

# WPPCA Board of Directors Regular Monthly Meeting Minutes

*June 11, 2025 @ 7:30 PM*

*Via Zoom*

## Directors in attendance:

Peter Mason (President), Joe McCluan (1st VP), Denise Ertler (2<sup>nd</sup> 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. We had a record short 43-minute meeting last month.

All Directors and Committees Members were sent the agenda on June 10, 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 no Director or 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. 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 7 new members since last month. We stand at 83 Gold Members and 8 Platinum Members, of which Peter has sent letters and magnets thanking them for their high financial level of membership support. 18 or 20% of these are new top-tier members. Last year at this time we had 69 Gold & 9 Platinum Members, so we are now 13 members above last year's pace of top tier members. We also have 10 more top tier members than for all of 2024.

Peter had 2 residents contact him this past month:

The first resident called Peter and said he participated in the Fall Garage Sale, but no one picked up his sign and wanted to know what to do with it. Peter gave him directions to his house, and he dropped it off. He has been a long-time member and Peter got to chat with him for a while.

The second resident called Peter and wanted to know when they pick up furniture at the curb. Peter told her pickups were on Mondays.

Peter stated last month he was working on forming the Ad Hoc Nomination Committee per our Bylaws to come up with a slate of Officers and Directors for the new term starting in October. Peter has appointed the committee members, who are Denise Ertler as chair and members of Joe McCluan and Fran Frataccia. Peter looks forward to the committee identifying some new Directors to join our ranks. 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 also stated last month that he will be running the 2026 budget process again this year. Peter wants to ensure everyone is engaged with the process again this year. Directors and Committee Chairs should start to think about financial needs for 2026 as our fiscal year starts January 1<sup>st</sup>. Officer and Committee recommended numbers and back-up assumptions should be submitted to Peter by July 15, 2025. This gives all Committee Chairs 35 days to consult with their committee members, review past numbers, get any quotes, and forecast your numbers for 2026. If anyone is an income producing committee also include revenue expectations. Peter will be showing everyone 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 May 14, 2025, was previously unanimously approved via BoldSign.
- The test of the new electronic signature software with BoldSign worked last month so Peter will continue with that service since it is free.

Treasurer: Peter Mason sent in the pre-reads to the Directors and Committee Members on June 10, 2025, several documents including the May P&L and Wave reports for the May P&L, Cash Flow and Balance Sheet. Colby Roof reported on the following:

**P&L, Income:**

This month's income was as follows:

- Memberships (Accounts 4010, 4011, 4012, 4020, 4021, 4022, 4025). \$180 in checks and \$1,079 from Square for 2025 memberships.
- Interest Income (Account 4090). \$.15 in interest income. The increase from \$06 was due to maintaining a higher balance in our savings account.

**P&L, Expenses:**

This month's expenses were as follows:

- Membership (Account 5190). \$280 for the May Membership mailing to unpaid residents that paid in the previous 3 years.
- Needles Publication (Account 5210). \$738 total. \$31 for delivery bags. \$706 for the June/July Needles printing from Aloma Printing.
- 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). \$149 for utility charges from Duke Energy for the Mall area.

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

- This Month (Budget):
  - The P&L reflects a positive NOI of \$27, with Income of \$1,259 and Expense of \$1,231.
- Year to Date (Budget):
  - The P&L reflects a positive NOI of \$19,625 with Income of \$31,486 and Expense of \$11,861.
- Year to Date (Cash):
  - The P&L reflects a positive NOI of \$4,741 with Income of \$16,602 and Expense of \$11,861.

#### **Account Balances:**

- Checking and Savings account balances of May 31<sup>st</sup> totaled \$33,420, reflecting a month-over-month decrease of -\$272.
  - Checking Account Balance: \$9,775
  - Savings Account Balance: \$23,645

**Motion:** Shanon Larimer 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.

Colby said he was glad BoldSign was working and Peter thanked him for that lead.

Peter noted our savings account balance is much higher now, which reflects what he mentioned last month that Colby is monitoring our bank balances and transferring excess money from checking to savings.

Peter also reported that we transferred the bank deposit duties at Fifth Third Bank from Coly to Peter and that has been working smoothly.

Peter thanked Colby for keeping our financial books.

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: Denise Ertler said she had nothing to report. Peter thanked Denise for being our 2<sup>nd</sup> VP and taking on multiple roles.

