

WPPCA Board of Directors Regular Monthly Meeting Minutes

January 8, 2025 @ 7:30 PM

Via Zoom

Directors in attendance:

Peter Mason (President), Joe McCluan (1st VP), Denise Ertler (2nd VP), Colby Roof (Treasurer), Michelle Deleon, Fran Frataccia, Melissa Johnson, Shanon Larimer, Carol Magierski.

Directors absent:

None.

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 7:33 pm.

All Directors and Committees Members were sent the agenda on January 7, 2025. The President said there were 8 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 three committee changes this past month. Steve Kelly has stepped off the Code Enforcement Committee but may re-join in the future. Melissa Johnson has stepped off the Events Committee due to personal time commitments but will stay as Chair of the Membership Committee. Julie Lampe has joined the Events Committee. Peter welcomed Julie.

We still need more Directors and Committee Members for Events, Membership, Digital & New Neighbor Welcome so Peter needs more leads. 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 52 Gold Members and 6 Platinum Members, of which Peter has sent letters and magnets thanking them for their high financial level of membership support. 10% of these are new top-tier members. Last year at this time we had 45 Gold & 7 Platinum Members, so we are now 6 above last year's pace of top tier members.

Peter said at the November Board Meeting, we are planning our next Director and Committee Member Plus 1 social gathering for March so Peter will send out a Doodle poll later in January to survey everyone.

Regarding the Mall holiday decorations, we will take down the decorations on Saturday, January 11th at 1:00 pm and have another good group of 7 volunteers. If anyone else would like to join the group, please let Peter know.

Peter did his annual review of the 18 Job Descriptions & 6 SOPs and sent them to all Officers, Committee Chairs, and Coordinators on January 3, 2025, requesting they be reviewed and returned by January 31, 2025. Having JDs and SOPs helps an organization ensure all tasks are covered and communicated clearly with volunteer leaders. They will also help future administrations and new volunteers understand expectations of what an Officer's and Committee Chair's responsibilities are in our organization. By reviewing them annually, it keeps them representative of our current operating practices. Peter thanked everyone for a very speedy review this year as he has received them back from everyone already.

Peter sent out in the meeting pre-reads to the Directors and Committee Members on January 7, 2025, a document titled Orange County Community Meeting. It is a notice about an Orange County Community Meeting regarding the housing project on University Blvd adjacent on the west side of Costco. They propose to construct 182 units (580 beds) of student housing and an associated clubhouse along with 6,375 square feet of retail space on 13.14 acres. The meeting is on Thursday, January 16, 2025, at 6:00 pm – 7:00 pm in the Aloma Elementary School Cafeteria at 2949 Scarlet Road, Winter Park should anyone want to attend. Joe McCluan has posted this on social media, so our residents know about it. Fran Frataccia asked if it would increase traffic. Peter said most probably yes. He also said he heard they were doing a pedestrian bridge over University Blvd. Melissa Johnson asked if anyone was going and Fran Frataccia said she was going. Melissa said it was concerning that they have made several code exceptions for this project including increasing the number of beds, increased height restrictions and reduced the set-back requirements. There are also no notices posted on the property. Fran said we should get John Moore to go.

Peter said at the August Board Meeting and reiterated at the December Board Meeting, he has been continuing to investigate our insurance coverage, costs, how to limit our exposure, and what contractors should provide us with. Our insurance company has recommended that we institute some documents to limit our liability and exposure to the WPPCA. Our insurance company gave Peter templates, which he customized, and then had our attorney review and make changes to them.

Peter sent an email to all Board Members on December 20, 2024, saying that he had recently vetted several documents with the WPPCA Officers, and they have endorsed two documents that Peter sent to all Directors. The comment period ended on January 3, 2025, and Peter received no concerns or questions. If approved by the Board, Peter would be willing to issue them and track receipt.

Peter sent out in the meeting pre-reads to the Directors and Committee Members on January 7, 2025, the two documents, one called Groundskeeping Safety and the other called Contractor Insurance/Hold Harmless Agreement.

The Groundskeeping Safety document is to reduce liability by establishing a formal safety plan for those regularly working at the Mall. We would send it to all Mall Maintenance Committee Members. We would ask for acknowledgement of receipt. Denise Ertler asked haven't we been asking vendors for their insurance certificates already and Peter said yes but we have not asked for specific insurance limits, named as additionally insured, etc. Denise asked if it was necessary, and Peter said the insurance company recommended it. Fran Frataccia asked how much it would cost, and Peter said it would cost us nothing, we are just requesting proof of coverage by the vendors to protect ourselves. Carol Magierski asked if we have had past issues with our vendors, and Peter was not aware of any issues. Colby Roof said we are really not collectable as we have no money.

