

WPPCA Board of Directors Regular Monthly Meeting Minutes

December 11, 2024 @ 7:30 PM

Via Zoom

Directors in attendance:

Peter Mason (President), Colby Roof (Treasurer), Michelle Deleon, Fran Frataccia, Shanon Larimer, Carol Magierski.

Directors absent:

Joe McCluan (1st VP), Denise Ertler (2nd VP), Melissa Johnson.

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 7:34 pm.

All Directors and Committees Members were sent the agenda on December 10, 2024. The President said there were 6 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 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 two Committee Member changes this past month. Tonio Bianca has stepped off the Digital & Events Committees but will stay on the New Neighbor Welcome Committee. Steve Kelly has stepped off the Events Committee but will stay on the Code Enforcement Committee.

We still need more Directors and Committee Members for Events, Membership, Digital & New Neighbor Welcome so Peter needs more leads. He has two candidates to schedule interviews in January after the holidays and one candidate that reached out to him yesterday. If you know 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 20 new members since last month. We stand at 34 Gold Members and 4 Platinum Members, of which Peter has sent letters and magnets thanking them for their high financial level of membership support. 16% of these are new top-tier members. Last year at this time we had 35 Gold & 4 Platinum Members, so we are only one behind last year's pace.

Regarding the Mall holiday decorations, we had a good group with 7 folks helping put up the decorations on November 30th. If anyone has not seen the decorations yet they look great, especially at night. Thanks to the volunteers including Peter Mason, Denise Ertler, Will Hazzard, Dani Schafer, Kyle Schafer, Liz O'Neill, and Paul Olesen. We will be taking down the decorations on the 2nd Saturday after New Year's, which is Saturday, January 11th at 1:00 PM, so let Peter know if anyone is interested.

Peter said following his report at the August Board Meeting, he is continuing to investigate our insurance coverage, costs, how to limit our exposure, and what contractors should provide us. Peter will be sharing some preliminary findings with the Officers this month then pending their feedback will share information with the whole board.

Peter had one resident contact him this past month. The resident said: "It is good that you still have so many active board members. I am probably one of very few residents who actually reads the budget for the upcoming year. That is reassuring. My thanks to all who work to keep the association functioning." This resident was on the Board for over 10 years mainly as the Treasurer. Peter thanked him for his email and kind words and said he would share his comments with the Board.

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

- The motion to approve the WPPCA Annual Meeting of the Board of Directors minutes of November 13, 2024, was previously unanimously approved via DocuSign.
- If anyone has any written reports that they use for presenting their monthly board reports, please send them to Peter in advance as this really aids in the minute taking. Getting those reports into Peter by Sunday by 6 pm before the board meetings allows him time to organize everything in advance.

Treasurer: Peter Mason sent out in the pre-reads to the Directors and Committee Members on December 10, 2024, several documents including the November P&L and Wave reports for the November P&L, Cash Flow and Balance Sheet. Colby Roof has started using the Wave Accounting Software that we approved in November. Peter said Colby was not able to give the report, so Peter reported for him.

P&L, Income:

This month's income was as follows:

- Community Service (Account 4050). \$2,925 for election poll worker revenue from the November 5, 2024, election.
- Estoppel Fee Income (Account 4075). \$200 for estoppels.
- Interest Income (Account 4090). \$.06 in interest income.
- Sponsorships for next year (Account 4006). \$600 for a 2025 Needles Sponsor.
- Memberships for next year (Accounts 4020, 4021, 1022). Total of \$1,015 with \$820 in cash & checks, \$0 in PayPal and \$195 in Square for the 2025 Membership Year.

P&L, Expenses:

This month's expenses were as follows:

- Mall Lawn Service (Account 5130). \$1,200 for monthly service for October and November from Aesthetic Lawn Care.
- Mall Repair & Upkeep (Account 5170). \$32 for irrigation repairs by Advanced Florida Outdoor.
- Membership (Account 5190). \$706 for the November Membership Mailing to non-paid residents.
- Needles Publication (Account 5210). \$35 for delivery bags.
- Post Office Box (Account 5250). \$256 for the annual PO Box fee.
- Projects, Holiday (Account 5290). \$61 for Veterans Day flags.
- Projects, Poll Workers (Account 5320) \$139 for lunch for Poll Workers on the November 5, 2024, election.

