

WPPCA Board of Directors Regular Monthly Meeting Minutes

May 14, 2025 @ 7:30 PM

Via Zoom

Directors in attendance:

Peter Mason (President), Joe McCluan (1st VP), Denise Ertler (2nd VP), Michelle Deleon, Fran Frataccia, Carol Magierski.

Directors absent:

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 7:33 pm.

All Directors and Committees Members were sent the agenda on May 13, 2025. 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 wished the WPPCA a happy birthday as we turn 63 on Friday, May 16, 2025. The last six decades of volunteers have kept this organization going strong. Thank you for all the volunteer work everyone does on behalf of the organization.

We had two Committee Member changes this past month. Vanessa Philman has stepped off the Code Enforcement Committee and Warren Sanders has joined the Events Committee. Peter thanked Vanessa for her service over the past two years and welcomed Warren as a committee member.

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 8 new members since the last meeting. We stand at 77 Gold Members and 7 Platinum Members, of which Peter has sent letters and magnets thanking them for their high financial level of membership support. 16 or 19% of these are new top-tier members. Last year at this time we had 67 Gold & 9 Platinum Members, so we are now 8 members above last year's pace of top tier members. We also have 3 more top tier members than for all of 2024.

Peter had 2 residents contact him this past month.

The first resident reported a white car in their driveway with blacked out windows and the motor running. The resident approached the car, and a window came down and there was a young man with a baseball cap on backwards and a T-shirt who held up a sheriff's badge and asked her if it was OK to use her driveway for observation for a little bit. The resident said yes. They also noticed on an adjacent street there was another white car with blacked out windows and the motor running. Peter thanked her for the email and forwarded it to our Code Enforcement Committee Co-Chairs.

The first resident contacted Peter a second time and alerted him to a notice on Nextdoor that said in part: "We live on Ranger Blvd. and on April 20th around 5:30 AM, a Black male rang our doorbell holding a large machete. He walked around the front of our home for 25 minutes. Please be on the lookout for him. If anyone has seen him or has information, please contact me. A police report has been filed. Person Hair: Dreads, Top: Dark shirt with a graphic of bear with glasses, Bottom: Dark jeans." Apparently, the residents were out of town at the time. Peter thanked her for her note and forwarded it on to our Code Enforcement Committee Co-Chairs. Joe McCluan said the Nextdoor video was disturbing and had a lot of comments online. From the comments, a police report was filed, but they did not figure out who it was.

The second resident stopped by Peter's house and told him that AT&T was at Cady Way and S. Ranger Blvd with a tent soliciting folks without a permit. She said they were on the west end of Banchory Road by the Cady Way Trail but moved over to Cady Way & Ranger. Peter thanked her for letting him know and told her he would let our Code Enforcement Committee Co-Chairs know.

Peter said he 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 Ad Hoc Nomination Committee, please let Peter know by Saturday, May 24th. The 2025/2026 slate gets presented for approval at the October Annual Meeting of the Membership. Peter will also be reaching out to everyone in July on their intentions to serve and committee needs for next year.

Peter has communicated with Colby Roof, and Peter has agreed to run the budget process again this year. Peter will talk more about the timetable at the June meeting.

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 March 12, 2025, was previously unanimously approved via DocuSign.
- Our turn-around time for the May 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.
- Peter is testing a new electronic signature software so the minutes for approval may be sent via BoldSign this month which was a lead from Coby Roof. If some kinks don't get worked out before then, Peter will use the normal DocuSign service. .

Treasurer: Peter Mason sent in the pre-reads to the Directors and Committee Members on May 13, 2025, several documents including the April P&L and Wave reports for the April 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). \$420 in checks and \$974 from Square for 2025 memberships.
- Estoppel Fee Income (Account 4075). \$100 for estoppels.

- Interest Income (Account 4090). \$.06 in interest income.

