

# WPPCA Board of Directors Regular Monthly Meeting Minutes

July 10, 2024 @ 7:30 PM

Via Zoom

## Directors in attendance:

Peter Mason (President), Denise Ertler (2nd VP), Colby Roof (Treasurer), Michelle Deleon, Fran Frataccia, Shanon Larimer.

## Directors absent:

Joe McCluan (1st VP), Melissa Johnson, Jim Kiger.

## WPPCA Committee Members in attendance:

Carol Magierski.

## 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 7:33 pm.

All Directors, Committees and Members were sent the agenda on July 9, 2024. The President said there were 5 Directors present at the start of the meeting, so we had a quorum.

The President welcomed and 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 reported we had no Board and Committee Member changes this past month. He had one volunteer interview on July 9<sup>th</sup> that we are vetting.

We need more Directors and Committee Members for Events, Membership, and especially New Neighbor Welcome. Peter would like more volunteer leads. If anyone knows of anyone that wants to volunteer, simply give them Peter's contact information, or let Peter know their email address and he will follow up with them.

In our top 2 tiers of the 2024 membership levels, we had no new members since last month. Peter has sent personalized letters with magnets to 69 Gold Members and 9 Platinum Members thanking them for their financial high level of membership support. 29% of these are new top-tier members. Last year at this time we had 71 Gold & 6 Platinum Members. We have exceeded the total for last year for the number of top-tier members.

Peter had 3 residents contact him this past month.

The first related an incident that happened to a neighbor of his on South Ranger Blvd. This resident related the following information:

- His neighbor got a warning notice/citation on his door from Winter Park Utilities that he did not have a proper backflow device installed for his city water irrigation system.
- The notice gave a 90-day warning prior to issuance of fines being levied.
- The backflow device is only required on homes using city water to supply an inground irrigation system.
- Since 1990 backflow prevention devices on potable water supply lines are required in the state of Florida.
- Quotes for the device and installation ranged from \$800 to \$1,500.
- Recertification of the device is mandatory per Winter Park Utilities every 2 years at a cost of \$250 - \$300 for water lines less than 2 inches in diameter. The homeowner is responsible for doing all the legwork and pay to have a certified technician from a plumbing company do the inspection.
- This requirement will only impact those single-family residences that use city water in their irrigation system, and then only if they are caught.
- The irrigation system has been in place since 2000 and it was just caught this year.
- There is no way to know how the city became aware of the irrigation set up in question, but it appears that someone must have accessed the property (without notification or permission) to investigate, document, and issue the warning/citation.

Peter thanked the resident for sharing the information and said he hoped Winter Park Utilities are not aggressively trying to find violators as it is quite a financial burden for homeowners if caught.

The second resident wanted to know the rules and regs regarding parking a camper trailer at their house. They would not give their address but said they lived in Unincorporated Orange County. Peter told them we are a Community Association and not an HOA, so the rules and regs are not set or enforced by us but by the local governing authority. Peter liaised with Fran Frataccia, and she told him that "Campers are not allowed in Winter Park Pines except in the backyard" which he passed on to the resident. Peter also told them a boat, or an RV may be stored at a residence by applying for a permit with Orange County.

The third resident said on the cul-de-sac on Abbey Road there is a large spool of the orange plastic tubing that the contractor for AT&T has left behind for several months after they finished burying the fiber optic lines months ago that it is blocking a large section of the cul-de-sac. They asked when it would be picked up. They also said there is a large hole in the surrounding wall that they believe the workers created and wanted to know when that would be repaired. Peter responded to the resident saying AT&T did not coordinate the work with the WPPCA and suggested they contract AT&T directly. He also said if AT&T does not respond to reach out to Orange County via the 311 service since it is in a road they maintain. Peter also encouraged them to join as a member since they have not been one for several years.

