

WPPCA Board of Directors Regular Monthly Meeting Minutes

June 12, 2024 @ 7:30 PM

Via Zoom

Directors in attendance:

Peter Mason (President), Denise Ertler (2nd VP), Michelle Deleon, Jim Kiger, Shanon Larimer.

Directors absent:

Joe McCluan (1st VP), Colby Roof (Treasurer), Fran Frataccia, Melissa Johnson.

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 7:40 pm.

All Directors, Committees and Members were sent the agenda on June 11, 2024. The President said there were 5 Directors present at the start of the meeting, 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 reported Committee Member changes that Clyde Moore has stepped off the Membership & New Neighbor Welcome Committees but will continue to be on the Events Committee.

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 2 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 70 Gold & 6 Platinum Members. We have now exceeded the total for last year for the number of top-tier members. Shanon Larimer asked if any new members were 2024 YOM winners and Peter said he would look that up for Shanon.

Peter said the WPPCA Adopt-A-Precinct Team is now full for the August 20th Primary Election, but we can still submit a backup person to work another precinct for which we would get paid for if anyone is interested.

Regarding the associations that abut us, Peter has now contacted all 3 of the associations that we are neighbors with after 3 months of outreaching multiple times. Peter said that we are the most responsive, organized, and active association of all of them. Peter will continue to stay in contact with them and invite them to our next happy hour event to continue to build relationships.

Peter had 2 residents contact him this past month. The first said the most important aspect for them, and many others, is not pruned shrubbery and nice flowers at our entrance but the police surveillance that was eliminated, drug deals that are ongoing, speeding, and proactive escalation. They said they appreciate the volunteer work, but said these items are simply lacking. They said they are frustrated by the growing pothole on Ranger Blvd. that was seemingly caused by a sewer leak, and they had to address it themselves by calling non-emergency services and make a quasi-blockade in the meantime. They said Orange County came out right away to fix it. Peter responded to them thanking them for their email and reporting the pothole. Peter had previously responded to this same resident in February 2024 and agreed that safety is very important to all of us. Peter reiterated to them about our lack of membership funding to hire off duty police officers and the lack of volunteers to continue the Citizens On Patrol Program. Peter also told them he continues to see our Code Enforcement Committee reporting violations to Orange County which they act on. Peter said he continues to see folks using the Orange County 311 service, even earlier this month, to report safety issues like streetlights out and sidewalk trip hazards. The resident did not respond any further. Denise added that this resident was a previous Director on the Code Enforcement Committee and has not been a member for the past 2 years.

The second resident said they needed help with pressure washing their house and read in the June/July Needles the Hengst Landscape & Pressure Washing article. They said they could not connect with them with the number published so Peter conferred with Shanon Larimer and the number published was incorrect as it should be 407-747-0597. Peter called the resident back and they appreciated the updated number. Peter also sent an email to Denise to update the electronic version of the Needles with the correct number.

Peter updated the authorized users for our post office box by eliminating old users and adding Colby Roof our Treasurer and Joe McCluan our 1st VP.

Peter is starting to work on forming an Ad Hoc Nomination Committee per our Bylaws to work on our slate of Officers and Directors for the new term starting in October. If anyone wants to be considered to serve on the Nomination Committee, please let Peter know by Sunday, June 16th. The 2024/2025 slate gets presented for approval at the October Annual Meeting of the Membership. Peter will also be reaching out to everyone next month on their intentions to serve and committee needs for next year.

Peter said we are starting to plan for the 2025 budget. He wants to ensure everyone is engaged with the process again this year. Directors and Committee Chairs should start to think about financial needs for 2025 as our fiscal year starts January 1st. Peter has consulted with Colby Roof, and Peter will be leading the budget process again this year. Officer and Committee recommended numbers and back up assumptions should be submitted to Peter by July 15th. This gives all Committee Chairs 30 days to consult with their committee members, review past numbers, get any quotes, and forecast their numbers for 2025. Any income producing committees should also include revenue expectations. Peter will be showing everyone the 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 May 8, 2024, was previously unanimously approved via DocuSign.

Treasurer: Peter Mason sent out in the meeting pre-reads to the Directors & Committee Members on June 11, 2024, the May P&L. Peter reported for Colby Roof who could not attend the meeting.