- Rental Warehouse (Account 5350). \$49 for the recurring iStorage monthly charge.
- Utilities, Duke Energy, Etc. (Account 5490). \$58 for utility charges from Duke Energy for the Mall area.
- Website, Social Media, Etc. (Account 5500). \$17 for the website annual domain fee.

Net Ordinary Income:

- This Month (Budget):
 - The P&L reflects a positive NOI of \$571 with Income of \$3,125 and Expense of \$2,554.
- Year to Date (Budget):
 - The P&L reflects a positive NOI of \$17,965 with Income of \$49,651 and Expense of \$31,686.
- Year to Date (Cash):
 - The P&L reflects a positive NOI of \$1,693 with Income of \$33,379 and Expense of \$31,686.

Account Balances:

- Checking, Savings, PayPal & Square account balances of November 30th totaled \$20,642, reflecting a month-over-month increase of \$3,511.
 - Checking Account Balance: \$ 13,462
 - Savings Account Balance: \$7,180
 - PayPal Account Balance: \$0 – auto transferred weekly.
 - Square Account Balance: \$0 – auto transferred daily.

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

Peter reminded everyone to get any invoices into Colby as soon as possible so he can ensure they get booked into our year end December P&L.

Peter said back in June 2024 in accordance with the Treasurer Job Description, he formed an Ad Hoc Audit Committee with the President, 1st Vice President, and Treasurer to review the financials to determine if they believe an audit and related expense is necessary and to report back to the board on their recommendations.

The Ad Hoc Audit Committee met on November 15, 2024. Recap of the meeting was:

- The last 12 months of financials seem OK.
- The group saw no liability or misuse.
- Colby tracks the database versus the P&L on the number of transactions.
- Peter reviews the financials in detail every month.
- We have full transparency with financial disclosures at our monthly meetings and sharing the P&L in our pre-reads.
- We have good separation of duties with the President collecting the mail and logging checks into the database and the Treasurer depositing the checks and checking his deposit transactions against the database.
- We are switching to Wave on so every transaction will be tracked.
- The group saw no catalyst from prior statements to cause concern for an audit.
- We do not keep any ledgers so it would be time consuming to have an audit done.
- It would be very labor intensive to audit the underlying documents.
- Peter reached out to 8 audit firms with costs ranging from \$3k to \$9K for an audit.
- Spending 10% - 25% of our annual revenue on an audit is very costly.
- The group determined it is not worth spending our limited funds on an audit.
- The group was in an agreement that an audit is not needed.

Peter thanked the Ad Hoc Audit Committee of Colby Roof and Joe McCluan as their work is now concluded and Peter dissolved the committee.

Peter reported to the board that 39 membership checks were lost this past week. Our procedure is that Peter picks up mail from our PO Box daily, logs any checks received into the database then batches them with a summary sheet and leaves them in Colby's mailbox weekly. When Colby checked his mailbox this past Friday, the batch was missing. We determined that the mail carrier took them out of Colby's mailbox thinking it was outgoing mail even though the summary sheet clearly said they were for Colby's address. On Monday, the open envelopes started showing up in our PO Box. Since the envelopes were previously opened some checks must have fallen out at the Post Office as they were not in the envelopes. One envelope has Melissa Johnson's address on it, so the Post Office re-delivered the open envelope to Melissa, which completely confused her. Melissa brought it down to Peter's house. As of this morning we are still missing 7 checks for \$420 still. Peter will be sending letters to these residents explaining what happened with a self-addressed stamped envelope asking them to place a stop payment on their original check and re-issue one to us. Needless to say, we have changed our drop off method for checks and Peter will hand deliver them weekly to Colby's wife since she works at home. Peter still can't believe the mail carrier took them out of Colby's mailbox as they were clearly marked and bundled together.

Peter thanked Colby for keeping our financial books and upgrading to Wave.

1st Vice President: Peter Mason said Joe McCluan was not able to attend the meeting but sent the following report:

- The 2024 Orange County Non-Matching Beautification Grant is almost complete, just waiting to close out the bill with Vice Painting for the columns with the county and it will be complete.

2nd Vice President: Peter Mason said Denise Ertler was not able to attend the meeting and she had nothing to report. Denise sent her apologies again that she wasn't able to host the meeting.

