

WPPCA Annual Meeting of the Board of Directors Minutes

November 13, 2024 @ 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, Shanon Larimer, Carol Magierski.

Directors absent:

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 November 12, 2024. 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 Annual Meeting of the Board of Directors. Peter Mason reminded everyone that the Board Meetings are recorded to aid in minute taking. He also said any motions moved, seconded then discussed or voted on at a Board of Directors Meeting can be by a current Director only.

Officer Reports:

President: Peter Mason thanked everyone for all the volunteer work everyone does on behalf of the organization. Being a new board term, Peter recapped our Board & Committee make-up:

The current Board of Directors is comprised of 9 Officers and Directors which include Peter Mason, Joe McCluan, Denise Ertler, Colby Roof, Michelle Deleon, Fran Frataccia, Melissa Johnson, Shanon Larimer, and Carol Magierski. Peter welcomed Carol to the Board. We are allowed to have up to 18 Directors, so we have many open board seats.

We have 8 committee members including Tonio Bianca, Jeanne Bushong, Steve Frizzell, Steve Kelly, John Moore, Vanessa Philman, Kyle Schafer, and Melissa Wolfe,

The board makeup of Officers and Committee Chairs is as follows:

The Officers:

- President – Peter Mason
- 1st VP – Joe McCluan
- 2nd VP – Denise Ertler
- Treasurer – Colby Roof

- Secretary – open

We have 8 standing committees which are led by:

1. Code Enforcement – Co-Chairs: Fran Frataccia & Carol Magierski
2. Digital – Chair: Joe McCluan
3. Events – Chair: Michelle Deleon
4. Mall Maintenance – Chair: Fran Frataccia
5. Membership – Chair: Melissa Johnson
6. Needles – Editor: Denise Ertler
7. New Neighbor Welcome – Acting Chair: Peter Mason
8. Yard of the Month – Chair: Shanon Larimer

We also have 10 volunteers that service on the Ad Hoc Project Group. If anyone has a special project just let Peter know and he will reach out to these folks.

We had no Board and Committee Member changes this past month.

We still need more Directors and Committee Members for Events, Membership, Digital & New Neighbor Welcome so Peter needs more leads. Peter has one candidate interview to be scheduled once they are available. 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 18 new members since the membership year started October 1st. We stand at 16 Gold Members and 2 Platinum Members, which Peter has sent letters and magnets thanking them for their high financial level of membership support. 11% of these are new top-tier members. Last year at this time we had 17 Gold & 1 Platinum Members.

The WPPCA Adopt-A-Precinct Team worked the General Election on November 5th for 14 hours. We earned \$2,950. We had a steady turnout but no long lines as many folks voted early. Thanks go to those that worked including Marcia Damkjer, Michelle Deleon, Carol Magierski, Peter Mason, Sally Milton, Dani Schafer, and Brian Terry.

Peter did a survey last month of all Directors on how and when to have our next Director and Committee Member social gathering. The last gathering was in February 2024 when we had 15 attendees at Peter's house. The survey results are slightly in favor of March on a Tuesday or a Friday. As we get closer to March, Peter will send out a Doodle Poll so all can vote on the best date.

Peter had no residents contact him this past month except for some veterans regarding getting on our list. Peter also had two veterans send him notes of thanks for recognizing them.

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 Membership minutes of October 9, 2024, was previously unanimously approved via DocuSign.
- Our turn-around time for the November minutes will be less than a week to get them into the upcoming Needles so the Directors' quick responses to review and approve them are appreciated over the next several days.
- As a reminder, if anyone has any written reports that you use for presenting your 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 November 12, 2024, the October P&L. Colby reporting on the following:

Colby talked about the history of the P&L and how he has enhanced it over the past year from a totally manual 1-page Excel spreadsheet to a more complicated Excel spreadsheet with journal entries tied to our chart of accounts that create the P&L entries. In his business he has been using a cloud-based software called Wave which is a lighter, simpler version of what QuickBooks is. Wave can connect to PayPal, Square and our bank account. It accumulates the transaction data to our accounts. It is very intuitive, easy to use and reduces data entry to cut down on any errors. It can do cash versus accrual basis accounting. It can also do year over year analysis and has receipts online in its system. The cost is only \$170 per year. Colby recommends that we move to this Wave platform as it will increase efficiency, making it easier for future Treasurers to use rather than a handwritten Excel file and is easier for potential future auditing.