P&L, Income:

This month's income was as follows:

- Memberships (Accounts 4010, 4011, 4012, 4020, 4021, 4022, 4025). \$304 for 2024 memberships.
- Interest Income (Account 4090). \$.06 in interest income.

P&L, Expenses:

This month's expenses were as follows:

- PayPal fees (Account 5031). \$11 for PayPal fees.
- Square fees (Account 5032). \$5 for Square fees.
- Mall Lawn Service (Account 5130). \$1,200 for monthly service from Aesthetic Lawn Care for two months.
- Mall Pest Control & Fertilizer (Account 5150). \$170 for the bi-monthly service from Best Pest Control.
- Mall Repair & Upkeep (Account 5170). \$1,400 for irrigation pump replacement in the 1st median from Advanced Florida Outdoor.
- Needles Publication (Account 5210). \$1,082 total with June/July Needles printing (\$1,047) and delivery bags (\$35).
- Projects, Poll Workers (Account 5320) \$112 for lunch for Poll Workers on the April 16, 2024, elections.
- Rental Warehouse (Account 5350). \$40 for the recurring iStorage monthly charge which increased in April.
- Utilities, Duke Energy, Etc. (Account 5490). \$218 for utility charges from Duke Energy for the Mall area for 2 bills for 2 months.
- Website, Social Media, Etc. (Account 5500). \$42 for a website PDF upgrade.

Net Ordinary Income:

- This Month:
 - The P&L reflects a negative NOI of (\$3,977) with Income of \$304 and Expense of \$4,281.
- Year to Date:
 - The P&L reflects a positive NOI of \$8,662 with Income of \$20,287 and Expenses of \$11,624.

Account Balances:

- Checking, Savings, PayPal & Square account balances of May 31st totaled \$25,455, reflecting a month-over-month decrease of (\$3,941).
 - Checking Account Balance: \$18,275
 - Savings Account Balance: \$7,180
 - PayPal Account Balance: \$0 – auto transferred weekly.
 - Square Account Balance: \$0 – auto transferred daily.

Colby continues to balance membership dollars in our database versus the P&L and the variance seems reasonable due to the processing fees we are charged.

Colby added some new accounts for the financial statement so we could separate electronic payments versus checks, sponsorships & estoppel revenue, electronic payment fees and our online database expense. He also fixed some account names.

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

Per the Treasurer Job Description, at the June board meeting every 5 years, an Ad Hoc Audit Committee is to be formed by the President consisting of the President, 1st Vice President and Treasurer to review the prior 12 - 24 months of P&L, Journal, and account statements to determine if they believe an audit and related expense is necessary. Should they believe an audit is necessary the Treasurer is to recommend to the Board of Directors to conduct a financial audit and when approved, oversee said audit. This is a review year so Peter officially formed an Ad Hoc Audit Committee with himself, Colby Roof and Joe McCluan and they will report back to the board on their recommendations.

1st Vice President: Joe McCluan could not attend the meeting but sent the following report: The 2024 Orange County Beautification Grant for the Mall tree trimming and 4 entrance columns painting has been approved by the Orange County Grant Committee. It is now moving forward to the Board of County Commissioners for final approval. We should have that approval by the end of the week of June 17th. After that we will need to attend the Grant Orientation Meeting and after that the work should be able to be completed. Denise Ertler said she will be attending the Grant Orientation Meeting.

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

Committee Reports:

Code Enforcement: Fran Frataccia could not attend the meeting but sent the following 5 reported incidents:

1. On 5-6-24 at 12:44 PM assault on the 2500 block of Cady Way, case #2024-00165339.
2. On S. Ranger Blvd, graffiti on tree, case #2902987.
3. On 5-30-24 at 2:10 PM on S. Ranger Blvd, theft/fraud, case #1248.
4. On Scarlet Rd, fence partially down, case #2912774.
5. On 6-4-24 Sheriff Way, camper in driveway, case #2913654.

Michelle Deleon said a trash bin cleaning service representative knocked on her. Peter said they also came to his door, but they did not have the required Orange County Solicitation Permit which Peter told them they needed to solicit in the Pines.

