

# WPPCA Board of Directors Regular Monthly Meeting Minutes

January 10, 2024 @ 7:30 PM

Via Zoom

## Directors in attendance:

Peter Mason (President), Denise Ertler (2<sup>nd</sup> VP), Michelle Deleon, Fran Frataccia, Jim Kiger, Melissa Johnson, Shanon Larimer.

## Directors absent:

Joe McCluan (1<sup>st</sup> VP), Colby Roof (Treasurer).

## WPPCA Committee Members in attendance:

None

## WPPCA Members in attendance:

None

## WPPCA Non-Members in attendance:

None

## Guests in attendance:

None

Meeting called to order by WPPCA President, Peter Mason at 7:35 pm.

All Directors & Committee Members were sent the agenda on January 9, 2024. The President said there were 7 Directors present, so we had a quorum.

The President welcomed everyone thanked everyone for taking the time out of their busy schedules to attend the Board of Directors Regular Monthly Meeting. Peter reminded everyone that the Board Meetings are recorded to aid in minute taking.

## Officer Reports:

President: Peter Mason thanked everyone for all the volunteer work everyone does on behalf of the organization.

Peter reported that regarding the Director and Committee Member changes, Mayba Torres has resigned as a Director so we need to keep our eyes open for more Board Members. We also still need more members on the Events, Membership, Code Enforcement & New Neighbor Welcome Committees. Peter is communicating with 2 other potential volunteers but needs more leads. If anyone knows of anyone that wants to volunteer simply give them Peter's contact information or let him know their email address and he will follow up with them.

Our top 2 tiers of the 2024 membership levels continue with a strong start. Peter has sent personalized letters with magnets to 45 Gold Members and 7 Platinum Member thanking them for their financial high level of membership support. 25% of these are new top-tier members. Last year at this time we only had 25 Gold & 1 Platinum Members. We are at 71% of the total we had last year so still have a way to go to reach last year's top tier levels.

We have our next Social Gathering for Directors and Committee Members Plus 1 on February 1<sup>st</sup> at 6:00 PM at Peter's house. Peter sent out an rsvp email on January 4<sup>th</sup> asking for responses by January 17<sup>th</sup>. Peter said 3 folks that have responded so far.

On the Mall holiday decorations, we will take down the decorations Saturday, January 13<sup>th</sup> and have another large group of 9 volunteers. Thanks goes out to Denise Ertler for purchasing new plastic bins with tops to store our materials in. Thanks also go out to Joe McCluan for purchasing some electrical cords, plugs and lights we were short on.

Peter said last month he is working on a Document Retention and Destruction Policy. Our lawyer emailed him on January 10<sup>th</sup> so he will be reviewing it and will have more updates later.

Peter has started his annual review of Job Descriptions & SOPs and sent emails to all Officers and Committee Chairs on January 8<sup>th</sup> requesting they be reviewed and returned by January 29<sup>th</sup>. Peter said 4 folks that have responded so far. Michelle Deleon asked if the review can be done every 2 years and Peter responded saying best to keep them current every year as when we have unexpected turnover giving the new person current instructions is prudent.

Peter had no residents contact him this past month.

Secretary: Peter Mason said he is the Acting Secretary until we find someone.

- The motion to approve the WPPCA Board of Directors Regular Monthly Meeting Minutes of December 13, 2023, was unanimously approved via DocuSign.
- If anyone has any written reports that are used for presenting the monthly board reports, please send them to Peter in advance as this really aids in the minute taking. Getting those reports in to him by Sunday by 6 PM before the board meetings allows time to organize everything in advance.
- If anyone knows of anyone that wants to be our Secretary let Peter know and he will be happy to talk to them.

Treasurer: Peter Mason sent out in the meeting pre-reads to the Directors & Committee Members on January 9, 2024, the December P&L. Peter said Colby Roof was not on the call so Peter reported for him.

P&L, Net Ordinary Income and Account Balances:

- **Net Ordinary Income.**
  - **This Month.** The P&L reflects a negative NOI of (\$1,715) with Income of \$50 and Expense of \$1,765. (Note, there were \$7,080 in 2024 Memberships received but it does not get applied until January 2024)
  - **Year to Date.** The P&L reflects a negative NOI of (\$3,381) with Income of \$27,166 and Expenses of \$30,547.
- **Account Balances.** Checking, Savings, PayPal & Square account balances of December 31<sup>st</sup> totaled \$17,599, reflecting a month-over-month increase of \$2,840.
  - Checking Account Balance: \$10,324
  - Savings Account Balance: \$7,180
  - PayPal Account Balance: \$96
  - Square Account Balance: n/a
- Reconciliation between the WPPCA Database and the journal membership dues (2024):
  - Database shows about \$105 less than the journal.

