

WPPCA Board of Directors Annual Meeting Minutes

November 10, 2021 @ 7:30 PM

Via Zoom

Directors in attendance:

Peter Mason (President), Denise Ertler (2nd VP), Chris Hyma (Treasurer), Michelle Deleon, Fran Frataccia, Brent Ludlow

Directors absent:

Ben Taylor, Amy Turner

WPPCA Committee Members in attendance:

Laurie Davis, Melissa Johnson, Kim Ludlow

WPPCA Members in attendance:

Brian Terry

WPPCA Non-Members in attendance:

None

Guests in attendance:

None

Meeting called to order by WPPCA President, Peter Mason at 7:38 pm.

All directors & committee member received the agenda as it was sent in the pre-reads on November 9th. The president said there were 5 directors present, so we had a quorum.

The president welcomed everyone and thanked them for attending the Board of Directors Annual Meeting. Peter reminded everyone that any motions moved, seconded or voted on at a Board of Directors Meeting should be by a director only. Introductions were made since there were some new attendees.

Officer Reports:

President: Peter Mason thanked everyone for all the volunteer work everyone does on behalf of the organization. Peter said he is excited as we start a new board term to have new volunteers join our ranks. He looks forward to everyone's contributions and for more folks to join us as directors and committee members this year.

Peter said since we are in a new board term, he wanted to recap our board & committee make-up for everyone.

The current Board of Directors is comprised of 8 officers and directors which include Peter Mason, Denise Ertler, Chris Hyma, Michelle Deleon, Fran Frataccia, Brent Ludlow, Ben Taylor & Amy Turner.

We have 3 people who stepped down as directors but are continuing on as committee members including Carmen Giubilei with the New Neighbor Welcome Committee, Jessica Hazzard who is temporary the Facebook Lead and Jack Lokken who is doing COP until December 31st then is continuing on the Code Enforcement Committee.

Peter has added 3 new committee members including: Melissa Johnson who has joined the Membership Committee, Laurie Davis who has joined the New Neighbor Welcome Committee and Kim Ludlow who has joined the Website Committee. Peter welcomed to these new committee members.

Peter said the board makeup is currently as follows:

The officers:

- President – Peter Mason
- 1st VP – open
- 2nd VP – Denise Ertler
- Secretary – open, Peter Mason is covering
- Treasurer – Chris Hyma

The committee structure:

- Immediate Past President: Ben Taylor
- Citizens on Patrol – Chair: Jack Lokken but just until December 31st then it is open
- Code Enforcement – Chair: Fran Frataccia; Member: Jack Lokken
- Events – Chair: Amy Turner
- Facebook – Chair: Jessica Hazzard temporarily
- Mall Maintenance – Chair: Fran Frataccia
- Membership – Chair: Michelle Deleon; Members: Fran Frataccia & Melissa Johnson
- Needles – Editor: Denise Ertler
- New Neighbor Welcome – Chair: Michelle Deleon; Members: Carmen Giubilei & Laurie Davis
- Nextdoor – Chair: Ben Taylor until we find someone
- Website – Chair: Peter Mason is covering; Member: Kim Ludlow
- Yard of the Month – Chair: Brent Ludlow

Peter said we have one in process committee member:

- Lisa Shufelt – Peter met with her on September 30th and gave her the COP contact with Orange County and emailed her October 29th but has not hear back from her yet.

Peter said regarding ad hoc project folks we have 5 members including Liz O'Neill, Rhonda Frizzell, Russell Trahan, Steven D'Amico and Eva Gaber.

Peter has been retrieving the mail daily from our PO Box and reviewing mailed in membership forms including the ones from National Night Out from 3 perspectives:

- First, for those that indicated an interest in volunteering. Peter has sent emails to 11 interested members so far.
- Second, Peter has been capturing veterans and created an excel file for Fran's Veterans Day flags & letters which is currently at 71 names, much more than she previously had.
- Third, for those that have sent notes with their membership forms Peter has responded to 4 members. Peter read the four notes we received to the attendees.

Peter also emailed 9 residents that filled out membership forms at National Night Out thanking them for attending & paying and letting them know we are looking for volunteers.

Peter said if you know of anyone that wants to volunteer simply give them his contact information or let him know their email address and he will follow up with them.

In addition Peter has been capturing 2022 Gold and Platinum Level Members from the mail he has received and those entered into our WPP Database so far. Peter has sent personalized letters with magnets to 28 Gold Members and 1 Platinum Member thanking them for their financial high level of membership support. As a reference for all of 2021, Peter sent 29 Gold letters and 1 Platinum letter so we nearly are at the 2021 level and it is only November. Peter said this is in part due to better capturing of data this year.