Motion: Colby Roof moved to issue the Groundskeeping Safety document, and the Contractor Insurance/Hold Harmless Agreement as discussed and presented in the meeting pre-reads. Joe McCluan seconded the motion. Motion passed unanimously with no abstentions. Peter said he will work on issuing those documents.

Peter had no residents contact him this past month.

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 December 11, 2024, was previously unanimously approved via DocuSign.
- The turn-around time for the January 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 out in the pre-reads to the Directors and Committee Members on January 7, 2025, several documents including the December P&L and Wave reports for the December P&L, Cash Flow and Balance Sheet.

P&L, Income:

This month's income was as follows:

- Community Garage Sale Proceeds (Account 4045). \$290 for November Garage Sale fees.
- Community Service (Account 4050). \$25 for election poll worker revenue from the November 5, 2024, election.
- Estoppel Fee Income (Account 4075). \$100 for estoppels.
- Interest Income (Account 4090). \$.06 in interest income.
- Memberships for next year (Accounts 4020, 4021, 1022). Total of \$11,050 with \$5,960 in cash & checks and \$5,090 in Square for the 2025 Membership Year. Colby said our new electronic payments go only to Square so we should not be getting any more money from PayPal in the future. Colby said the new electronic payment system seems to be working well,

P&L, Expenses:

This month's expenses were as follows:

- Administration (Account 5010). \$357 for legal fees reviewing documents during 2024 including the Document Retention and Destruction Policy, credit card fees, and insurance documents.
- Mall Lawn Service (Account 5130). \$600 for monthly service for December from Aesthetic Lawn Care.
- Mall Pest Control & Fertilizer (Account 5150). \$170 for the bi-monthly service from Best Pest Control.
- Membership (Account 5190). \$128 for magnets for our Gold and Platinum Members.
- Needles Publication (Account 5210). \$1,575 total for \$35 for delivery bags and \$1,540 for the December/January Needles printing from Aloma Printing.
- New Neighbor Welcome (Account 5230). \$232 for logoed tote bags for NNW visits.
- Post Office Box (Account 5250). (\$256) credit for the annual PO Box fee since it was never charged to us in November. Colby said he doesn't know who the USPS billed, but he will be updating them with his new association debit card, so future charges go to our account.
- Rental Warehouse (Account 5350). \$49 for the recurring iStorage monthly charge.
- Utilities, Duke Energy, Etc. (Account 5490). \$228 for utility charges from Duke Energy for the Mall area.

Net Ordinary Income:

- This Month (Budget):

- The P&L reflects a negative NOI of (\$2,668) with Income of \$415 and Expense of \$3,083.
- Year to Date (Budget):
 - The P&L reflects a positive NOI of \$7,935 with Income of \$42,703 and Expense of \$34,768.
- Year to Date (Cash):
 - The P&L reflects a positive NOI of \$10,076 with Income of \$44,844 and Expense of \$34,768.

Account Balances:

- Checking, Savings, PayPal & Square account balances of December 31, 2025, totaled \$26,097, reflecting a month-over-month increase of \$5,455.
 - Checking Account Balance: \$ 18,953
 - Savings Account Balance: \$7,145
 - PayPal Account Balance: \$0 – auto transferred weekly.
 - Square Account Balance: \$0 – auto transferred daily.

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

Peter did some analysis on our end of the year financials. He said in January 2024 last year that we needed to make our budget as we had negative budget NOI in 2022 and in 2023. Peter was happy to see that we exceeded our 2024 budgeted NOI of \$2,983 by \$4,952 or 166% and ended up at a positive variance of \$7,935 which will really help build our bank balance for any emergencies.

Our spending was above budget by \$5,688, mainly in Mall repairs by \$2,977 for irrigation repairs and Needles by \$2,241 since we printed issues in color due to more sponsors.

On the income side is where we made the gains. Unfortunately, memberships were down by \$2,139 or 8%, but we were above budget overall by \$10,640 due to Needles Sponsors by \$3,938 in that we had more than planned and the biggest gain was in Community Service Income by \$6,985 in that we worked 4 elections with mainly Pines staffing.

Peter said for 2025 we will not have the election gains that we had last year, so we need to stay diligent in our spending against budget.

