

# WPPCA Board of Directors Regular Monthly Meeting Minutes

July 9, 2025 @ 7:30 PM

Via Zoom

## Directors in attendance:

Peter Mason (President), Joe McCluan (1<sup>st</sup> VP), Michelle Deleon, Fran Frataccia, Carol Magierski.

## Directors absent:

Denise Ertler (2<sup>nd</sup> VP), Colby Roof (Treasurer), Melissa Johnson, Shanon Larimer.

## 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 7:37 pm.

All Directors and Committees Members were sent the agenda on July 8, 2025. The President said there were 5 Directors present at the start of the meeting, so we had a quorum. Perter said it might be a short meeting as several Directors are out, and we don't have many motions on the table.

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 Mason 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.

We had no Director or Committee Member changes this past month.

Peter had one person fill out the volunteer information sheet this past week and am waiting for their availability to set up a meeting with them. This would be a potential lead for the Digital Committee.

We still need more Directors and Committee Members for Events, Membership, Digital & New Neighbor Welcome so Peter needs more 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 2025 membership levels, we have had 2 new members since last month. We stand at 85 Gold Members and 8 Platinum Members, of which Peter has sent letters and magnets thanking them for their high financial level of membership support. 20 or 22% of these are new top-tier members. Last year at this time we had 69 Gold & 9 Platinum Members, so we are now 15 members above last year's pace of top tier members. We also have 12 more top tier members than for all of 2024.

Peter had 2 residents contact him this past month:

The first resident called Peter and wanted to know who supplies their water as they live in Orange County and had a \$1,200 water bill from watering her lawn. Peter called her back and told her our water is supplied by Winter Park Utilities. She thanked Peter for the return call.

The second resident sent a note via our website about CenturyLink who have a lot of telephone boxes in the Pines that have fallen over, broken, and are in bad shape. The resident said he had called, emailed, and even stopped one of their techs, who swore to him they emailed the Service Director to repair or replace them. The resident said no one has responded yet. Peter responded to the resident saying he doesn't use CenturyLink personally and didn't have any contacts. Peter thanked him for being persistent in trying to get them fixed. Peter also sent along his message to our Code Enforcement Committee Co-Chairs.

Last month Peter announced the Ad Hoc Nomination Committee Members. Peter looks forward to the committee identifying some new Directors to join our ranks. In conjunction with this Peter will be reaching out to all 17 Directors and Committee Members by July 15<sup>th</sup> asking about their intentions to serve in the new term and Committee Chairs for their member needs for the next term. Peter will also be reaching out to others who volunteer and some past volunteers about their interest in getting more involved next year.

Peter said he hoped all Officers and Committee Chairs have been working on their budget numbers over the past month as he announced at the June Board Meeting the 2026 budget numbers are due to him 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 12<sup>th</sup> to all Officers and Committee Chairs reminding them that recommend budget numbers and back-up assumptions are due to him by July 15<sup>th</sup> by 5:00 PM. As a reminder if anyone is on an income producing committee to also include revenue expectations. Peter will share 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 June 11, 2025, was previously unanimously approved via BoldSign.
- Our turn-around time for the July minutes will be less than a week to get the recap into the upcoming Needles so the Directors' quick responses to review and approve them are appreciated over the next several days.

**Treasurer:** Peter Mason sent in the pre-reads to the Directors and Committee Members on July 8 & 9, 2025, several documents including the June P&L and Wave reports for the June P&L, Cash Flow and Balance Sheet. Colby Roof did not attend the meeting, so Peter reported on the following:

**P&L, Income:**

This month's income was as follows:

- Memberships (Accounts 4010, 4011, 4012, 4020, 4021, 4022, 4025). \$650 in checks and \$556 from Square for 2025 memberships.
- Estoppel Fee Income (Account 4075). \$200 for 2 estoppels.
- Interest Income (Account 4090). \$.19 in interest income.

**P&L, Expenses:**

This month's expenses were as follows:

- Mall Lawn Service (Account 5130). \$1,200 for monthly service for May & June from Aesthetic Lawn Care.

- Mall Pest Control & Fertilizer (Account 5150). \$170 for the bi-monthly service from Best Pest Control.
- Rental Warehouse (Account 5350). \$49 for the recurring iStorage monthly charge.
- Treasurer Misc. (Account 5470) \$16 for the monthly Wave fee.
- Utilities, Duke Energy, Etc. (Account 5490). \$264 for utility charges from Duke Energy for the Mall area. Colby sent the following note: I will be booking Duke service invoices based on the "due date" on the invoice and not when the cash comes out. The month of June is going to look higher because it is going to have the two "later" invoices from May but starting next month, it should/will all be smoothed out so that the monthly financials reflect invoices with due date falling inside the subject month.
- Online Database (Account 5510). \$324 for the annual fee for 6 users.