As announced at the June Board Meeting, Peter said he was forming an Ad Hoc Nomination Committee to work on our slate of Directors and Officers for the upcoming term that starts following the October meeting. The committee has been formed and Peter announced that Denise Ertler is the chair with members Joe McCluan and Fran Frataccia. Peter thanked all for volunteering. Peter said he hopes the committee has already started their work and that they will come up with a strong slate of nominees including finding some new residents to join the Board. The 2024/2025 slate of nominees for Directors & Officers is announced at the September Board Meeting and presented for approval at the October Annual Meeting of the Membership. In conjunction with this Peter will be reaching out to all 17 Directors and Committee Members starting July 15<sup>th</sup> asking about everyone's intentions to serve in the new term and Committee Chairs for their member needs for the next term.

Regarding the 2025 budget, Peter said he hoped all Officers and Committee Chairs have been working on their numbers over the past month as announced at the June Board Meeting as the 2025 budget numbers are due to Peter by July 15<sup>th</sup>. Peter wants to ensure everyone is engaged with the process again this year. Peter also sent an email on June 13<sup>th</sup> to all Officers and Committee Chairs that

recommend budget numbers and back up assumptions are due to him by Monday, July 15<sup>th</sup> by 5:00 PM. As a reminder anyone on an income producing committee to also include revenue expectations. Peter will share a first draft of the budget at our August meeting and will present a final draft of the budget at our September meeting for endorsement by the Board. The budget gets approved at the October Annual Meeting of the Membership.

**Secretary:** Peter Mason said he is the Acting Secretary until we find someone and reported on the following:

- The motion to approve the WPPCA Board of Directors Regular Monthly Meeting Minutes of June 12, 2024, was previously unanimously approved via DocuSign.
- Our turn-around time for the July minutes will be less than a week to get them into the upcoming Needles so Directors' quick responses to review and approve them are appreciated over the next several days.

**Treasurer:** Peter Mason sent out in the meeting pre-reads to the Directors & Committee Members on July 9, 2024, the June P&L. Colby Roof reported on the following:

**P&L, Income:**

This month's income was as follows:

- Memberships (Accounts 4010, 4011, 4012, 4020, 4021, 4022, 4025). \$400 in checks, \$98 from PayPal, and \$278 from Square for 2024 memberships.
- Community Service (Account 4050). \$25 for election poll worker revenue from April.
- Interest Income (Account 4090). \$.06 in interest income.

**P&L, Expenses:**

This month's expenses were as follows:

- PayPal fees (Account 5031). \$2 for PayPal fees.
- Square fees (Account 5032). \$8 for Square fees.
- Rental Warehouse (Account 5350). \$40 for the recurring iStorage monthly charge.

**Net Ordinary Income**

- This Month (Budget):
  - The P&L reflects a positive NOI of \$752 with Income of \$801 and Expense of \$49.
- Year to Date (Budget):
  - The P&L reflects a positive NOI of \$22,757 with Income of \$34,431 and Expense of \$11,674.
- Year to Date (Cash):
  - The P&L reflects a positive NOI of \$9,414 with Income of \$21,088 and Expense of \$11,674.

**Account Balances:**

- Checking, Savings, PayPal & Square account balances of June 30<sup>th</sup> totaled \$26,171, reflecting a month-over-month decrease of (\$3,941).
  - Checking Account Balance: \$18,991
  - Savings Account Balance: \$7,180
  - PayPal Account Balance: \$0 – auto transferred weekly.
  - Square Account Balance: \$0 – auto transferred daily.

Colby made some adjustments to the P&L so we can see the results from a budget standpoint versus a cash standpoint. Budget is looking at the current year memberships vs current year expenses. The cash standpoint is looking at the actual cash for the current year.

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

Peter thanked Colby for keeping our financials books and making enhancements to them.

1<sup>st</sup> Vice President: Joe McCluan could not attend the meeting but sent the following report: The WPPCA has been awarded the 2024 Orange County Beautification Grant to trim the trees at the Mall entrance and pressure wash/paint the columns at the four other entrances. Denise Ertler was able to attend the grant orientation on June 21<sup>st</sup>. Joe has met with Davey Tree Service in reference to obtaining an updated quote for the palm trees on July 3<sup>rd</sup>, and he is awaiting an appointment with Vice Painting (referred by Orange County) to get an updated quote from them for the columns. Once the quotes are approved by the county, we will be able to begin the work. Denise said that the county pays all bills under \$10k by credit card so vendors need to factor that into their pricing to include any service fees when payment is made by credit card, which Denise has shared with Joe.