Peter solicited 2022 goals from all directors last month and thanked them for their thoughtful responses. Peter wanted to share them so everyone knows what everyone else is thinking. There were 4 common themes that most of the goals fell into.

- 1. Residents including membership & volunteers: (4 related goals)**
 - a. Grow membership (2 responses)
 - b. Track and follow up with new neighbors
 - c. Meet more neighbors and understand improvements they want to see in the Pines
 - d. Add more volunteers
- 2. Events/Engagement: (4 related goals)**
 - a. Have street block parties
 - b. Have more family events
 - c. Attend more events personally
 - d. Increase participation in events
- 3. Yard of the Month: (3 related goals)**
 - a. Increase Yard of the Month prizes with donations
 - b. Increase more beautiful yards
 - c. Encourage Yard of the Month recommendations
- 4. Miscellaneous: (3 related goals)**
 - a. Have more uplifting Needles articles
 - b. Learn duties of my new director role
 - c. Finish the mall wall & sign

Peter said his goals this year align with what he recapped. He wants to 1) increase our association membership and the tracking systems; 2) Increase the number of volunteers both as director and committee members and 3) have more simple fun events for our residents.

Peter had four residents contact him this past month. One let him know they had moved out of the Pines. One resident was concerned that a former board member reported to Orange County that their car was parked illegally on their street and wanted to know if this was a board action. Peter responded to him that it was an individual report not on behalf of the board. One resident inquired about the Orange County Neighborhood Organization Directory contact list for the WPPCA. Peter reached out to his Orange County contact and updated our information, which he had also done last year. One resident inquired about getting their Veterans Day flag, which Peter confirmed with Fran they were on the list.

Secretary: Peter Mason reported that the motion to approve the WPPCA Annual Meeting of the Membership and the WPPCA Regular Meeting of the Membership minutes of October 13, 2021 were unanimously approved via email vote with abstentions from Amy Turner. Peter said our turn-around time for the November minutes will be short to get them into the upcoming Needles so everyone's quick responses are appreciated over the next week.

Treasurer: Chris Hyma reported that he has begun the transition process of moving everything from Tom Cullens over to him. On October 29th Chris met with Ben Taylor and Peter Mason at the bank to update the signature cards and apply for a new debit card. He has received the new debit card which will be activated shortly so he can spend on behalf of the association. On October 30th Chris met with Peter at Peter's house to transition the treasurer duties over to Chris and he received about 3 boxes of documentation and historical logs and reviewed the responsibilities of the position. Chris also received a report from Ben who met with Tom who did a transition themselves and gave those notes to Chris. Chris has access to the Treasurer Google Drive and the treasurer email and has started to monitor that and familiarize himself with the bills we process each month. Chris has paid 5 bills so far and made one deposit with another deposit ready to go. Peter had made a lot of deposits before Chris took over. Based on Chris' tracking of checks only for 2022 we have received \$6,365. Chris is getting his arms around the PayPal payments and will have better full numbers next week. Chris will be meeting with Michelle Deleon and Peter on November 12th discussing the best way to share membership information and tally and track it going forward. We received 1 bounced check and Chris spoke to the person who

said the account was closed due to fraudulent activity. The resident will re-issue the check and pay for the \$15 charge we incurred. Chris is still working on access to QuickBooks so has been making all the entries on an Excel sheet for the debits and credits. Once he has access to QuickBooks he will be able enter that information. His goal is to provide a P&L for October and November at the next meeting in December along with an updated balance sheet. Chris has logged into the bank accounts and reviewed the statements from this month. The savings account had no activity except for minimal interest and one withdrawal of \$1,500 to the checking account before Chris took over. The checking account only had the deposits that he and Peter have done and a few bills that were paid before Chris took over the responsibilities. Chris will present the October and November P&L statements and balance sheets at next month's meeting.

1st Vice President: There was no report since the position is open.

2nd Vice President: Denise Ertler did not have anything new to report as the 2nd Vice President. Peter thanked Denise for taking on multiple roles.

Committee Reports:

Needles: Denise Ertler gave her report first as she could not stay for the whole meeting. Please see the Needles report below.