Committee Reports:

Code Enforcement: Fran Frataccia & Carol Magierski reported on the following 3 incidents:

1. On 11-14-24 on London Rd, a camper in the driveway, case #3014149, it has been removed.
2. On 11-15-24, Carol reported on Little John Rd, high grass, case #3014785, has fixed that.
3. On 11-16-24 at 12:11 AM, on Bower Rd, assault, case #0015.

The committee is made up of Fran Frataccia & Carol Magierski (co-chairs), Steve Kelly, John Moore, and Vanessa Philman. Peter thanked Fran & Carol for leading this committee.

Digital: Peter Mason said Joe McCluan was not able to attend the meeting but sent the following report:

Website:

The last 30 days statistics were:

- 168 Site Sessions
- 108 Unique visitors
- 100 were direct site visits
- 57 were from Google
- 3 from Bing
- 2 from Duck Duck Go
- 89 New Visitors and 19 Returning
- 113 Accessed via Desktop, 54 via Mobile and 1 via Tablet
- There were 164 visits from USA, 3 from China and 1 from Pakistan

- The top pages were the Homepage @ 19%, Membership-electronic @ 17% and membership @ 13%

Facebook

- Joe said it had regular traffic and nothing unusual.

Nextdoor

- Joe said it had regular traffic and nothing unusual.

Instagram:

- Nothing to report.

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

Events: Michelle Deleon reported on the following:

Winter Park Pines Community Yoga: We cancelled the December yoga class due to the weather in the 40s. The last class will be on January 4, 2025. Katy Perry, who has been volunteering her time to teach for the last 18 months, has had her work travel schedule pick up and she will not be able to teach in the future. With class participation averaging 8 per class, Michelle doesn't think the demand is enough to warrant continuing classes beyond January at this time.

Winter Park Pines Happy Hour Meet-Up: Our next Happy Hour is scheduled for January 9, 2025, at Bonfire at Winter Park Pines Golf Club from 6 -8 pm.

Winter Park Pines Community Wide Spring Garage Sale: Targeting March 8, 2025, before Spring Break.

Overall 2025 Planning: A call is scheduled for Friday, December 13th at 12:00 pm to discuss and delegate event related tasks for 2025. Michelle's goal is to get more organized this coming year. With the loss of 2 Committee Members, Michelle is hoping the rest of the committee and potentially some of the other Board Members can help take on some of the tasks. If anyone is available Friday to join the call and wants to help with the events, please let Michelle know.

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

Mall Maintenance: Carol Magierski said she and Kyle Schafer went up to the Mall today to pick up a lot of trash again. Fran Frataccia said she needs an electrician to fix the light at the Mall. Michelle Deleon said she will send a lead to Fran. The electrician may also want to be a Needles Sponsor so Michelle will send that to Peter. Fran said that the entrance column on Cady Way was hit by a vehicle. Shanon Larimer also said the yellow sign in the road and Welcome to Orange County Sign was hit. Peter asked Fran to contact Joe McCluan to get the paint from Vice Painting to paint the damaged bricks.

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

Membership: Peter Mason said Melissa Johnson was not able to attend the meeting so gave the following Membership Report:

The membership statics as of December 9th:

- Membership dollars paid: \$9,681 up \$6,201 from November of \$3,480.
- Number of members: 132, up 89 from November of 43.
- % of homes paid: 14.7% up 9.9% points from November of 4.8%.

- In December 2023, we reported 173 members or 19.2%, so we down 41 or 24% less members than same time last year.

Per the 2025 Membership Drive Plan on November 29th a letter was received by 853 unpaid residents reminding them to pay before the end of 2024 to save \$10 on their membership. Since that letter went out, as of December 9th we have received 82 payments for \$5,709. The cost of the mailing was \$732. If we assume all payments were due to the letter (obviously some were prompted from reading the Needles) the maximum ROI so far is 780%.

Per the Membership Drive Plan the next mailing is in January/February where we send a letter to all unpaid members reminding them to pay.