Airbnb Update: John Moore attended the Orange County Magistrate Hearing on June 3rd. The Magistrate told the house owner on Cady Way to cease and desist his short-term rentals by June 18th, else there would be a \$500 fine levied per violation. John said Nichole Holton from Orange County Code Enforcement did a great job and really had her ducks in a row. John was able to speak about all these people blowing in and out of town disrupting the neighbors' quiet enjoyment. John reported that the owner just put his house up for sale or rent so if there are any interested buyers it is available. John plans to write some follow up Airbnb articles for the next Needles.

Shanon Larimer asked if parking was allowed on easements between the street and the sidewalk. Peter suggested that he check with Fran Frataccia on the Orange County rule regulation on that issue.

The committee is made up of Fran Frataccia (chair), Steve Kelly, Carol Magierski, John Moore, and Vanessa Philman.

Digital: Jim Kiger reported on the following:

Website: There were 114 unique visitors over the past month and 30 unique visitors over the past week to the website so there is not a lot of traffic. Jim has been making more changes to the website including adding separate historical sub-pages for Needles and Yard of the Month. He has also created

a form for event registrations which in turn sends auto confirmations to the registrant, an email advice is sent to Michelle Deleon on who has signed up and Jim has access to an Excel table of all registrants. This form can be changed for each event that we hold. Michelle asked that a phone number field be added and to make all the fields required to be completed. Jim said all the advertising QR codes for events should be changed to link to this new form on the website, which Michelle will work on updating including getting some new event yard signs. The group liked all the new enhancements to the website. Jim also said Wix has an option to accept payments through their site.

Facebook: Jim said he had a meeting with Melissa Wolfe, Joe McCluan, and Michelle Deleon to go over the history of our Facebook & Instagram accounts. There have been two attempts to reach out to Amy Turner to have her release the Facebook page and there has been no response yet. Melissa will be working directly with Meta to try to get Amy removed from our account after 30 days of non-response. Joe McCluan reported that there was normal traffic on Facebook.

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

Instagram: Jim gave Melissa Brent Ludlow's email contact information so she can start working on that account for us as well.

The committee is made up of Jim Kiger (chair), Tonio Bianca, Joe McCluan and Melissa Wolfe. Peter thanked Jim for leading the Digital Committee.

Events: Michelle Deleon reported on the following:

Community Yoga: We had a yoga class on June 1st from 8:30 am - 9:30 am. There were 10 participants. Yoga will be cancelled in July and August, due to heat and instructor not being available on those dates. Yoga will resume on September 7th from 8:30 am - 9:30 am, and in October, we will change the time back to 9 am - 10:00 am. Classes are at the Winter Park Pines Golf Club.

Winter Park Pines Happy Hour Meet-Up: Next happy hour is July 18th at Bonfire at the Winter Park Pines Golf Club. Michelle has been talking to Julie Warwick at Bonfire, as there is a possibility that the bar and kitchen will be closed at that time for maintenance. Julie will be checking with Paul Twyford to see if that does happen, if there's a possibility of having their mobile bar and a food truck and using the dining room area, so we can keep the advertised date.

Winter Park Pines National Night Out: We have registered our neighborhood with the Orange County Sheriff's department to hold our NNO event at the Winter Park Pines Golf Club on October 1st. We are awaiting a call from the Sheriff's Department to iron out details and request our car. Last year was a swat car, which was a big hit. Michelle is wondering if we should try a K-9 unit this time. Also, due to it getting dark so early, we will switch the time to 5:30 pm -7:30 pm, instead of 6 pm – 8 pm. Michelle is updating the project plan and will schedule a planning meeting with the event committee shortly.

Winter Park Pines Fall Garage Sale: The next garage sale is planned for Saturday, November 9th.

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 could not attend the meeting, so Peter reported for her.

- The Mall flagpole rope broke on May 15th. Peter contacted 8 companies to give quotes to make repairs, 6 responded, 3 gave bids and we awarded it to Flag World, Inc who fixed it for \$365. They repaired it on May 31st with a new rope, pulley, clips, and clip covers. The flags are flying again.
- The POW MIA Flag at the Mall needs to be replaced. Denise Ertler volunteered to replace the flag.

- Fran needs someone to put veterans' flags and letters at each home in November as she can't do that anymore. If anyone knows anyone that is interested let Peter know and he can explain what is involved.
- The streetlights out that Peter reported to Duke Energy have now all been repaired at the Mall.
- We have one ground light out at the Mall that Fran has contacted Chris Rudolph with Power Factor to repair.