P&L, Income:

This month's income was as follows:

- Miscellaneous Income (Account 4070). \$50 for an estoppel fee.
- Interest Income (Account 4090). \$.06 in interest income.
- Memberships (Accounts 4010, 4020, 4025). WPPCA received \$7,080 in 2024 Memberships this month, which will be recorded in the January P&L.

P&L, Expenses:

This month's expenses were as follows:

- Banking/PayPal Fees (Account 5030) \$0 in recurring bank account fees now that the monthly fee change has been completed.
- Mall Lawn Service (Account 5130). \$600 for monthly service from Aesthetic Lawn Care.
- Mall Repair & Upkeep (Account 5170). \$700 for electrical work upgrading the electrical breakers and outlets behind the Mall sign new by Power Factor.
- Needles Publication (Account 5210) \$39 for delivery bags.
- Rental Warehouse (Account 5350) \$97 for recurring iStorage monthly charge.
- Utilities-Duke Energy-Elec. (Account 5490) \$274 for new meter installation and utility charges from Duke Energy.
- Yard of the Month (Account 5520). \$55 for recurring Yard of the Month prizes.

**Motion:** Denise Ertler moved to accept the Treasurer's report as presented. Shanon Larimer seconded the motion. Motion passed unanimously with no abstentions.

Peter did some analysis since he was concerned that we had a negative \$3,381 in NOI in 2023. Peter said we need to build our bank balance not decrease it. We need to watch our spending in 2024 and stick to the budget. Our 2024 budgeted surplus of \$2,982 is not enough to offset the loss of 2023.

- Peter looked at the reasons for negative NOI in 2023:
  - We had Income shortfall of \$2,084 or 7% versus budget mainly in 2 main areas:
    - Membership shortfall of (\$1,134). We did not hit our membership budget target for 2023.
    - Community Service shortfall of (\$2,100). We budgeted for election poll worker revenue but 2023 was not an election year.
  - We had Expense over spending of \$1,297 or 4% versus budget in 2 main areas:
    - Membership is up \$2,196. This was due to the budget that was too small at \$600 and several mailings including a 4<sup>th</sup> quarter 2023 mailing that will help the 2024 revenues.
    - Mall Repair up \$2,068. This was mainly due to the large sprinkler repair in June and electrical repair in December.

Denise Ertler asked about coding excess money to other departments. Peter responded by saying that per accounting principals' income and expenses have to be coded to what they were actually for. All income and expenses are listed on the same P&L so the bottom-line NOI tells how we did as a group. Peter also said this is a reason that he went into a lot of detail with each committee chair this past year to get more engaged on budgeting for specific needs.

1<sup>st</sup> Vice President: Peter Mason said Joe McCluan could not attend the meeting tonight but sent the following report.

- Joe is still working to try to figure out where we are going with the next grant.
- Peter said we had a suggestion last year to install signs at the main Mall entrance and possibly at the Cady Way at Cady Way Trail to tell residents about upcoming events such as meetings, Yoga, Happy Hours, Garage Sales, etc. This would be a permanent sign that we can change easily and not be vandalized.
- Joe wants feedback for ideas about the type of sign we are looking for. Joe said once we determine what type of sign we want he is going to reach out to the county to determine the permitting side of it.
- Discussion ensued with Fran Frataccia suggesting using the grant money for palm trees. Jim asked about the costs and Peter said this would be grant money we would apply for. Shanon Larimer said he has a lot of experience with signs with other companies and has concerns about future maintenance costs for a sign and didn't recommend one. Shanon also suggested that we might partner with Brookshire Elementary School to use their sign on weekends. Jim Kiger said a sign is more effective right on our entranceways to get our messages out and others are too far away. Jim said the cost is not that great and with enough volunteers we should be able to keep it up to date.

Shanon also talked about using email blasts for letting residents know about events. Board Members were asked to send Joe any other feedback that they have.

2<sup>nd</sup> Vice President: Denise Ertler said she had nothing to report. Peter thanked Denise for being our 2<sup>nd</sup> VP back up and taking on multiple roles.

## Committee Reports:

Code Enforcement: Fran Frataccia said this is the first time there were no incidents this past month.

The committee is made up of Fran Frataccia (chair), Carol Magierski and Vanessa Philman. Peter thanked Fran for leading the Code Enforcement Committee.

