



## Proposed Name Change For Eastbluff

The Eastbluff Name Change Committee (comprised of residents Dan Heinfeld, Jock Marlo, Carl Ossipoff, and Katie Rollins), would like to thank the many members who have contacted us with their comments and suggestions. Clearly, this is an opportunity that many of our residents have recognized and embraced. In an effort to clearly communicate the intentions of the name change, the following points clarify the purpose:

- Distinguishing our neighborhood from the rest of Newport, particularly "The Bluffs".
- Create a "Brand" such that our homes are easily referenced and not confused with the greater.
- Eastbluff? Maintain this distinctive separation in order to maximize prop-

erty values and avoid "blended" comps.

Changing the name of our community to further distinguish our great neighborhood from the "The Bluffs" is an idea whose time has come. Far too many people have the misconception that Eastbluff and The Bluffs are one and the same. This confusion is manifested most significantly in the real estate community where incorrect references point poten-



tial buyers to "homes in Eastbluff" that are actually in "The Bluffs."

The characteristics of each community are quite clear:

*(Continued on page 2)*

## Board Candidates Needed

The time is fast approaching for residents of Eastbluff to select their favorite candidates for the Association's Board of Directors. The five-member Board oversees the work of the Association's management company, whose duties include caring for the common areas of the community and managing an annual budget over \$300,000. The terms of three of the five members are expiring.

*(Continued on page 3)*

## Moved, Seconded & Carried: Board Meeting Highlights

At their January 14, 2008 meeting, the Board of Directors took the following actions:

- (1) Approved minutes of their December 10, 2007 regular meeting.
- (2) Reviewed and accepted the financial reports for

November 2007 & invoices as submitted by Walters Management.

- (3) Authorized the filing of liens against owner's property for non-payment of association assessments.
- (4) Were advised by the Park

Committee that a park rendering was being completed by Hourian Associates & would be presented to Board soon.

- (5) Approved a proposal from Foresight Finan-

*(Continued on page 2)*

### Inside this issue:

Name Change Coming?	1
Be A Board Candidate	1
Board Meeting Highlights	1
New Agenda & Notice Law	2
Keeping Up On Eastbluff Happenings	3
Change In Management	3

Eastbluff Homeowners Community Association

*Managed by:*

*Walters Management*

*17300 Redhill Ave, Suite 210*

*Irvine, CA 92614*

*949 752-2225*

*[www.eastbluff.net](http://www.eastbluff.net)*

## New Agenda & Meeting Notice Law

As of January 1, 2008, California HOA law was amended requiring that Boards of Directors to either post a notice of their meetings and the agenda in a prominent place in the common area or mail those notices to all owners at least four days prior to the meeting date. Additionally, the law change will allow the board to only discuss and take action on those items listed on the published meeting agenda subject to the following exclusions:

- Residents may speak on an issue regardless of whether it is stated on the agenda.
- Board members may briefly respond to questions, but must defer action until a subsequent meeting where the issue is on the agenda.
- Boards may refer certain informational items and administrative tasks to the management company or staff.
- Any subject may be discussed and acted upon if there is an emergency, if immediate action is needed on a matter which arose after the agenda was distributed or if the item was on a recent agenda and was continued to the current meeting.

The intent of the law change was to enhance membership knowledge of board activities and will require board's and their management company to plan ahead in the preparation of meetings. The new law does not apply to executive sessions held by the board or committees formed by the board or governing documents.

The Eastbluff Board will be posting this information in the park area.

## Board Meeting Highlights

*(Continued from page 1)*

cial to conduct an updated reserve study at a cost of \$475.00

- (6) The ARC Committee tabled consideration of an application from 2900 Carob until it's review was completed by the Association's Architectural Consultant.
- (7) The Landscape Committee reported

## Name Change Possible For Eastbluff

*(Continued from page 1)*

"Eastbluff" is a family-oriented community consisting of 460 single-family homes, many with views, most on larger-than-average Newport Beach lots, most owner-occupied, all conveniently located only a few minutes away from an international airport, world class shopping and dining, award winning public and private schools, and breathtakingly beautiful beaches. Our association dues are the envy of Newport and with no Mello Roos.

"The Bluffs" is a densely-occupied community of over 1800 attached homes, many serving as income property and not owner-occupied, most with units on both sides, relatively few with views, scant parking, in an area more highly impacted with airplane noise, higher crime rates, and substantially higher association dues.

The real estate boom has been good to Eastbluff and The Bluffs, but it is generally predicted that the condo market will soften to a greater extent, while sales of detached, single-family homes will stay relatively stable. The desirability of single-family homes is well-documented and therefore ensuring the distinction of "Eastbluff" and "The Bluffs" homes, particularly in a slowing home sale market, is important.