Motion: Shanon Larimer moved to adopt and move our accounting system to Wave. Fran Frataccia seconded the motion. Motion passed unanimously with no abstentions.

P&L, Income:

This month's income was as follows:

- Estoppel Fee Income (Account 4075). \$100 for estoppels.
- Interest Income (Account 4090). \$.06 in interest income.
- Memberships for next year (Accounts 4020, 4021, 4022). Total of \$2,819 with \$820 in cash & checks, \$829 in PayPal and \$1,170 in Square for the 2025 Membership Year.

P&L, Expenses:

This month's expenses were as follows:

- Mall Lawn Service (Account 5130). \$600 for monthly service 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). \$522 with \$465 for irrigation repairs by Advanced Florida Outdoor and \$56 for mulch.
- Needles Publication (Account 5210). \$1,082 with \$35 for delivery bags and \$1,047 for the October/November Needles printing from Aloma Printing.
- Projects, Special NNO Etc. (Account 5330). \$836 for Event postcard printing and mailing from Minuteman Press.
- Rental Warehouse (Account 5350). \$49 for the recurring iStorage monthly charge.
- Utilities, Duke Energy, Etc. (Account 5490). \$255 for utility charges from Duke Energy for the Mall area.

Net Ordinary Income:

- This Month (Budget):
 - The P&L reflects a negative NOI of (\$3,414) with Income of \$100 and Expense of \$3,514.
- Year to Date (Budget):
 - The P&L reflects a positive NOI of \$10,031 with Income of \$39,163 and Expense of \$29,132.
- Year to Date (Cash):
 - The P&L reflects a negative NOI of (\$493) with Income of \$28,639 and Expense of \$29,132.

Account Balances:

- Checking, Savings, PayPal & Square account balances of October 31st totaled \$17,131, reflecting a month-over-month decrease of \$959.
 - Checking Account Balance: \$9,951
 - Savings Account Balance: \$7,180
 - PayPal Account Balance: \$0 – auto transferred weekly.
 - Square Account Balance: \$0 – auto transferred daily.

Peter commented that our budgeted actual NOI is looking strong versus our budgeted plan which will help build or bank balances back up.

Motion: Michelle Deleon moved to accept the Treasurer's report as presented that was also in the meeting pre-reads labeled P&L October 2024 Rev 2. Denise Ertler seconded the motion. Motion passed unanimously with no abstentions.

Peter thanked Colby for keeping our books for a full year now and looks forward to the next upgraded version.

1st Vice President: Joe McCluan reported on the last portion of the 2024 Orange County Non-Matching Beautification Grant, that he met with Vice Painting for our 4-entrance column pressure washing and painting work on November 5th. He noted they fixed the light on the Scarlet Road entrance and Joe needs to verify all work has been completed. If done, Joe will close out the grant. Peter thanked Joe for working on this grant and getting it closed out.

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

Committee Reports:

Needles: Denise Ertler reported the upcoming 16-page color issue is coming along fine. She still needs some small articles. She hopes to get it to the printer by November 20th but may be delayed in delivery by December 1st due to the holiday closures by the printer.

Peter said as the Acting Needles Sponsor Coordinator, he started the solicitation process on October 1st which rolled out in separate phases offering it to Inside the Pines residents and existing sponsors first. His database has really grown and has solicited 86 businesses so far. 12 have said they are interested, and Peter has sent them invoices. 6 have paid already. We have a fixed amount of sponsors that we take and it is based on a first paid first included basis. If the pace keeps up, we may be full by the end of November and may have to turn some people away. We hate to turn away money, but we want to balance the Needles content by not taking more than 2 pages of Sponsor Ads and having about 2 Sponsor Business Profiles in each issue. Michelle Deleon thanked Peter for all the hours he puts in. If anyone has any leads for potential sponsors send Peter their information and he will add them to his database.