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

## Committee Reports:

Code Enforcement: Fran Frataccia reported on the following 2 incidents:

1. On 6-9-24 at 12:35 PM, assault on the 2900-2998 block of Scarlet Rd, case #0870.
2. Camper in the driveway on South Ranger Blvd, case #2927846. This has been removed.

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

Digital: Peter Mason reported for Jim Kiger as he could not attend the meeting.

**Website:** Jim has been making more changes to the website and completed the to do list Peter sent him. He has updated the event registration form with a phone number field, and it also works via mobile. Clyde Moore created a new advertising QR code for events to link to this new form on the website. Jim wants to know what Michelle Deleon wants to do on the Happy Hour signs as the QR code needs replacing or covered up and Michelle said she will connect with Jim.

**Facebook:** Joe McCluan reported that there was normal traffic on Facebook. As of June 18<sup>th</sup>, Melissa Wolfe has gotten Amy Turner to relinquished control of the Facebook page, and she is now officially removed. The WPPCA now owns the page. Melissa can provide access to the Business Portfolio Account to those that need it.

**Nextdoor:** Joe McCluan reported that there was normal traffic on Nextdoor.

**Instagram:** As of July 5<sup>th</sup>, Melissa Wolfe was able to get access to Instagram through Brent Ludlow. She now has everything hooked up through our WPPCA Business Portfolio. Through the portfolio we will be able to manage both Facebook and Instagram on Desktop. Mobile access would still need to be done through the individual accounts.

The committee is made up of Jim Kiger (chair), Tonio Bianca, Joe McCluan and Melissa Wolfe.

Events: Michelle Deleon reported on the following:

**Community Yoga:**

There was no Yoga class in July, and we will also not have a yoga class in August due to the heat and lack of an instructor. Our next Yoga class will be September 7<sup>th</sup> from 8:30 am - 9:30 am, which will be the last 8:30 class start time. We will shift the start time back to 9:00 am for Yoga classes beginning in October. Classes are held at the Winter Park Pines Golf Club.

**Winter Park Pines Happy Hour Meet-Up:**

We are confirmed for Happy Hour, 6:00 pm – 8:00 pm on Thursday, July 18<sup>th</sup> at Bonfire at the Winter Park Pines Golf Club. Michelle will get a new QR Code to Jim Kiger and Michelle is hoping to create a digital flyer that Melissa Wolfe can help get the word out on social media.

**Winter Park Pines National Night Out:**

National Night out will be October 1<sup>st</sup>, from 5:30 pm - 7:30 pm at the Winter Park Pines Golf Club. Michelle had to reschedule the planning meeting due to a conflict, so the meeting will now be Monday, July 15<sup>th</sup> at 7:00 pm via Teams. There is also an informational meeting on August 7<sup>th</sup> from 6 pm - 8pm at the Orange County Sheriff's Department at the Multicultural Center. They are asking for t-shirt sizes, so if anyone wants one let Michelle know.

**Winter Park Pines Fall Garage Sale:**

The garage sale will be on November 9<sup>th</sup> from 8:30 am – 1:00 pm. We will start planning this shortly.

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

Mall Maintenance: Fran Frataccia said she and Carol Magierski put mulch at the Mall. Denise asked if all committee members were helping at the Mall and Fran said no. Peter said he has been working with Fran on committee member expectations that he will send that out next week to her committee members.

At the June meeting Peter stated that Fran is retiring from doing the veterans' flags and letters at each home in November. Peter reached out to our Ad Hoc Project Group and received two volunteers. If anyone is interested in helping let Peter know and he can explain what is involved.

We have one ground light out at the Mall, but our electrician Chris Rudolph with Power Factor is gone for the summer and won't be back until October. If anyone has any electrician leads, please let Fran know.