Moving forward, the ability to "brand" our community without confusion makes marketing our homes far easier and clear. While the name "Eastbluff" may hold nostalgic value, our name and our community must progress and avoid being "dated."

The legal and administrative costs to do a name change are a few hundred dollars per the association's attorney. The only variable cost would be hard costs of signage.

The process to facilitate a name change is to solicit suggestions from our association members for name ideas. Utilizing the suggestions from the association members, the Committee will then create a list of several name choices. That list will be presented to the association members for a vote at the next annual meeting and election of board members, to be held on May 12, 2008. As contemplated, the first question relating to a name change on the ballot will be whether or not to change Eastbluff's name. If a majority of voting association members says no, then there is no name change. If a majority of voting association members says yes, then the next question will be "of the following name choices, which name should the Board of Directors choose for Eastbluff?" The name with the greatest number of votes will become our new name.

Thus, whether or not a new name is chosen for Eastbluff is up to those who vote at the next annual election. One option for a name change is shown on the attached image on the first page. Please take a minute to think of a name choice (use your imagination!), and send it to any of the Committee members, or email to [etraub@waltersmanagement.com](mailto:etraub@waltersmanagement.com) (before April 1, 2008) or [scott@southcoastpm.com](mailto:scott@southcoastpm.com) (after April 1, 2008).

that consultant Kathy Somers is working on a written report of recommendations for the association.



Your Eastbluff Board meets monthly to conduct association business.

# Keeping In Touch With Eastbluff Happenings

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The members of your Board of Directors are busy with numerous issues facing the community. Here's an Update:



## **CHANGE IN MANAGEMENT**

Effective April 1, 2008, South Coast Property Management will become the managing agent for the Eastbluff community. Their contact information is as follows:

South Coast Property Management

### **Mailing Address**

2973 Harbor Blvd. #415  
Costa Mesa, CA 92626

### **Office Address**

2850 Mesa Verde Drive East  
Suite 115  
Costa Mesa, CA 92626  
714 444-2602  
714 444-3602 (fax)

Scott D. Smith, owner/manager  
scott@southcoastpm.com

Gricelda Ayala, Administrative Coordinator

gricelda@southcoastpm.com  
[www.southcoastpm.com](http://www.southcoastpm.com)

## **COMMUNITY WEBSITE HAS LOTS OF INFORMATION**

The community website located at [www.eastbluff.net](http://www.eastbluff.net) has information to keep you abreast of association happenings. Make it a regular stop when you are on the internet. The password for member sections is Newport.

To keep up to speed on city happenings, log onto their website at [www.city.newport-beach.ca.us](http://www.city.newport-beach.ca.us)

## **ATTENTION DOG OWNERS**

When you walk your dog, please remember to bring along a baggie to clean up after your pet. Not only is this a regulation of the City of Newport Beach, it is a courtesy to your neighbors and the actions of a responsible pet owner.

## **BOARD MEETING SCHEDULE**

Board meetings are held on the 2nd Monday of each month beginning at 6:00 p.m. at Temple Bat Yam, 1011 Camelback St. Newport Beach.

On behalf of Temple Bat Yam, please note these upcoming events:

March 9th @ 7pm - Cantor's Annual Grand Concert

March 16th @ 11:30 am to 2:30 pm - Spectacular Purim Carnival with food games and more.

For more information call 949 644-1999

## **THE BOARD OF DIRECTORS**

Jock Marlo, President

John Pagliassotti, Vice President

Marvin Rimland, Treasurer

Jim Graves, Secretary

Kris Beauchamp, Director



Next  
Board  
Meeting is  
March 10,  
2008

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## Watch How You Park

Some Eastbluff residents are in the habit of parking in their driveway in such a way as to block the city sidewalk. This is in violation of parking regulations of the City of Newport Beach which you can be ticketed for. As a courtesy to your neighbors who are out for a walk and to avoid a possible expensive ticket, watch how you park and don't block the sidewalk.

## Serve Your Community & Run For The Board

*(Continued from page 1)*

Elections will be held at the Association's annual meeting on May 12, 2008 at 6 p.m. at Temple Bat Yahm, 1011 Camelback Street, Newport Beach. We invite interested members of the community to consider running for the three open seats. Important issues will come before the Board in the upcoming years, and talented, energetic Board members are very much needed. While being a Board member is a volunteer position, you can take pride in knowing that you have helped make our community a nicer place in which to live.

Send your name, address and a statement of 300 words or less explaining why you want to be a candidate to Elisa Traub of Walters Management by: March 13, 2008 to Email: [etraub@waltersmanagement.com](mailto:etraub@waltersmanagement.com) or FAX: (949) 798-0367 or Mail: *Walters Management, 17300 Redhill Ave., Suite 210, Irvine, CA 92614*

Send in your information as soon as possible, and we'll get the information out quickly to your neighbors. Thank you for helping our community.