Denise said she picks up old signs around the Pines and recycles the wire stands. Michelle said we can use some good ones for events and Michelle will give bad ones to Denise to recycle.

The committee is made up of Fran Frataccia (chair), Brent Ludlow, and Carol Magierski.

Membership: Peter Mason reported for Melissa Johnson as she did not attend the meeting. The membership statics as of June 10th.

- Membership dollars paid: \$22,770 up \$730 from May of \$22,040.
- Number of members: 342 up 10 from May of 332.
- % of homes paid: 38.0% up 1.2% points from May of 36.8%.
- In June 2023, we reported 358 members or 39.7%, so we down 16 or 4% less members than same time last year.
- For all of 2023 we had 367 members or \$23,985 in membership revenue. We have 3 ½ months to get 25 more members and \$1,215 to reach last year's totals.

Peter said our March mailing to 76 non-resident owners/managers resulted in 1 more payment so our ROI on the campaign is 200% as the cost of the mailing was \$200 versus the payments received of \$400.

Peter said regarding our electronic payment capture project, Colby Roof met with Peter on May 13th 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 will either do by July 10th for the Needles August/September issue or by September 10th for October/November issue. This is a good time of year to set this up as payments are slow. We would like to get it done by July 10th so it can be test driven before the new membership year starts on October 1st.

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

Needles: Denise Ertler reported that the current Needles is a good issue except for the phone number typo for the Pressure Washing Article. It has been updated for our electronic versions. Any extra issues will be given to Peter for New Neighbor Welcome visits. She will be making the annual Adobe license payment for about \$155 later in June. Denise gave John Moore the Needles specs for his next Airbnb article. Denise said she needs another volunteer to pick up an open Needles distribution route and will advertise on Nextdoor. Peter will let the Ad Hoc Project Group about the opportunity.

Board Meeting Minutes Survey Update: Last month we had 46 surveys completed and we are now up to 65 with 28 completed online. 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. We have had 46 surveys completed so far. Those results are:

Type of Person that completed the surveys:

- 9% Directors
- 8% Committee Members
- 83% Residents

Do you read the Needles?

- 89% Yes
- 11% No

Did you know the association has a website?

- 72% Yes
- 28% No

Do you go on the association website?

- 31% Yes
- 69% No

Where do you read the association meeting minutes?

- 51% Needles
- 17% Website
- 32% Don't read them

Where do you prefer to read the meeting minutes?

- 59% Needles
- 41% Website

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

- 56% Yes
- 44% 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. Peter will continue to share survey results next month.

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, we still don't have any committee members that can do home visits to welcome new neighbors.
- 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.

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

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

- 1st place to Phoebe and Susan Dixon at 2929 Abbey Ct. They are first time winners.
- 2nd place to Elaine and Roy Coleman at 2710 Merrie Oaks Rd. They won previously in 2015.
- 3rd place to Brooke Walker at 110 S. Ranger Blvd. They are first time winners and are not members.

Shanon is working on a strategy going down every dead end and main streets looking at all homes for selection. He is hoping to get representation on all streets. He also hand delivers the winner letters to each resident rather than mailing them and gets to talk to a lot of residents.

This committee is made up of Shanon Larimer (chair). Peter thanked Shanon for driving the Pines, selecting monthly winners and being the WPPCA ambassador.

Old Business:

None

New Business:

Next Meeting: The next meeting is the Board of Directors Regular Monthly Meeting that will be held on Wednesday, July 10th 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.

Trees: Shanon Larimer talked about his passion for trees. He has noticed that Orange County has taken down more trees. He would like to put together a tree replacement program. Shanon consulted with a plant person and was told Live Oaks are best when there are no utility wires, so they don't get overly trimmed and Live Oaks live longer than Laurel Oaks. Crepe Myrtles are best where there are utility wires as they are not as big, and they grow back quicker if cut back. Shanon would also love to see more Pine Trees in Winter Park Pines' yards. He will be working on a plan to try to budget some money for future years for tree replacements to help with street canopies, give more shade and increase home values.

Closing:

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

Motion: Shanon Larimer moved to adjourn the meeting. Jim Kiger seconded the motion. Motion passed unanimously with no abstentions. Peter thanked Carol Magierski for her regular attendance as a Committee Member. Peter adjourned the meeting at 8:53 pm.

Prepared by: Peter H. Mason, Acting Secretary