The committee is made up of Fran Frataccia (chair), Brent Ludlow, and Carol Magierski. Peter thanked Fran for leading the Mall Maintenance Committee.

Membership: Peter Mason reported for Melissa Johnson as she could not attend the meeting.

The membership statics as of July 7<sup>th</sup>.

- Membership dollars paid: \$22,870 up \$100 from June of \$22,770.
- Number of members: 344, up 2 from June of 342.
- % of homes paid: 38.2% up .2% points from June of 38.0%.
- In July 2023, we reported 363 members or 40.3%, so we down 19 or 5% less members than same time last year.
- For all of 2023 we had 367 members or \$23,985 in membership revenue. We have 2 ½ months to get 23 more members and \$1,115 to reach last year's totals.

Peter said regarding our electronic payment capture project, Colby Roof met with him on May 13<sup>th</sup> to set up a new Square Account. Next steps are linking to our bank account, attempting to migrate the old QR codes over, creating new QR code, creating a new membership form and creating a new website page. We want to time this with a Needles issue so the next window would be by September 10<sup>th</sup> for

October/November issue. Denise said when the re-design of the membership page is ready to send it to her.

The committee is made of up Melissa Johnson (chair) and Steve Frizzell.

Needles: Denise Ertler reported that the current Needles is coming along with only the July meeting minutes needed. It is a 12-page B&W issue. She received the NNO logo from Michelle Deleon and John Moore has written another Airbnb article. Denise also signed up a new Needles Distribution Volunteer, Beth Conner, for the open route.

Board Meeting Minutes Survey Update: Last month we had 65 surveys completed and we are now up to 70 with 31 responses using the online link and 2 mailed in surveys.

In the current Needles we published the survey and gave folks options to vote online with a URL link, a QR Code link, email, or regular mail it back to us. Those 70 results are:

Type of Person that completed the surveys:

- 9% Directors
- 7% Committee Members
- 84% Residents

Do you read the Needles?

- 90% Yes
- 10% No

Did you know the association has a website?

- 74% Yes
- 26% No

Do you go on the association website?

- 31% Yes
- 69% No

Where do you read the association meeting minutes?

- 55% Needles
- 15% Website
- 30% Don't read them

Where do you prefer to read the meeting minutes?

- 63% Needles
- 37% Website

If the minutes were only on the website, would you read them there?

- 53% Yes
- 47% No

Peter encourages everyone to continue to survey their family, friends, and neighbors that live in the Pines so we can get a good sample size of feedback. In August we will have some recommendations based on the survey results.

The committee is made up of Denise Ertler (Editor) and Peter Mason (Acting Sponsor Coordinator). Peter thanked Denise for all her continued work on the Needles.

New Neighbor Welcome: Peter Mason said he is the Acting New Neighbor Welcome Committee Chair until we find someone and reported on the following:

- Unfortunately, our 1 committee member is not able to do any home visits to welcome new neighbors, so no visits have been made.
- If anyone knows anyone that would like to join this committee so we can visit homes again as a member or as a Director being the Chair, please let Peter know.

Discussion ensued talking about doing visits quarterly, announcing when we might do visits in the Needles so residents could expect individuals or a group of people doing multiple visits. Peter said he has the list of homes to visit, standardized notes to leave if no one is home, welcome letters, and give-a-ways from Orange County. Peter will send the list of homes to visit to all Board Members & Committee Members so they can see if they wish to visit anyone near where they live. If anyone wants to do visits let Peter know and he will prepare the letters and welcome bags.

The committee is made up of Peter Mason (acting chair) and Tonio Bianca.

Yard of the Month: Shanon Larimer reported the YOM July winners:

- 1<sup>st</sup> place to Brandon Ross at 2845 Little John Road. He won years ago and is a long-term paying member. Was a Bronze Level in 2020 and has been at the Standard Level ever since. He loves the idea of a new tree canopy program. He has recently planted 5+ live oaks on his property. The resident likes to support the WPPCA and is a long-term resident.
- 2<sup>nd</sup> place to Dennis Short at 2712 Cady Way. His wife is a PE Coach at Brookshire Elementary. He is a 1<sup>st</sup> time winner. They have never been a paying member so a good person to ask.
- 3<sup>rd</sup> place to A.J. Campofiore at 2902 Banchory Road. They are renters, but they maintain the yard. He is the former owner of Bem Bom on Corrine. They have never been a member before, but if asked, he'd do it.