#### **Net Ordinary Income:**

- This Month (Budget):
  - The P&L reflects a negative NOI of -\$617, with Income of \$1,406 and Expense of \$2,022.
- Year to Date (Budget):
  - The P&L reflects a positive NOI of \$19,008 with Income of \$32,892 and Expense of \$13,884.
- Year to Date (Cash):
  - The P&L reflects a positive NOI of \$4,124 with Income of \$18,008 and Expense of \$13,884.

#### **Account Balances:**

- Checking and Savings account balances of June 30<sup>th</sup> totaled 32,695, reflecting a month-over-month decrease of -\$726.
  - Checking Account Balance: \$9,744
  - Savings Account Balance: \$22,950

Fran Frataccia asked why the utilities were high and if we missed a payment. Peter responded, saying no payments were missed it was simply due to the timing of when the bill was paid versus being recorded. Caro Magierski asked what the goal for the bank balance is. Peter said he will cover that in detail during the budget presentations, but the goal is to have a \$40k balance to cover us for any unexpected expenses like we have had in the past for entrance sign damage.

**Motion:** Joe McCluan moved to accept the Treasurer's report as presented as was also in the meeting pre-reads. Fran Frataccia seconded the motion. Motion passed unanimously with no abstentions.

1<sup>st</sup> Vice President: Joe McCluan said he had nothing to report. Peter thanked Joe for being our 1<sup>st</sup> VP and taking on multiple roles.

2<sup>nd</sup> Vice President: Peter Mason said Denise Ertler was not able to attend the meeting and said she had nothing to report.

#### **Committee Reports:**

Code Enforcement: Carol Magierski reported on the following 4 incidents:

##### **Code Enforcement:**

1. On 6-11-25 on Beckett Ct, boat sideways in the driveway and high grass and weeds, case #3116852.

2. On 6-11-25, a resident tripped on a sidewalk on Cornwall Rd and had stitches and was all bruised up. They called 311 as that falls under road and drainage, case #3116941. The sidewalk has been fixed.
3. On 6-1-25 at 8:39 am on the 600-798 block of Warrenton Rd, crime/mischief, case #0412.
4. On 6-18-25, two dead pine trees on Ranger Blvd at the Mall, called Orange County Code Enforcement, case #3121253. The trees have been marked.

Carol said that John Moore sent an email about the status of the two trees on Bower Road and Carol said she would respond to him.

The committee is made up of Carol Magierski & Fran Frataccia (co-chairs), and John Moore. Peter thanked Carol & Fran for leading the Code Enforcement Committee.

Digital: Joe McCluan reported on the following:

**Website:**

The last 30 days' statistics versus last month were:

- 69 Site visits, down 36%.
- 59 Unique visitors, down 23%.
- Session Source by Category:
  - 24 Direct, down 62%.
  - 52 Google.
  - 6 on Bing
  - 2 on DuckDuck Go
  - 1 on Yahoo
- New versus Returning Visitors:
  - 47 or 80% New.
  - 12 or 20% Returning.
- Sessions by Device:
  - 54 or 63% Desktop.
  - 32 or 37% Mobile.
- The top pages views were:
  - 37 Home Page.
  - 15 Past Events Page.
  - 10 Membership Page.

**Facebook**

- Regular traffic and nothing unusual.

**Nextdoor**

- Regular traffic and nothing unusual.

**Instagram:**

- Regular traffic and nothing unusual.

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

Events: Michelle Deleon reported the following:

**Planning Meeting:**

- The Events Committee will meet tomorrow, July 10, 2025, from 6:00 – 7:00 pm via Zoom to review progress and coordinate upcoming initiatives. They will be discussing the following key events:

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

- The next Happy Hour is confirmed for Thursday, July 17, 2025, from 6:00 – 8:00 pm at Bonfire (Winter Park Pines Golf Club).
- Sponsored by EFM Services and BHHS Florida Realty. If any other Needles Sponsors want to host a future happy hour, let Michelle know.
- Peter Mason will be verifying guest memberships; seeking 2 – 3 volunteers for 30-minute shifts to assist with check-in. Please let Michelle know if anyone is available.
- They are also working to confirm a follow-up Happy Hour on September 4, 2025; Bonfire will confirm availability on July 10<sup>th</sup>. Trying not to be too close to NNO.

#### **Winter Park Pines National Night Out: (NNO)**

- Scheduled for Monday, October 7, 2025, 5:30 – 7:30 pm at the Winter Park Pines Golf Club.
- They have registered with the Sheriff's Department and requested a patrol vehicle.
- More details will be shared after the July 10<sup>th</sup> committee meeting.

#### **Halloween Block Party (Frights on Friar)**

- Planned for Friday, October 31, 2025, on Friar Road (400–500 blocks) off from Bower Road.
- Research into a county permit revealed that a formal street closure isn't necessary; they will host festivities on lawns, following the successful model used on Banchory Road.
- Michelle has reached out to Melissa Johnson for input, and they will reconnect after her vacation to organize a casual and fun celebration.

#### **Winter Park Pines Community Wide Fall Garage Sale:**

- Date set for Friday, November 8, 2025, 8:30 am – 1:00 pm.
- Additional updates to follow after the committee reconvenes.

