

After a gathering time on the patio at the Sleepy Hollow Swim and Tennis Club where Paul Moran poured his wines, President Carol Brovelli called the meeting to order at 7:15 PM.

Carol highlighted the multigenerational residents of SHNA and those attending. There were over 60 Sleepy Hollow residents in attendance.

She also reviewed the history of the SHNA—rejuvenating the organization 9 years ago to focus on maintaining the entrance gates and then enhancing the gates, creating a bus stop on both sides of the street at the bottom of Sleepy Hollow Lane, lighting the trees at the entrance and street signs for the holidays and focusing on Fire safety and Firewise.

SHNA currently has 480 homes.

This year the focus has been on community building through events and revitalizing the Block Captain Program.

Events hosted in 2025:

Wine tasting in July

- Nine local wine makers donated their wines and time
- Hosted at Sleepy Hollow Swim and Tennis Club
- Rave reviews and it will be held again in 2026
- Kim Wirtz organized in 2025 and Janet Lyle will be the point in 2026

Holiday Event in December

- Hosted outside at Sleepy Hollow Swim and Tennis Club
- Pam Schroeder was the primary organizer
- Over 100 attended including many young families
- Cookie Decorating, Dog costume contest, pictures with Santa, hot chocolate and treats

Frank Kaiser and Amir Friedman - New in 2026: Oktoberfest in late September led by

- Food and fresh German style beer
- Dirndls and lederhosen encouraged
- Family activities
- Held at Sleepy Hollow Swim and Tennis Club

Carol Brovelli - Firewise

- ✓ As a resident of Sleepy Hollow we are all part of Firewise
- ✓ Can get a certificate to show Insurance Company from website
- ✓ List of suggested fire resistant plants on website
- ✓ 5 neighborhood ambassadors that can walk your property and advise changes
- ✓ Every year we need to prove compliance with maintenance standards by measuring
- ✓ resident participation, investment and hours worked on maintenance
- ✓ In 2025—we had 27% participation, 143 events, \$223,770 invested and 1,202 hours worked
- ✓ Please help us maintain our Firewise certification by completing this [Firewise Investment Form](#) to document both your time and money invested in making your property and our neighborhood more fire safe.

Rob Schroeder—Firewise and Education

- MOFD grants available for vegetation clearing as well as gutter and vent guards
- Zone Zero is coming—we should hear a plan for implementation by the end of the year
- Decks are considered part of the house, but do not store anything under decks
- Be particularly aware of French broom and remove it

Janet Lyle—Block Chair Captain

The goal is to increase communication and outreach to neighbors and make information “local”
Solicited new Block Captains, balanced territories and held meetings for all
Open positions on Tappan and Hidden Lane
Created attractive new neighbor gifts

Trupti Haldar—Contact Data Management

Maintains roster and contact information
Posts current information on Nextdoor SH and Instagram
Could use additional help creating content

Laura Moran—Treasurer and Webmaster

There is a lot of information available on www.sleepyholloworinda.com
SHNA is in good shape financially
Donations have been consistent, expense management is strong; 50% of expenses covered by reserves
The goal for donations is 50% of neighbors—last year we had 41%
The average donation has increased to \$74 (above the \$50 requested)
Spent more on events in 2025 and this will continue in 2026
Budget includes \$2,500 for a special project not yet identified
Sign up on Venmo for annual renewal of donations

Sara Nelson—Co-President

Reach out to Sara if you want to get involved
A few open spaces on Leadership Council—Gate Beautification needs a chair

Janet Riley—City Council and SHNA member

Janet has fond memories of growing up in SH and raising her family here
Great group of leaders on City Council
Strategic Priorities of the City—Wildfire mitigation
Orindaready.com—one central hub for all fire related information
Access to Ladris AI—fire evacuation simulation tool
Camino Pablo Median Project—additional evacuation access

Downtown Revitalization

Downtownorinda.com—new website with information about Orinda in one place
New Welcome sign and landscaping coming to Crossroads Plaza
Thursdays in Orinda—upgraded entertainment every Thursday in Community Park
Siesta Valley Bowl—new operators of Cal Shakes with expanded offerings starting this summer
Creek Haus—remodeled BofA building with 3 restaurants opening in June
Community Park upgrade—combined play structure, ADA accessibility and enhanced picnic area
Off-leash dog park coming to Orinda Oaks Park in April

Sleepy Hollow Neighborhood Association Annual Meeting Minutes March 26, 2026

SLEEPY HOLLOW NEIGHBORHOOD ASSOCIATION (SHNA)
FINANCIAL REPORT - FY25 Budget v Actual & FY26 Budget
 Last Updated: 03/23/26