Shanon said he loves doing it and has fun going around, meeting and talking to residents. His strategy has been to be inclusive with winners from high traffic streets as well as smaller and dead-end streets. Fran asked if the winners were members and Shanon said 1<sup>st</sup> place was a member but not the other two. Shanon said connecting with YOM non-members will help get the word out to join. Peter added that he has created a spreadsheet that he shares with Shanon and Melissa Johnson each month on the winners so far this year and their membership status before and after they have won to track conversions.

The committee is made up of Shanon Larimer (chair). Peter thanked Shanon for driving the Pines, each month to select winners.

## Old Business:

Hengst Landscape & Pressure Washing Event results. Shanon Larimer reported on the following:

38 residents took advantage of power washing event offered by Hengst Landscape & Pressure Washing on the weeks of June 17<sup>th</sup> and July 1<sup>st</sup>. Shanon heard from a few that had issues with the phone number in the newsletter, which he corrected. The rest got it from the website so there were no issues. Shanon also said many residents asked for additional pressure washing to be done on top of the basic sidewalk services. Denise said Hengst might be a good Needles sponsor for next year.

Peter thanked Shanon such a successful event, for coming up with the idea, organizing and advertising. This was another added value for our residents.

## New Business:

Next Meeting: The next meeting is the Board of Directors Regular Monthly Meeting that will be held on Wednesday, August 21<sup>st</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 Pines address, and he will register them and send the Zoom link as it is new every month.

Membership Fee Ideas: Shanon Larimer shared his thoughts on how we can increase membership revenue with high impact low energy efforts. Shanon got some good statistics from Peter that participation in the early 2000's was about 65% which would translate with today's average payment to about \$40 in revenue but currently our revenue with only about 38% participation is only about \$23k. He talked about our current low \$50 membership fee and when started in 1962 it was \$6.00 per year. He would like to see the base rate increase to \$120 per year, which is \$10 per month, as our costs continue to rise especially post-Covid. His original idea was to grandfather all current members into the current base rate of \$50 but increase it for anyone that lapsed in membership or new residents to \$100 per year. Shanon said he is mindful of keeping the process simple to manage. He said we may get some members to drop off but be ahead in the long run if we charged \$100 a year which is a reasonable number. He also talked about a membership benefit card to various organizations for discounts to enhance values. Denise Ertler said Shanon should put a plan together but \$100 was a lot of money. Michelle Deleon was concerned about residents with fixed incomes so maybe the increase should be \$55 or \$60 but not double at \$100 and we would get a lot of backlash. Colby Roof raised concerns with fixed income residents as we have an older community. Unless the association is facing an existential crisis, we should not take the risk of membership failure. Once we turn away people and incur losses it will be hard to get them back. If residents don't see a value now that sentiment would grow with a large dollar increase. Michelle also talked about have a digital discount that the President could sent with his letters to Gold and Platinum Members to grow those higher tier membership levels. Denise said that United Arts does that with Crealde School of Art. The idea is to increase the value to get more higher tier membership while keeping lower base rates to appeal to the tight budget minded residents. Carol Magierski said we should sell the Pines more versus other neighborhoods as we look much better physically and have a lot more to offer. Peter encouraged folks to give Shanon further feedback and for Shanon to continue to liaise with the Membership Chair, Melissa Johnson. Peter had a long call with Shanon recently and one of the keys is to keep things simple, so we don't burden our current volunteers or future administration with too much complexity. Budgets are due to Peter by July 15<sup>th</sup> and the membership rates starting on October 1<sup>st</sup> get set by the board at the September meeting.

Other: Carol Magierski has a friend that lives on Golfside that has information she wants to share about the Pines and Carol will connect her with Peter.

## 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 8:49 pm.

Prepared by: Peter H. Mason, Acting Secretary