Digital: Jim Kiger reported on the following:

**Website:** Jim has been making changes to the website. He showed the group the enhancements to the Events Page whereas he created subpages by year.

**Facebook:** Jim is waiting for a response from Brent Ludlow to get more information on getting admin rights. Peter offered to help assist in getting them together. Michelle talked about having the Facebook Group comprised of residents of the Pines only.

**Nextdoor:** Nothing new to report.

The committee is made up of Jim Kiger (chair), Kim Ludlow and Joe McCluan. Peter thanked Jim for working on the website enhancements.

Events: Michelle Deleon reported on the following:

**Yoga:** They cancelled the January 6<sup>th</sup> class due to rainy weather. The next class is February 3<sup>rd</sup> held at the Winter Pines Golf Club.

**Winter Park Pines Community Wide Garage Sale:** This will be March 23<sup>rd</sup> from 9 am-1 pm. Michelle has PROSHRED reserved already (\$600 for 2 hours), which Michelle can cancel, but they are available. The Winter Pines Golf Club has said that we can have our drop off charity and mobile shredder there, and Michelle has contacted 1 charity so far. If anyone wants to send Michelle other charities, let her know. Michelle would rather donate to someone other than Goodwill but will do Goodwill if she can't find another. Michelle is going back to emailed registrations for all to avoid the \$10 fee Event Brite currently charges for events. Michelle is hoping to have a new system in place for our next happy hour.

**Winter Park Pines Happy Hour Meet-Up:** The next Winter Park Pines Happy Hour Meet-Up is planned for Thursday, April 18<sup>th</sup> at the Bonfire Grill at Winter Pines Golf Club from 6 pm to 8 pm.

**Needles Events Page:** Michelle just submitted the events page to Denise.

**NNO:** planning is starting. Fran Frataccia asked about the pool venue and Michelle said the cost is \$250 but the Golf Course is free, but it is open to everyone. Denise Ertler said it was a good comradery last year, a nice event and said Michelle did good job with the event.

The committee is made up of Michelle Deleon (chair), Tonio Bianca, Becky Clisch, Melissa Johnson, Jim Kiger and Clyde Moore. Peter thanked Michelle for leading the Events Committee.

Mall Maintenance: Fran Frataccia said she had nothing to report other than she and Carol Magierski continue to go up to the Mall weekly on Thursdays at 8 am. Fran asked Melissa if she could ever join them and Melissa said she will do her best.

The committee is made up of Fran Frataccia (chair), Melissa Johnson, Brent Ludlow, and Carol Magierski. Peter thanked Fran for also leading the Mall Maintenance Committee and their weekly work at the Mall.

Membership: Melissa Johnson reported on the following:

- The membership statics versus last month as of January 7<sup>th</sup>:
  - Membership dollars paid: \$15,175 up \$3,910 from December of \$11,265
  - Number of members: 230 up 57 from December of 173
  - % of homes paid: 25.5 % up 6.3% points from December of 19.2%
  
- At the same time last year in January 2023, we reported 176 members or 19.5%, so we were up 57 or 31% more members than same time last year.
  
- Melissa said the membership needle is moving in the right direction.
- Per the Membership Drive Plan the next mailing is this month in January where we send a letter and survey to all residents that have not paid, asking them to pay and provide feedback on why they have not paid yet. Peter is taking the lead on the process. Peter has updated the letter and survey and Melissa has proofed them. Peter went to local printers this week and is awaiting a quote. Melissa will be putting the signs back out during this phase.
- She also said she feels we are getting positive traction on membership in the neighborhood and is hearing more positive comments out and about on the sidewalk about what we are doing.
- Denise Ertler said a great Needles article for Melissa would be talking about our association versus a HOA with the differences.
- Shanon Larimer asked if we had auto payments set up for membership. Melissa said that was a good idea. Peter said that would be a great next step after we solve our current electronic payment issues.
- Melissa asked about if we had a way for residents to log-in to see if they paid our not. Peter asked Melissa to connect with Jim Kiger on providing a monthly static report on the website of members that residents could access.
- Peter said we still have the big issue of electronic payments with PayPal and Square as we need to collect better data, want to send confirmations and also want an option for the payer to include paying the processing fees. Until we solve these issues our data collection is severely lacking and we are leaving money on the table. The good news is that Joe McCluan has raised his hand to volunteer to help us. Peter sent Joe a lot of materials to digest. He has been in contact with Colby who is also assisting.

This committee is made of up Melissa Johnson (chair), Steve Frizzell and Clyde Moore. Peter thanked Melissa for leading the Membership Committee and for being off to such a great start.

