from the city, to come speak at our next board meeting to discuss. Steve is also meeting with the owner of Pursuit of Happiness, Wendy, to discuss a fundraiser event called "Winter Blues" (wine and cheese tasting event). Steve updated the website, tidied up the office, had old unused office equipment picked up; donated books. Steve has begun the CDBG grant reporting process.
11. October Financial Report. Rachael shared a financial update. Total net revenue for the year is -\$944. Rachael will prepare a (likely, slightly more conservative) 2024 budget for review. We expect to be breakeven for the year 2023.
12. Committee updates

Executive committee: No update beyond existing agenda.

Bricks and Mortar: The new deck has been installed! Giddings is switching the side of the street for parking.

Communications: Meaghan shared that the next communications meeting is on November 27th.

Events: Shop Hop Dec 7th, 3-9pm. We will have a tent and be serving hot chocolate. Hal is going to speak at WYCE to promote the 2024 events calendar.



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Garden and environmental: Johnathan shared that volunteers will be meeting November 14th to winterize the garden. The next meeting will be November 20th to discuss the future of the garden.

EBA: The EBA hopes to partner with the EBA on future co-branding marketing efforts.

13. Final Board Member Remarks: Jonathan asked about Zelle and Venmo options. Derek shared that a few folks are going to El Cerrito after the meeting (informal).

14. Public Comments

None

15. Other Business

None

16. Adjourn

Meeting adjourned at 6:52

Next Meeting: Monday, December 11th