We have great news to report regarding our electronic payment capture project in that we have gone live with the project. To recap what has occurred:

- A new Square account has been set up to capture the new electronic payments directly into our bank account.
- The old Square account (Using the QR Level Codes) is still active, and it still goes into our bank account. We will probably keep this old Square account open for one year before we close it.
- The new payment system went live on November 17, 2024, on our website. We have two options, one for paying by check and one for paying by credit card.
- We will now capture the same resident data information when folks pay electronically that we do when folks pay by check. This will help keep our database much more accurate.
- All electronic payments will go through Square versus PayPal as they have cheaper processing fees.
- The new Membership Form has been updated and is in the December/January Needles. We now have one QR Code that links to our website payment page.
- Electronic processing fees for paying electronically have been included in all Membership levels.
- A notice that there is a processing fee for paying electronically is posted on the website and is on the Needles Membership Page.
- When a resident makes a payment, they get a confirmation from Jotform with all the data they submitted.
- Peter gets email notifications from Square and Jotform when a new electronic payment is made.
- Colby Roof gave Peter access and updated the Jotform file on our Google Drive. This captures all electronic payment data when folks use the new system. Peter is now loading electronic payments onto our WPPCA Database daily, so he can send out thank you letters to our two top tier members within 24 hours of receiving payment.
- For old electronic payments using the Square QR Level Codes, notifications will still go to Melissa Johnson for her to load into the WPPCA Database. Eventually these old QR codes will no longer be used since we will stop publishing them in the future. Note that the large membership mailing that went out late November was printed before the new electronic system went live so those letters have the old Square QR Level Codes.

We have had 20 residents pay with the new electronic system so far.

Things still to do:

- Colby will train someone on Jotform, so we have a backup person.

At the September BOD Meeting we approved the membership fees for 2025. At that time, we estimated the processing fees for electronic payment at \$2.04 and we have now finalized them to be a flat \$2.05 per transaction for each Membership Level.

Motion: Michelle Deleon moved to approve the processing fees for all Membership Levels paid with the new electronic system at \$2.05. Carol Magierski seconded the motion. Motion passed unanimously with no abstentions.

We started this project 16 months ago in September 2023 for electronic membership payments where we wanted to collect better data, wanted to send confirmations and also wanted to recover some of the processing fees we have to pay. We have now accomplished all three goals. Peter thanked Colby Roof for stepping up over the past year doing a ton of research and especially this past month to get this project over the goal line.

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

Needles: Peter Mason reported for Denise Ertler as she was not able to attend the meeting but sent the following report.

- The last issue was a 16-page color issue. Denise said it turned out pretty good.
- Denise thanked everyone for their participation and articles.
- The next issue will be February/March. Denise will need all articles in by January 10th to get it out on time. Denise will send a reminder as she normally does.

Peter said as the Acting Needles Sponsor Coordinator, he has solicited 88 businesses. 14 said they were interested, and Peter sent them invoices. 1 dropped out, 1 changed their ad size, and 12 have paid. We have a fixed amount of sponsors that we take, and it is based on a first paid first included basis. We just need 1 more to pay and we will be full. 6 of the sponsors are new this year. Peter thanked Michelle Deleon for giving him a sponsor lead who is one of our new sponsors. Michelle asked if Lake Nona Contractors signed up again and Peter said they did not respond to the solicitation requests.

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 on the following:

- Jeanne Bushong has visited about 10 homes each month since August, and we have now visited all residents that moved in since November 2023. We don't plan to visit any new residents that moved in before that time since it is over 1 year ago.
- We are now working on visiting homes where we don't have any residents' names to see who lives there and welcome them. We have 53 homes in that category so it will take us several months to visit them.
- 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: Shanon Larimer reported that a lot of people have put up lights so there will be some good selections. The December Festive Spectacle of Lights Contest judging takes place December 13 - 15, from 6 pm - 9 pm. Peter said Shanon put a nice article in the Needles. Fran Frataccia asked if any YOM winners have joined as members. Shanon said he does the initial ask and then lets Membership follow up with them. Shanon puts membership information on the bottom of each winner's letter. Peter said he tracks YOM winners vis-à-vis memberships paid and sends that report to Shanon and Melissa Johnson, but we have not seen any membership paid yet.

The committee is made up of Shanon Larimer (chair). Peter thanked Shanon for doing YOM each month.

Old Business:

None.

New Business:

Next Meeting: The next meeting is the Board of Directors Regular Monthly Meeting that will be held on Wednesday, January 8th 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. Peter wished everyone a great holiday season.

Motion: Shanon Larimer moved to adjourn the meeting. Michelle Deleon seconded the motion. Motion passed unanimously with no abstentions.

Peter adjourned the meeting at 8:27 pm.

Prepared by: Peter H. Mason, Acting Secretary