Needles: Denise Ertler reported that the new issue of the Needles is doing good which is a 12-page color issue with 2 ½ pages of sponsorship information and about 1 page for articles. She has 1 - 2 paragraphs still to fill. Denise said she likes articles about things going on in the community or history, etc. Shanon Larimer talked about an article spotlighting longtime residents and Jim Kiger talked about highlighting the Website updates. Peter said to send Denise articles anytime as she keeps them all and fits them in as space allows in each issue.

Peter gave an update on the 2024 Needles Sponsor Program:

- Until we find someone Peter is the Acting Needles Sponsor Coordinator.
- Peter said he had good news to report. From the 82 solicitations that he sent, we have 12 companies that have committed and paid. We are full and are closed to any other sponsors for 2024. This will fill two full pages of the Needles with sponsor ads. We will be able to print 4 issues in color and 2 in B&W this year. If Peter gets any other responses or inquires, he will put them on the solicitation list for 2025 and tell them it is first paid, first included.
- Based on all the work this year, Peter has developed a good database of eighty-nine companies and templates for solicitations, follow-ups, payments and graphics.

- Peter thanked Michelle Deleon as she provided two sponsor leads that responded and paid.
- Denise said we have a good mix of sponsors from inside and outside the Pines with a good variety of business and some Pines sponsor leveraged the double size ads.

The committee is made up of Denise Ertler (Editor) and Peter Mason (Acting sponsor Coordinator). Peter thanked Denise for all the work she has put in producing the Needles and working with the sponsors on tweaking their graphics.

New Neighbor Welcome: Peter Mason said Clyde Moore is our only committee member currently. Peter is the Acting New Neighbor Welcome Chair until we find someone. He has been working on standardized letters and materials to give to residents and setting up protocols for visits and reporting results. He has shared that with Clyde and is awaiting his feedback. Peter said if anyone knows anyone that would like to join this committee as a member or as a Director being the Chair please let him know. Denise asked about dividing up the Pines into sections for visits like her Needles Distributors. Peter said he would love to have a lot of volunteers on this committee so that many people could do a few visits and we could cover all needed homes. This committee is made up of Clyde Moore.

Yard of the Month: Shanon Larimer is proposing modernizing and streamlining the Yard of the Month rules for increased awareness, participation, and memberships. Highlights include:

- Shifting from "Members Only" to a "Community Wide" initiative, encouraging all residents to participate and increase memberships for those that are nonmembers.
- Transitioning from a cash award to an Electronic Gift Card, supporting local businesses. Gift cards will be targeted to lawn and outdoor enhancement. This should promote further enhancement of winning yards and not devalue memberships.
- Offering a \$55 Electronic Gift Card for 1<sup>st</sup> place, with recognition for 2<sup>nd</sup> and 3<sup>rd</sup> place, giving more weight to the 1<sup>st</sup> place winners. He said a \$15 check doesn't go very far.
- Reducing the waiting period from 24 to 12 months to reward consistent efforts.
- Removing restrictions for Directors, allowing all board members to be eligible, excluding the YOM Director.
- Shanon said he has had a lot of conversations and met a lot of residents in stopping at houses talking pictures. He feels it is a goodwill gesture to leverage the program to get residents to join as long-term members. Denise thought it was a good idea to try the new program for a year. Denise said this would be a great Needles article for the next issue. Michelle Deleon asked about door hangers and Shanon said it is much more effective talking to residents in person as he can leverage the conversation for membership.
- Peter said following the meeting, Shanon will be sending out expanded notes on all of these points to all Directors for their further reflection and feedback. Peter said it is our intention to formally present the YOM changes in a pre-read for a motion at our February Board Meeting.

This committee is made up of Shanon Larimer (chair). Peter thanked Shanon for looking at upgrading the YOM Program.

## Old Business:

None

## New Business:

Next Meeting: The next meeting is the Board of Directors Regular Monthly Meeting that will be held on Wednesday, February 14<sup>th</sup> at 7:30 PM via Zoom. If any Pines residents want to join any meeting they can, they simply need to send Peter an email with their address, and he will send them the Zoom link as it is new every month.

## Closing:

Peter Mason thanked everyone for taking the time to attend and contributing to the Board of Directors Regular Monthly Meeting.

**Motion:** Denise Ertler moved to adjourn the meeting. Shanon Larimer seconded the motion. Motion passed unanimously with no abstentions. Peter adjourned the meeting at 8:59 pm.

Prepared by: Peter H. Mason, Acting Secretary