Citizens on Patrol: Jack Lokken did not attend the meeting nor send anything to report. Peter did say Jack called him earlier this week and said he attended the monthly Orange County COP Meeting this past Saturday. They asked about if we had any more folks volunteering, so we are on their radar. Peter said he continues to be very concerned if we don't get some people on COP that we will lose the program for our neighborhood. Orange County wants at least 4 people out patrolling. Peter said if anyone has any COP leads to pass their names on to Peter for follow-up.

Code Enforcement: Fran Frataccia reported to Orange County one camper blocking the sidewalk on London Road. Peter thanked Fran for continuing to watch out for code violations.

Events: Amy Turner was not able to attend the meeting and did not have anything to report. Michelle asked about pictures from National Night Out. Peter said 52 pictures have been posted on our website and Denise will also be publishing some in the upcoming Needles.

Facebook: Jessica Hazzard did not attend the meeting nor send anything to report. Peter said we are still looking for a full time Facebook chair as Jessica is only temporarily doing it. Peter said if anyone has any Facebook leads to pass their names on to Peter for follow-up.

Mall Maintenance: Fran Frataccia reported that a sprinkler head was broken and will be repaired by Brandon Dieterich with Perfection Outdoor Landscaping & Irrigation on November 12th. Fran said Brandon also put in new flowers at the mall entrance that look pretty good. Michelle asked if Fran still needed help pruning and Fran said she is waiting until it gets cooler and will reach back to out to her. Fran said she has noticed a lot of people throwing trash into the road and mall area. She said Brandon picks up a lot when he is cutting the grass. Peter said we reported 3 street lights out at the mall via 311 and Duke Energy repaired them within 4 days. Peter also said Fran told him the mall flag is torn and she gave Peter the dimensions so he will shop for a best priced replacement. Peter thanked Fran for the ongoing Mall monitoring.

Membership: Michelle Deleon reported that she and Melissa Johnson met with Ben Taylor on October 30th to transition the membership duties especially tracking membership payments. Michelle now has access to the WPP Database and has looked at it but has not entered anything into it yet. Ben has entered some of the 2022 payments already. According to the database currently we have received 91 payments for \$6,055 of which there are 12 checks for \$800. This in addition to the \$6,365 in checks Chris has received. The WPP Database checks need to be reconciled with Chris's checks to see if any

overlap. Pending a reconciliation, we have about \$11,620 to \$12,420 in payments or about 188 to 200 homes which is about 21% to 22% of our total homes have paid their 2022 membership. Michelle has a meeting on November 12th with Chris and Peter to talk about the membership process and reconcile the numbers. Peter said last November membership reported we had 96 members or 11% so we are double the same time last year numbers so we are off to a terrific start. Michelle thanked Melissa and Fran for help with this committee and she will be relying on them a lot this year. One of Michelle's goals for 2022 is to get membership over 50%. Peter thanked Michelle for leading the Membership Committee this year.

Needles: Peter sent out in the pre-reads to the directors & committee members on November 9th a Needles Cost Analysis Report. Denise Ertler recapped the report saying we had 7 sponsors in 2021 which doesn't cover the full printing cost of the Needles. She said printing costs are going up but not substantially. Denise said she can research other printing companies but recommends the company we are using now as the increase is not that large. In 2021 we printed four 12 page issues and two 16 page issues all done bi-monthly. We need to start working on sponsors for 2022. If we don't have enough sponsors the association covers the cost of the Needles. Options we have are: 1) change issues to quarterly; 2) increase sponsor fees (she doesn't recommend that, currently it is \$300); 3) allow ads from outside the Pines. She said we have some limitations due to our not-for-profit status. Denise talked about the benefits the sponsors receive (card in each Needles, free inserts into Needles bags but paying for printing and insert fees, social media presence, written promotions each year in the Needles). She also said sponsors have to have the owner live in the Pines and be a member. Denise said Ben is not going to handle the sponsors in 2022. Denise is OK taking it over, with Chris doing the billings, but she does not want to be the solicitor. Peter updated the group that the pre-read spreadsheet showed 6 sponsors but we had 7 in 2021 so they paid for 74% of our 2021 costs. Denise said to breakeven for 2022 for six 12 page issues we need 10 sponsors. Denise said it might be a tax issue having outside sponsors but she prefers just Pines sponsors anyway. Melissa says being a sponsor helps with recognition and we used to have more trades be sponsors. Denise said we used to have someone that solicited ads and paid for the printing and delivered it to Denise, but they passed away. Denise said we can't collect more than the printing costs due to tax issues. Melissa said we should reach out to businesses in the Pines and she is happy to reach out to some. Denise talked about putting a flyer in the Needles for solicitations. Michelle and Melissa talked about a paid listing of Pines vendors for the Needles to flush out names for future sponsorships, but Denise said that has some complications. Peter said we need to put in writing what the benefits of being a sponsor are so we have talking points when speaking to anyone. Peter said using the Membership and New Neighbor Welcome Committees is a good way to spread the word. Denise agreed to be the sponsor coordinator, with Chris doing the billing and using others to be door knockers for new sponsors. Denise will reach out to the existing sponsors for 2022. Denise will put a solicitation for sponsors in the upcoming Needles. Peter said once the Needles ad is written we can distribute it to other committee members, ad hoc folks, put on the website, etc. to help find sponsors. Peter thanked Denise for being our sponsor coordinator and for all the work on the Needles and we look forward to another great issue in a few weeks.

