

**East Sacramento Improvement Association**  
Regular Monthly Board Meeting  
July 13, 2020 – 5:30 pm  
Held Remotely Via Zoom

**MINUTES**

**Members present:** Kathy, Paul, Tricia, Nick, Chris, Clint, Annie, Tom, Megan, Brian, Kyle, Val

**Guest presentation—invited guests and ESIA members welcome**

*None scheduled.*

**Business session—ESIA members welcome—5:30 PM**

- Minutes of the June 8th 2020 Board meeting—Tricia

***Motion:** Motion by Tom, second by Paul, to approve June minutes. Unanimous.*

- Treasurer's report—Brian
- Reports from standing subcommittees

Land Use—Tricia

*Tricia reported that there limited activity that rises to the level of review by the Land Use Committee. Brian accepted the Chair the Land Use Committee going forward, with Kyle to provide Brian with support on upcoming projects in the City's portal.*

Membership—Annie

*Nothing to report.*

Community Amenities—Kathy

*The Community Amenities Committee has been tracking the McKinley Water Vault project, estimated as 85% completed.*

Neighborhood Safety—Nick

*Nothing to report.*

**Executive Board session—ESIA Board members only—6:00 PM**

Old Business

- Strategic Planning Session

*The Board identified opportunities and challenges going forward; and discussed ideas on how to conduct business in a meaningful manner while growing membership. Tricia and Annie will coordinate on cleaning up the roster and committee lists. But the major topic of discussion related to the upcoming Fall General Membership meeting, which would likely require ESIA to*

*offer an interactive format via Zoom. A motion was made by Kyle (seconded by Paul) and carried by the Board to authorize a premium account on Zoom (estimated at \$15 / month) for the purposes of conducting our General Membership meeting remotely.*

*It was also discussed that ESIA take advantage of the remote meetings to enhance membership engagement by holding quarterly membership meetings as opposed to bi-annual meetings, which may include a virtual "neighborhood happy hour." Megan, Clint, and Kyle agreed to form an ad hoc committee to explore this option further and will report back to the Board.*

*The issue regarding how ESIA can build and maintain our membership in the wake of COVID-19 resulted in a lengthy discussion on incentivizing prospective members and offering 1-year of membership for households that sign up between July 13th, 2020 and the to-be-determined General Membership meeting. Such a motion was made by Kyle (seconded by Clint). Further discussion took place, with a friendly amendment by Annie, that was ultimately accepted and made part of the motion, to waive all fees for current members who resubscribe as members for 2021. Brian called the motion to question, and the motion carried 9-0-1 (Paul abstained).*

*As an aside to the motion, Chris suggested ESIA offer the same incentive in the form of a letter sent to recent homeowners in East Sacramento. Such motion was made by Chris (seconded by Kyle) and carried unanimously.*

#### New Business

- Topics for next edition of ESIA Essentials—Megan

*The ESIA essentials will encapsulate the spirit of the motions brought forth to promote the upcoming General Membership Meeting and membership incentives, as well as an imbedded, pre-recorded message of encouragement from Tricia.*

- Open

*A brief discussion on the function of committees, some of which have become functionally obsolete, was raised by Clint. It was suggested that ESIA formulate task forces / ad hocs on an as-needed basis.*

**Adjourn 6: 30 pm**