SECTION 1

	LAST YEAR - Budget v. Actual			NEW YEAR
	Budget for Year Ended 12/31/25	Actuals for Year Ended 12/31/25	Variance	Budget for Year Ended 12/31/26
Neighbor Participation				
Total Households	479	479	0	479
# Donated	239	197	-42	216
% Donated	50%	41%	-9%	45%
% Donated \$50		63%		
% Donated >\$50		37%		
Total Donations	\$ 15,535	\$ 14,660	\$ (875)	\$ 14,011
Average Donation/HH	\$ 65	\$ 74	\$ 9	\$ 65

SECTION 2

	LAST YEAR - Budget v. Actual			
	Budget for Year Ended 12/31/25	Actuals for Year Ended 12/31/25	\$ Variance	% of Total Actuals
Donations				
PayPal	\$ 2,330	\$ 1,690	\$ (640)	12%
PayPal-Recurring	\$ 5,437	\$ 6,950	\$ 1,513	47%
Checks	\$ 2,330	\$ 1,900	\$ (430)	13%
Venmo	\$ 5,437	\$ 4,120	\$ (1,317)	28%
Cash	\$ -	\$ -	\$ -	0%
Total Donations	\$ 15,535	\$ 14,660	\$ (874)	100%
Expenses				
Ongoing/Recurring				
Community Building	\$ (4,000)	\$ (4,388)	\$ (388)	25%
Gate Maintenance	\$ (2,800)	\$ (1,600)	\$ 1,200	9%
Utilities	\$ (4,200)	\$ (2,203)	\$ 1,997	12%
Admin	\$ (700)	\$ (971)	\$ (271)	5%
Street Signs	\$ (500)	\$ -	\$ 500	0%
Subtotal	\$ (12,200)	\$ (9,162)	\$ 3,038	51%
Special Projects				
Gate Beautification	\$ (6,500)	\$ (8,666)	\$ (2,166)	49%
Neighborhood Safety	\$ -	\$ -	\$ -	0%
Fire Safety	\$ -	\$ -	\$ -	0%
Subtotal	\$ (6,500)	\$ (8,666)	\$ (2,166)	49%
Total Expenses	\$ (18,700)	\$ (17,828)	\$ 872	100%
Income/(Loss)	\$ (3,165)	\$ (3,168)	\$ (2)	

SECTION 3

	Budget for Year Ended 12/31/26	% of Total Budget	Comments/Assumptions
NEW YEAR - Budget			
PayPal	\$ 1,401	10%	Takes 3.5% of every transaction
PayPal-Recurring	\$ 7,005	50%	
Checks	\$ 1,401	10%	Encourage other payment forms
Venmo	\$ 4,203	30%	No charge per transaction
Cash	\$ -	0%	
Total Donations	\$ 14,011	100%	
Expenses			
Ongoing/Recurring			
Community Building	\$ (9,000)	51%	Oktoberfest, winetasting, winter holiday, mtgs, etc.
Gate Maintenance	\$ (2,200)	12%	\$100/month + as needed; \$1k lights refresh
Utilities	\$ (2,500)	14%	
Admin	\$ (1,000)	6%	Site (\$250), PO (\$250), Mailchimp (\$15/mo = 180) + oth
Street Signs	\$ (500)	3%	Refurbishing as needed
Subtotal	\$ (15,200)	86%	
Special Projects			
Gate Beautification	\$ (2,500)	14%	Special projects TBD
Neighborhood Safety	\$ -	0%	
Fire Safety	\$ -	0%	
Subtotal	\$ (2,500)	14%	
Total Expenses	\$ (17,700)	100%	
Income/(Loss)	\$ (3,689)		Pull from cash reserves

COMMENTS

Look Back on FY25:

Slightly lower engagement (41% donated v 50%)
 Great to see increase in PP-Recurring donations
 Projects - tree lighting repairs, improvement of SHL/Lombardy corner, SHNA rocks, solar lights, holiday décor
 Lots more well-received community building -
 wine social (\$900), holiday santa/dog walk (\$2.1k), reflective vests, metal yard signs

Look Ahead to FY26:

Expect households contributing to reach 45% and \$14k with more comms
 Increase focus on community engagement via social events
 Set aside \$2.5k for TBD special projects, funded by cash reserves
 Other ideas from neighbors?

Cash Position

Current Cash on Hand	\$ 13,827
Budgeted 2026 (loss)/gain	\$ (3,689)
Remaining Cash at EOY	\$ 10,137
Recurring Annual Costs	\$ 15,200
Desired Reserve (50%)	\$ 7,600
Remaining Cash v Desired	\$ 2,537