Last month Peter reported on the 39 membership checks that were lost in early December due to the Post Office. Peter was happy to report that through some chasing, we recovered all 39 checks, some from residents, so no revenue was lost.

Peter thanked Colby for keeping our financial books.

1st Vice President: Joe McCluan reported the following:

- Vice Painting, who did the grant painting re-painted the Cady Way entrance monument that was recently hit by a vehicle.
- The 2024 Orange County Non-Matching Beautification Grant should be closed out now as it is complete. Denise Ertler asked about a Needles grant article and Joe said yes, he would do one about finishing the grant and also do one about the Cady Way entrance monument re-painting. Peter thanked Joe for his work on the grant, getting the vendor to come back out and for taking on multiple roles.

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

Committee Reports:

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

1. On 12-2-24 at 7:57 pm on the 2900 - 2998 block of Scarlet Rd, assault, case #1778.
2. On 12-26-24 at 4:20 pm on the 2900 - 2998 block of Scarlet Rd, assault/battery, case #1058.
3. On Lincolnshire Rd, food truck trailer in driveway, case #3027199. The trailer is now removed.
4. On Cornwall Rd, boat in driveway, case #3027205. No violation found.

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

Digital: Joe McCluan reported the following:

Website:

The last 30 days' statistics versus last month were:

- 185 Site visits, up 7%.
- 142 Unique visitors, up 29%.
- 82 were direct site visits, down 23%.
 - 69 were from Google.
 - 7 from Facebook.
- The top page views were the Home Page @ 89, Membership Page @ 39, Past Events Page the next most.

Facebook

- Joe said it had regular traffic and nothing unusual.

Nextdoor

- Joe said it had regular traffic and nothing unusual. There were some comments made regarding the stolen veteran flags at the Mall post including we should use cheaper flags as they would not get stolen as much, trim the bushes by the sign so people can see the fence by the sidewalk, and we should put up a small electric fence around the base and plant a vine to cover the wire fence.

Instagram:

- Joe said it had 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:

Overall: Michelle said she has lost 3 members of her committee recently. She welcomed her new member, Julie Lampe, was happy to have her on board, and she will be at Happy Hour on January 9, 2025. Michelle looks forward to hopefully other members joining the committee soon. The next committee planning meeting will be on January 15, 2025. Michelle said with the members we have currently, we will not be able to support any new events, but there are lots that we would like to organize including block parties, child meet ups, and holiday events. If anyone knows anyone wanting to help, even if it's just one event, or if someone wants to organize a specific event for the neighborhood, please reach out to Michelle.

Winter Park Pines Community Yoga: Michelle said we had to cancel our last yoga class at the last minute as our instructor was very ill. Michelle called all the registrants to let them know. No future classes are planned at this time due to the low attendance and the time it takes to organize.

Winter Park Pines Happy Hour Meet-Up: The next Happy Hour on is January 9, 2005, at Bonfire at the Winter Park Pines Golf Club from 6 pm – 8 pm. Michelle said we have 4 businesses sponsoring one drink per Pines Resident including:

1. Michelle Deleon from Berkshire Hathaway Home Services, Florida Realty
2. Evelyn Pilchick from RE/MAX 200 Realty
3. Scott Mathis from EFM Services
4. Adam Stewart from Stewart Wellness & Chiropractic

The WPPCA will absorb the cost of some sponsors who backed out. Michelle said she will not organize the event with multiple sponsors in the future as everyone had different opinions on how to organize the details and took a lot of time. Individual sponsors are welcome to sponsor future events they just need to contact Michelle. Denise Ertler said Bonfire is not a 2025 Needles Sponsor so we might consider other venues in the future.

Winter Park Pines Community Wide Spring Garage Sale: The Spring Garage Sale planning is under way. This will be held on March 8, 2025, from 8:30 am – 1 pm. Michelle said she got in inquiry from another business on collaborating with them on a multi-neighborhood spring garage sale and Michelle responded saying we want to hold our own event and for them to not include Winter Park Pines with their other neighborhoods. Shanon Larimer asked when the other business is having their garage sale and Denise said it is usually around spring break which is March 17th – 21st, but they did not give us their date.