Overall, Michelle feels much more organized and supported this year, huge thanks to the fantastic committee. Communication and collaboration have made a world of difference.

Please let Michelle know if you'd like to join the meeting on July 10<sup>th</sup> or help out with any of the events above, they would love to have you.

The committee is made up of Michelle Deleon (chair), Julie Lampe, Warren Sanders, and Melissa Wolfe. Peter thanked Michelle for leading the Events Committee and planning all our fall events.

#### Mall Maintenance: Fran Frataccia reported the following:

- The committee is cutting down a dead tree in the middle island piece by piece but it is taking a while.
- Fran Frataccia said that she, Carol Magierski, and Kyle Schafer continue to go up to the Mall once a week to pick weeds.
- New American and POW/MIA flags were donated by Denise Ertler.
- Two more dead pine trees have been marked at the Mall to be taken down by Orange County.

Carol talked about the need to request budget funds for planting new pine trees as we only have about 3 pine trees left. Peter said to include that in their budget submission.

Peter thanked Carol Magierski for putting out flags at the Mall for 4<sup>th</sup> of July.

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

#### Membership: Peter Mason reported for Melissa Johnson who could not attend the meeting.

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

- Membership dollars paid: \$25,727, up \$326 from June of \$25,401.
- Number of members: 342, up 3 from June of 339.

- % of homes paid: 38.0% up .4% points from June of 37.6%.
- Average payment is \$75.23, up \$8.38 or 13% from 2024 of \$66.85.
- In July 2024, we reported 344 members or 38.2%, so we are down 2 or 1% less members than same time last year.
- In summary the good news is our dollars are up versus last year due to the increase in fees and more top tier members, the bad news is that we have not grown our number of members over the last year.

Peter has taken the lead on our 2025 Membership Mailings and reported on the following:

- Per the Membership Drive Plan, the most recent mailing was sent on May 21<sup>st</sup> to 142 unpaid residents that paid in the previous 3 years reminding them to pay. This is a new mailing this year.
- 7 weeks later our results were:
  - Payments received: 20 for \$1,720.
  - 5 checks and 15 electronic payments.
  - 7 Gold and 1 Platinum Members.
  - The ROI on the campaign was 616% as the cost of the mailing was \$279 versus the payments received of \$1,720.
  - This new mailing this year was very successful, and we should do it again next year.

Regarding our new Electronic Payment System, we have had 121 residents pay with the system so far and have recovered \$248 in processing fees.

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

Needles: Peter Mason said Denise Ertler could not attend the meeting, but sent the following note:

- Nothing much on Denise's side to report for the Needles as all articles are in the works.

The committee is made up of Denise Ertler (Editor) and Peter Mason (Acting Sponsor Coordinator).

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

- Jeanne Bushong continues to do a great job of visiting homes and following up with those with which she initially doesn't connect.
- We continue to visit about 10 homes a month with a combination of new sales & rentals along with visiting homes where we don't have any residents' names to see who lives there and welcome them.
- Peter continues to track new sales, rentals, and unknown residents to visit and logged all of Jeanne's visit notes with 148 homes on his list. Peter continues to make a lot of updates to our WPPCA Database based on Jeanne's gathering of data. Peter also sends out emails to those that express interest in volunteering.
- Peter said if anyone knows anyone that would like to join this committee so we can visit even more homes as a member or as a Director being the Chair, please let him know.

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

Yard of the Month: Peter Mason reported for Shanon Larimer who could not attend the meeting but sent the following report:

July winners:

- 1<sup>st</sup> place to Bruce Anderson at 2917 Scarlet Rd. Shanon said the winner is a founding resident whose yard truly resembles a botanical garden. He was very appreciative of the recognition. He's on a fixed income and while he'd like to join the association is unable to do so, so please

do not follow up with him about membership. Denise sent an email saying that Bruce Anderson is big in the Audubon Society and a published author for them.

- 2<sup>nd</sup> place to Anthony & Karen Garafolo at 751 Cornwall Rd. Shanon said this resident was not home so he could not talk to them.
- 3<sup>rd</sup> place to Dallas & Elizabeth Schuller at 729 Gilbert Rd. Shanon said this winner, also a founding resident in her late 90s, suffered a heart attack on July 3<sup>rd</sup>. She has only won once before, and her daughter shared that she'll be thrilled to see the yard sign when she returns home. Shanon will be sending a card on behalf of the association to her home.

The committee is made up of Shanon Larimer (chair).

## Old Business:

None.

## New Business:

### Next Meeting:

- The next meeting is the Board of Directors Regular Monthly Meeting that will be held on Wednesday, August 13, 2025, at 7:30 pm. If any Pines residents want to attend 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.

## Closing:

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

**Motion:** Joe McCluan moved to adjourn the meeting. Michelle Deleon seconded the motion. Motion passed unanimously with no abstentions.

Peter adjourned the meeting at 8:09 pm.

Prepared by: Peter H. Mason, Acting Secretary