P&L, Expenses:

This month's expenses were as follows:

- Mall Lawn Service (Account 5130). \$600 for monthly service for April from Aesthetic Lawn Care.
- Mall Pest Control & Fertilizer (Account 5150). \$170 for the bi-monthly service from Best Pest Control.
- Mall Repair & Upkeep (Account 5170). \$75 for plants & mulch.
- Needles Publication (Account 5210). \$35 for delivery bags.
- 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). \$298 for utility charges from Duke Energy for the Mall area.
- Website, Social Media, Etc. (Account 5500). \$42 for the annual PDF Viewer fee.
- Yard of the Month (Account 5520). \$600 for Towns Garden Center 1st place winner matching prizes of 12 at \$50 each.

Net Ordinary Income:

- This Month (Budget):
 - The P&L reflects a negative NOI of -\$392, with Income of \$1,494 and Expense of \$1,885.
- Year to Date (Budget):
 - The P&L reflects a positive NOI of \$19,448 with Income of \$30,227 and Expense of \$10,779.
- Year to Date (Cash):
 - The P&L reflects a positive NOI of \$4,564 with Income of \$15,343 and Expense of \$10,779.

Account Balances:

- Checking and Savings account balances of April 30th totaled \$33,693, reflecting a month-over-month decrease of -\$825.
 - Checking Account Balance: \$26,548
 - Savings Account Balance: \$7,145

Carol Magierski asked why the Duke Energy bill was so high and perhaps it was due to using more water due to the drought.

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

Peter said that Colby is monitoring our bank balances and transferring excess money from checking to savings.

Due to Colby's limited daytime availability, Peter has agreed to take over doing the bank deposits at Fifth Third Bank.

1st Vice President: Joe McCluan said he had nothing to report. Peter thanked Joe for being our 1st VP and 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:

Needles: Denise Ertler reported that the next issue is going really well and has a listing of all the members in a 16-page B&W issue that is currently being edited. She hopes to get the issue to the printers by May 19th/20th. Michelle Deleon asked about putting a sponsor flyer in the issue. Denise said they need to be to her by May 27th and separated according to quantity of each of our 16 delivery routes.

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.

Code Enforcement: Carol Magierski reported on the following 11 incidents:

Code Enforcement:

1. On 3/20/25 on Monmouth Way, a camper in street, reported to 407-836-0800.
2. On 3/20/25 on Roughbeard Road, a pothole in street, case # 3072859.
3. On 3/20/25 on Sandwell Road, two cement mixers in driveway and SUV Ford in driveway with expired tag, case #3072857.
4. On 3/20/25 on Fitzhugh Road, trash & bags in the front yard, case #307773.
5. On 3/29/25 on S. Ranger Blvd, over-grown yard with weeds, case #3077236.
6. On 4/10/25 on Banchory Road, high grass, case #3083589.
7. On 5/5/25 on Banchory Road, camper in driveway, case #3096832.
8. On 5/5/25 on Lincolnshire Road, camper bus in driveway, case #3096836.
9. On 5/10/25 on Sandwell Road, two cement mixers in driveway, case #3099997. This one was called back in due to the previous violation that was closed out by the county. Apparently, the owner claimed that the cement mixers were currently in use.

Police Log:

1. On 3/18/25 at 2:24 PM, on the 2900-2988 block of Scarlet Road, theft/fraud, case #1236.
2. On 4/25/25 at 9:54 AM on S. Semoran Blvd/Banchory Road, aggravated assault, case #0787.

Joe McCluan asked about the person with the bike that is at the Mall a lot. Carol said he comes and goes, wears different clothes and she talked to him once and he acted normally. She will continue to keep an eye open for 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:

- 124 Site visits.
- 98 Unique visitors.
- Session Source by Category:
 - 65 Direct
 - 48 Google.
 - The rest on Bing, Yahoo and Facebook.
- New versus Returning Visitors:
 - 84 New.
 - 14 Returning.
- Sessions by Device:
 - 56% Desktop.
 - 44% Mobile.
- Sessions by County:
 - 116 USA.