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

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

1. On 10-30-24 on London Rd, camper in driveway, case #3005833.
2. On 10-30-24 on Lincolnshire Rd, high grass, case #3005847.
3. On 10-30-24 on Lincolnshire Rd, small camper in driveway, case #3005841.

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: Joe McCluan reported on the following:

Website: Joe has made some updates and added a Yoga registration page with a waiver, which Michelle Deleon said looks great.

Facebook: Joe said that there was the same normal traffic.

Nextdoor: Joe said that there was the same normal traffic.

Instagram: Joe said that there was the same normal traffic.

The committee is made up of Joe McCluan (chair), Tonio Bianca, and Melissa Wolfe. Peter thanked Joe for stepping up and continuing to lead the Digital Committee.

Events: Michelle Deleon reported on the following:

Winter Park Pines Community Yoga: We held the November Yoga Class for 8 participants on Saturday, November 2nd at the Winter Park Pines Golf Club. Yoga classes have been secured with the instructor through March of 2025. The instructor is not available on the first Saturday of April or May, so the committee will either need to find a replacement; Michelle can check if she can change the dates for those 2 months; or cancel those months. Thanks to Joe McCluan for adding Yoga classes to the website. Michelle will order 10 new signs with the QR Code displaying the correct sign-up form, this way we don't need to use Eventbrite anymore.

Winter Park Pines Happy Hour Meet-Up: Our Happy Hour was October 17th from 6 pm – 8 pm at Bonfire at the Winter Park Pines Golf Club. Approximately 40 residents showed up. The next one is scheduled for January 9th from 6 pm - 8 pm at Bonfire.

Winter Park Pines Fall Garage Sale: We had 27 homes participate in the Community-Wide Garage Sale on Saturday, November 9, 2024. This resulted in \$270 in gross income to the association. If we subtract the \$49 for the cost of the permits from that, it's a net \$221 to the association. We decided to only have the shredder van at the Spring sale, as it is an expensive item for our sponsors to help pay for. The charity this time was One Heart for Women and Children. They were late showing up, arriving around 1:45 pm when they were supposed to be there by 12 pm. Special thanks to Melissa Wolfe for doing a great job publicizing the event, Fran Frataccia for helping with registrations on Thursday evening, Denise Ertler, Carol Magierski, and Vanessa Philman for placing and picking up signs, and Peter Mason for picking up signs and getting me last minute help. Fran Frataccia said Michelle did a good job on the garage sales and folks were very happy. Peter concurred based on his conversations with many participants on a well-run event, good traffic, and a good map & signs. Fran said maybe someone can help more next time and give out the signs instead of Michelle, which Fran offered to do. Peter thanked Michelle for also timely reporting on the money raised.

General Plans: In general, Michelle's goal over the next month or two is to iron out tasks that Event Committee Members can "own," what is needed for each of those tasks, and getting those tasks assigned early. It was a bit of a last-minute fire drill this time, so expect there to be committee meetings in 2025 and tasks assigned to everyone if you are on the committee.

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

Mall Maintenance: Fran Frataccia reported that she talked to Carlton Arms about picking up their yard debris near the entrance. Carol Magierski said we are getting a lot of trash in the Mall area. Fran also said that some small irrigation repairs were made by John Schuss with Advanced Florida Outdoor for \$31.

Peter Mason said that Veterans Day was November 11th, and he continued the recognition tradition that Fran Frataccia had done for many years. We had 94 registered veteran homes for which we put a flag in each yard and left a letter of thanks at each door. Thanks to our volunteers Denise Ertler, Liz O'Neill, and Brian Terry for delivering them. We also put a Thanks to our Veterans Sign at our main entrance sign at the Mall.

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 sent out in the pre-reads to the Directors and Committee Members on November 12, 2024, the 2025 Membership Drive Plan. Peter reported for Melissa Johnson as she was not able to attend the meeting.

The membership statics as of November 10th:

- Membership dollars paid: \$3,480 up \$2,320 from October of \$1,160.
- Number of members: 43, up 27 from October of 16.
- % of homes paid: 4.8% up 3% points from October of 1.8%.
- In November 2023, we reported 63 members or 7.0%, so we down 20 or 32% less members than same time last year.