New Neighbor Welcome: Michelle Deleon reported that she met with Laurie Davis on November 2nd and talked through the process and gave her some bags and letters. Michelle re-designed the letter that is given out by reducing some wording and making the website more prominent. She also has obtained some extra Needles copies which she used on some of her recent visits. Michelle said there are quite a few home that are not answering anymore that bought homes earlier this year even though she goes to them regularly so hopefully Laurie can help with them. Michelle recently personally greeted 4 homes and 2 might be potential volunteers in the future. Another home had a no solicitation sign so she left a plant and the welcome bag. 8 homes are occupied but had no answer and 4 homes were under construction. Michelle hopes Laurie and Carmen Giubilei can go out 1 – 2 times a month. Laurie will stop by Michelle's house to pick up extra copies of the Needles on November 11th. Laurie talked to Carmen on November 10th and they will split up the 8 homes to visit. Michelle thanked Laurie for her help. Fran asked about using the QR codes. Michelle also said they are giving out self-addressed stamped envelopes for membership payments. She also said we might use the QR codes after the

promo period ends for welcome letters in 2022. Michelle said the QR codes are included in the upcoming Needles article that she drafted, which Peter gave some suggestions and Denise is editing. Peter said Michelle needs to send Denise 2 more QR codes for that letter and if new codes are needed perhaps Chris can help. Peter thanked Michelle for also leading this committee, he said it is great to see multiple people knocking on doors welcoming residents and the committee has good energy.

Nextdoor: Ben Taylor did not attend the meeting nor send anything to report. Peter said Ben does not want to do Nextdoor long term so if anyone has any Nextdoor leads to pass their names on to Peter for follow-up.

Website: Peter Mason reported that we are making great progress on updating the association website. Jack sent him the association administrative website link on September 27th and Peter then commenced researching how to do updates and watched a lot of You Tube videos. Peter has now tweaked the verbiage on all pages to have current information. This includes:

- Home page has Veterans Day and Needles sponsors listed
- Membership – updated what the money funds
- Mall wall sign - status is updated
- All current officers, directors and committee members have a picture and bio listed as well as open positions.
- Yard of the Month winner pictures, names and addresses for all of 2021 are listed
- Current and past events are listed along with 52 pictures of National Night Out
- Meeting minutes for the past 3 years are listed
- Current Needles and the past 4 years of Needles are listed
- 2021 Needles sponsors are listed

Peter said he is excited to have Kim Ludlow join the committee so she can do most of the future updates. They met once on October 26th and are planning a follow-up meeting soon. Peter also said he has developed written instructions on how to update the website for future use. Lastly Peter said if anyone has suggestions on other enhancements to our website please let him know. Kim said Peter has been a great help, it was nice meeting with him and the directions were very clear. Kim said she has been doing website work for over 20 years, feels comfortable jumping in and looks forward to meeting with Peter soon and getting it rolling to take more off his plate which hopefully will be helpful. Peter said this will be very helpful and is happy to have a veteran website person join the committee.

Yard of the Month: Brent Ludlow reported he awarded the October Halloween edition for Yard of the Month Awards as follows:

- First place to Donna & Daniel Palmari on Will O Th Green Street
- Second place to Jeff Heise on St Dunstan Way
- Third place to Steve & Melodie Mihailoff on Will O Th Green Street

Brent said Will O Th Green seemed to be a spookiest street in the neighborhood!

Brent also awarded the Yard of the Month Awards for November as follows:

- First place to Melissa Barker on Scarlet Road
- Second place to Alan & Linda Clark on S Ranger Blvd
- Third place to Rhonda & Steve Frizzell on Lion Heart Rd

Brent said next month December is for seasonal decorations and will be the last one until April. Brent has given Denise an article for the Needles. Judging will be the week of December 6th. Peter thanked Brent for getting the awards done timely and he liked having the Halloween decoration awards this year. If anyone wants to see the pictures they are on the website.