- 4 Argentina
 - 1 Germany
 - 1 India
 - 1 Nigeria
 - 1 Turkey
- The busiest day was Tuesday, and the slowest day was Saturday.

Facebook

- Regular traffic and nothing unusual.

Nextdoor

- The Machete incident as discussed under the President's report has a lot of comments.
- A resident said she has been picking up trash along North Ranger Blvd north of Cady Way and the 1-mile section of Cady Way west of Ranger Blvd for the past 8 years but will not be able to do it for the next week so wanted someone to help with the trash pickup.
- Normal traffic with folks selling stuff.

Instagram:

- Regular traffic and nothing unusual.

Joe said he has fixed the events happy hour registration on the website to go to Michelle Deleon instead of Peter.

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:

Winter Park Pines Happy Hour Meet-Up:

We had a great turnout at our April 10th happy hour, with around 40 attendees enjoying live music. Special thanks to Scott Mathis (EFM) and Michelle Deleon (Berkshire Hathaway Home Services, Florida Realty) for sponsoring the event. Our next happy hour is set for Thursday, July 17th — mark your calendars!

New Committee Member:

This month, we welcomed Warren Sanders to the committee. We are still looking for more members.

Planning Meeting:

Michelle said she has reached out to the Events Committee Members to determine the best date and time for our next planning meeting. With the Fall Garage Sale and National Night Out happening close together, we'll need to coordinate carefully to ensure both events run smoothly.

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 having another successful happy hour.

Mall Maintenance: Fran Frataccia reported the following:

- Mulch & plants were installed.
- The veterans' flags were taken again for the 3rd time. Someone also raised the main flag when it was supposed to be at half-staff.

Michelle Deleon asked about installing a camera and discussion ensued about possibilities of doing that.

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 said Melissa Johnson could not attend the meeting, so Peter reported on the following:

The membership statics as of May 10th:

- Membership dollars paid: \$23,681, up \$2,387 from March of \$21,294.
- Number of members: 320, up 28 from March of 292.
- % of homes paid: 35.5% up 3.1% points from March of 32.4%.
- Average payment is \$74.00, up \$7.15 or 11% from 2024 of \$66.85
- In May 2024, we reported 332 members or 36.8%, so we are down 12 or 4% less members than same time last year.

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

- Per the Membership Drive Plan a letter was mailed on March 26th to 82 unpaid non-resident owners, reminding them to pay.
- 7 weeks later our results so far are:
 - Payments received: 11 for \$772.
 - 5 checks and 6 electronic payments.
 - The ROI on the campaign is 411% as the cost of the mailing was \$188 versus the payments received of \$772.
- Per the Membership Drive Plan, the next mailing is May to all unpaid residents that paid in the previous 3 years reminding them to pay. This is a new mailing this year. Peter has organized this mailing, and it will be going out to about 143 residents on May 21st.
- Regarding our new Electronic Payment System, we have had 103 residents pay with the system so far and have recovered \$211 in processing fees.

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

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

- Jeanne 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 145 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 the lead from Warren Sanders came from one of Jeanne's visits.
- 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 said Shanon Larimer could not attend the meeting, so Peter reported on the following:

- April winners:
 - 1st place to Drew & Maria Piner at 536 Cornwall Rd.
 - 2nd place to Brian & Suzan Terry 736 Monmouth Way.
 - 3rd place to Keith & Jolynn Graham 632 London Rd.

- May winners:
 - 1st place to Ryan & Jamie Carbery at 733 Saint Dunstan Way.
 - 2nd place to William & Ashley Roof at 733 Roughbeard Rd.
 - 3rd place to Victoria, Alicia, & Manus McGinnis at 502 Gilbert Rd.

Peter said that when visiting Seby's Pizza, the owner Sebastian Donofrio said that YOM winners have been redeeming their pizza prizes.

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, June 11, 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 said this was the quickest meeting we have had.

Peter adjourned the meeting at 8:16 pm.

Prepared by: Peter H. Mason, Acting Secretary