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

Mall Maintenance: Fran Frataccia reported the following:

- We have one ground light out at the Mall and Kevin Kenny with K & S Electric looked at it and will be sending us a quote to fix it this week, but it might be high. Melissa Johnson said she has another electrician lead that she will send to Fran.
- Fran will have Josh McCoy with Aesthetic Lawn Care trim the Crepe Myrtle trees.
- Carol and Kyle continue to go up to the Mall once a week to pick weeds and cut bushes.
- Fran also said that we have some Pines trees that are dying but needs the Orange County contact that replaced Mike Casey. Shanon Larimer said it is Dan Willette and gave Fran his contact information. Shanon said he has been in contact with Orange County to get them to replace trees that they remove like the City of Winter Park does. Shanon suggested planting a bunch of 3' long needle pine trees in the Mall as they grow quickly.

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: Melissa Johnson reported the following:

The membership statics as of January 6, 2025:

- Membership dollars paid: \$16,046. up \$ 6,365 from December of \$9,681.
- Number of members: 220, up 88 from December of 132.
- % of homes paid: 24.4% up 9.7% points from December of 14.7%.
- In January 2024, we reported 230 members or 25.5%, so we are down 10 or 4% less members than same time last year. Melissa thinks the next membership drive will help. Melissa said we are doing pretty well considering we did not have many payments at NNO with the rain.

Peter said per the 2025 Membership Drive Plan on November 29, 2024, 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 January 7, 2025, we have received trackable check payments for \$5,500 plus those that were made online. The cost of the mailing was \$732 so our ROI is well over 750%.

Per the Membership Drive Plan the next mailing is in January/February where we send a personalized letter to all unpaid residents reminding them to pay. Peter is taking the lead on this mailing and will be sending the letter and mailing list to the printer on January 15, 2025, with it being mailed late January.

Regarding our new Electronic Payment System, Peter said we have had 42 residents pay with the system so far and have recovered \$86 in processing fees. Still to do, we are identifying someone for Colby to train on Jotform, so we have a backup person.

The committee is made up of Melissa Johnson (chair), and Steve Frizzell. Peter thanked Melissa for leading the Membership Committee.

Needles: Denise Ertler reported that the next issue is coming along just fine for the February/March issue with 12 color pages. This issue has a lot of volunteer related articles, 2 sponsor profiles, one from Shanon Larimer on YOM, an Events article from Melissa Johnson, John Moore on Code Enforcement, a garage sale article, Joe McCluan on the grant, and one from Jeanne Bushong on visiting unknown residents. Denise asked about a blurb about social media odd comments. Denise needs all the articles in by January 10th to get the issue out on time.

Peter reported as the Acting Needles Sponsor Coordinator, that he was happy that we have filled the 2025 sponsorship program with 13 companies. We have 6 Inside Pines Sponsors and 7 Outside Pines Sponsors. 6 sponsors are new this year. All have paid and submitted their graphics. This will allow us to print 4 of our 6 issues in color again this year.

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

- As reported at the December Board Meeting, 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, but we started to connect with some of them in December.
- 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 on the December winners:

- 1st place to Larry & Zeny Schmidt at 431 London Rd.
- 2nd place to Jacob & Heather Kuzman at 2749 Abbey Rd.
- 3rd place to Jordan & Mechele Petrie at 2721 Will O Th Green St.

Shanon has collected all the signs for the season as YOM is on recess until April. He is working on benefits for the next season including negotiating with Towns Garden Center about matching our first place prize and working with a 2025 Needles Sponsor, Seby's Pizza, on different food offerings for each level winner. Shanon is continuing to make the program robust.

Shanon said there was some negative feedback on a December winner in that they had a car on jacks in the front yard and Fleet Road was missed for their collaborative effort of lights. Shanon explained that December judging was done at night and only looked at the holiday lights and not the condition of the yard. Shanon will also be recognizing Fleet Road with a first-time honorable mention for their collaborative street decorations. Shanon expressed satisfaction with the competition and the attention it brought to the neighborhood. Shanon said a lot of residents put lights out this year. Denise Ertler suggested next year that best streets in the Pines be publicized on social media so that those who drive around know where to go in the Pines.

The committee is made up of Shanon Larimer (chair). Peter thanked Shanon for doing YOM each month and we will see the next winners in April after the winer hiatus.

Old Business:

None.

New Business:

Next Meeting: The next meeting is the Board of Directors Regular Monthly Meeting that will be held on Wednesday, February 12, 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: Denise Ertler moved to adjourn the meeting. Fran Frataccia seconded the motion. Motion passed unanimously with no abstentions.

Peter adjourned the meeting at 8:44 pm.

Prepared by: Peter H. Mason, Acting Secretary