Old Business:

Mall Entrance Wall & Sign Update: Ben Taylor did not attend the meeting nor send anything to report. Peter said a few weeks ago Ben got a good wall bid from Matt DiSalvatore at Creative Signs Inc. but it was with aluminum construction and Ben has asked the vendor to come back with a bid closer to our previous brick design look.

New Business:

Veteran's Day Flag update & pick up: Peter recognized Fran for being our Veterans Day Coordinator. Fran has gathered names and taken the list of 71 veteran homes by placing a flag in each yard and putting a letter at each door thanking them for their service. Fran also put a sign at the mall entrance. Peter thanked Fran for her service to our veterans. Peter said we are looking for volunteers to pick up those flags on November 12th. He has 2 volunteers so far from our ad hoc project folks. Michelle volunteered to do streets including Friar, London, Bower & Gilbert near her. Brian Terry volunteered to do Sandwell, Roughbeard and Monmouth. Peter will divide up the list and send them to the volunteers on November 11th.

Monthly Meeting Dates/Times/Venue: Peter thanked all the directors that responded to his meeting survey in October asking when and how is the best way to hold meetings each month. The results were:

- The 2nd week of each month was OK with everyone
- Day of Wednesday was most popular by 2 votes
- Time of 7:30 PM was the most popular by 1 vote.
- For venue it was a tie between Zoom only and in person with a Zoom option but that was only 1 vote more than in person only meetings. One person wrote Peter and said in person meetings should be kept close to 1 hour as possible. For reference our meetings this past year averaged 1 hour 27 minutes with our shortest meeting at exactly 1 hour and our longest meeting was 2 hours and 6 minutes.

Michelle commented that there is a lot of benefit to meet in person and for those that can't the hybrid option is nice but could be odd if only one person was online. Michelle felt in person or Zoom only would be the better choices. Chris suggested that quarterly meet in person and Zoom for the other calls. It was decided to do Zoom in December then talk about Chris' suggestion for the next meetings.

Motion: Michelle moved to set our monthly Board of Director Meetings for the future to the 2nd Wednesday of each month @ 7:30 PM. Brent seconded the motion. Motion passed unanimously with no abstentions.

Holiday decorations: Peter said last year we followed tradition and put up the holiday decorations the Saturday after Thanksgiving which is, November 27th. Peter plans to put them up but is looking for volunteers to assist which takes about 2 hours. Fran volunteered. Peter said if anyone else wants to volunteer to let him know. Peter will also reach out to our ad hoc folks and will ask Ben and Jessica to post it on Nextdoor and Facebook to ask for additional people that want to help. Peter said he will need one volunteer that can transport a ladder.

Elderly neighbors forgotten over the holidays: Brian Terry talked about being a care giver for his Dad for 4 years and said sometimes seniors get forgotten during the holidays. He sent an email to Peter to see if we had any names and was invited to join our meeting to talk about it. Brian is looking for names of people like a widow, widower or those that live alone that may enjoy a small care gift. Brian will be doing the care gifts himself for about 10 – 20 people. Fran said she can give Brian some names. Brian said to email him people's names and addresses of any leads and he will put the gifts together and deliver it. Peter asked about posting on Nextdoor and Brian says he plans to post on Facebook. Michelle said it would be great to have kids write letters to those folks. The group thought this was a great idea that Brian had and Peter said it was very generous offer. Peter said it was good to have him share this so our committees that interface with residents and have this information. Peter said Brian should come back and let us know how it went and Michelle said to take pictures and maybe we can put it in the Needles. Peter also offered to post a notice on the website if Brian can send him a write up.

Next Meeting: Peter said that the next meeting is a Board of Directors Regular Monthly Meeting that will be held on Wednesday, December 8th 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. There is a new Zoom link for every Zoom meeting.

Closing:

Peter thanked everyone for taking the time to attend and contributing to the Annual Board of Directors Meeting. Peter said he is excited about this new term and the things we will accomplish together this year. Peter said he liked the energy on the call and how people are contributing whether on our calls or behind the scenes between meetings.

Motion: Brent moved to adjourn the meeting. Fran seconded the motion. Motion passed unanimously with no abstentions.

Peter Mason adjourned the meeting at 9:10 pm.

Prepared by:

Peter H. Mason
WPPCA President