The 2025 Membership Drive Plan that was in the pre-reads lists the 15 actions planned by the Membership Committee for the new membership year. Highlights include:

1. 4 mailings to unpaid members, 1 more than last year.
2. Events geared toward driving membership in 2025 and planning for ones in 2026.
3. Listing all paid members in the June/July 2025 Needles.
4. Set next year's rates at the September BOD Meeting.
5. Membership article in the October/November 2025 Needles.
6. 1 mailing to kick off the 2026 membership year in the Fall 2025.
7. Participate in NNO.
8. Have the "Are you a Member" article in each Needles.
9. President to send thank you letters and logoed magnets to all Gold & Platinum Members.
10. Work on converting YOM winners to members.
11. Promote membership at each Happy Hour Event.

Regarding our electronic payment capture project, Colby Roof informed Peter recently that he does not have the bandwidth to continue working on this project. So, we are looking for someone with IT and Square experience to continue what we started and get this project over the finish line. This project will help us collect better resident data for electronic payments as we collect no data now, increase efficiency for electronic payments, and also help collect processing fees as we absorb all those costs now. Should anyone know anyone with this expertise or interest, please let Peter know.

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 on the following:

- We have been visiting about 10 homes each month now since August and are catching up to those that moved in up to one year ago. We don't plan to visit residents that moved in over one year ago.
- Orange County has been good at re-supplying Peter with materials to hand out in our logoed tote bags.
- Once we are caught up, our next goal is to visit homes where we don't have any residents' names to see who lives there and welcome 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), Jeanne Bushong, and Tonio Bianca.

Yard of the Month: Shanon Larimer reported on the following:

October winners:

- 1st place to Daniel & Donna Palmari at 2729 Will O Th Green St.
- 2nd place to Brent & Kim Ludlow at 412 Friar Rd.
- 3rd place to Darren Weiser at 2745 Will O Th Green St.

November winners:

- 1st place to Steven & Kristen Liuzza at 627 S. Ranger Blvd.
- 2nd place to Philip Wallace & Jim Bramer at 402 St. Dunstan Way.
- 3rd place to Jeff & Brooke Rojas at 320 St. Dunstan Way.
- All November winners were members of the association.

Michelle Deleon had a resident ask if folks can vote for the winning holiday decorations house. Shanon said there were not a lot of houses for Halloween due to Hurricane Milton. Shanon was not opposed to sending pictures to board members to vote on.

For December, Shanon is inviting everyone to light up Winter Park Pines in our Festive Spectacle of Lights Contest. Judging takes place Dec.13 - 15, from 6 pm - 9 pm. Shanon said for the winners he hand delivers the letters to try to meet residents rather than mailing them.

The committee is made up of Shanon Larimer (chair). Peter thanked Shanon for doing YOM for one full year now.

Old Business:

None.

New Business:

Holiday decorations: We will follow past traditions and put up the holiday decorations at the Mall the Saturday after Thanksgiving which is November 30th at 1:00 pm. We are looking for volunteers to assist which takes us about 2 hours. So far, we have three folks that have signed up including Liz O'Neill, Kyle Schafer, and Dani Schafer. Colby Roof (tentative) and Carol Magierski said they would also volunteer. Peter will send out a reminder email to all Directors this coming weekend. Peter has already solicited the Committee Members and the Ad Hoc Project Group.

Next Meeting: The next meeting is the Board of Directors Regular Monthly Meeting that will be held on Wednesday, December 11th at 7:30 pm. Denise Ertler has offered to host the meeting at her house if we have a quorum in person. All Directors agreed to hold it in person at Denise's house. 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.

Fire on Fitzhugh: Fran Frataccia said there was a house fire in November on Fitzhugh Rd that had a fatality, one person survived, and the house will be a total loss.

Closing:

Peter Mason thanked everyone for taking the time to attend and contribute to the Annual Meeting of the Board of Directors. Peter said we are going to have a great year ahead!

Motion: Colby Roof moved to adjourn the meeting. Michelle Deleon seconded the motion. Motion passed unanimously with no abstentions. Peter adjourned the meeting at 8:42 pm.

Prepared by: Peter H. Mason, Acting Secretary