## **Committee Reports:**

Code Enforcement: Carol Magierski reported on the following 8 incidents:

#### **Code Enforcement:**

1. On 5-16-25, at the end of the cul-de-sac of Fitzhugh Rd, high weeds as the city is supposed to maintain it, case #3103519. The city has now cut it.
2. On 5-16-25, on Sheriff Way, high grass and weeds, case #3103522. The put a sign in their yard and the resident has now cut it.
3. On 5-18-25 at 1:50 PM on the 2700-2740 block of Scarlet Rd, assault case #0669. There seems to be multiple incidents at this same address.
4. On 5-26-25, at Cornwall Rd and Will O Th Green Street, camper blocking sidewalk. The have since moved it.
5. On 5-29-25, on Sheriff Way, camper in driveway, case #3110328.
6. On 5-29-25 on Gilbert Rd, tent in the front yard, case #3110329.

7. On 6-2-25 on the 2700-2740 block of Scarlet Rd, assault, case #0457.
8. On 6-2-25, on the 600-798 block of Warrenton Rd, assault case #0550.

Fran said she has called the County three times to set up some speed traps on Ranger Blvd and is waiting for them to return the call. Melissa Johnson asked what assault means. Fran thought it might be a domestic issue with residents. Denise Ertler asked about the person that is sometimes in the Mall area. Joe said there was chatter on Nextdoor about it. Fran said he looks very good wearing jeans and has a nice bike. Melissa Johnson sees him when she is walking in the morning and seems to have some mental issues, but he is harmless. Shanon said some homeless people get a gym membership so they can use showers and lockers. Fran said Carol has talked to him in the past and he has been very nice. Carol said it is kind of a mystery, but he is very polite. Fran said he is very nice.

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:

- 111 Site visits, down 13%.
- 78 Unique visitors, down 20%.
- Session Source by Category:
  - 61 Direct, down 9%.
  - 42 Google.
  - 2 on DuckDuck Go
  - 2 on Bing
  - 1 on Yahoo
- New versus Returning Visitors:
  - 71 or 91% New.
  - 7 or 9% Returning.
- Sessions by Devise:
  - 60% or 54% Desktop.
  - 51 or 46% Mobile.
- Sessions by County:
  - 99 USA.
  - 4 Argentina
  - 2 Singapore
  - 1 France
  - 1 Pakistan
  - 1 Poland
  - Joe said some of these may be coming through a VPN to hide their origin address. Fran asked what a VPN was. Joe said it was a way to hide one's digital footprint.

#### **Facebook**

- Regular traffic and nothing unusual.

#### **Nextdoor**

- There was a lot of chatter about person at the Mall who moves around to various locations including the Citgo and by St Andrews Church. He is a homeless guy and really nice form interactions with folks.
- Everything else was normal traffic.

#### **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 held a planning meeting on June 2, 2025, to discuss our upcoming fall events. Thanks to Julie Lampe, Melissa Wolfe, and Warren Sanders for attending. We are in full swing with planning, and the team is so engaged, we decided to take on another event this year.

Our next Events Committee Meeting is July 10, 2025, so if anyone wants to join and help with any particular event, we could always use more hands. Shoot Michelle an email or a text if anyone is interested in helping plan events.

**Winter Park Pines Happy Hour Meet-Up:** July 17, 2025, will be the next neighborhood happy hour at the Bonfire at Winter Park Pines Golf Club from 6 pm - 8 pm. The location is already set. We will pause having live entertainment as it gets loud inside, and most people will be inside due to it being so hot. Live music can resume for happy hours during the months of November - March if the artist is willing to play for free/tips.

We will likely hold another happy hour in mid-September on a Thursday at Bonfire at the Winter Park Pines Golf Course. Date is TBD. If any of our sponsors want to take on helping to plan and pick up the cost of a drink for each paid member, let Michelle know. Otherwise, Scott Mathis with EFM Services and Michelle Deleon with BHHS Florida Realty will be sponsoring the event and Michelle will continue to partner on this going forward.

**Winter Park Pines National Night Out:** National Night Out will be October 7, 2025, from 5:30 pm - 7:30 pm at the Winter Park Pines Golf Club. We have reserved the venue, registered the event with the Sheriff's Office, and requested a vehicle. This time, Michelle requested a SWAT unit as our first choice, an antique car as our second choice, and then anything else other than a K-9 or mounted police due to animals not being allowed on the golf course. Hoping for nice weather this year. The team is starting to plan some of the details of this event.

**New Event:** Neighborhood Block Party - Frights on Friar, will happen Friday, October 31, 2025 (Halloween). This is building on what Brent Ludlow has been doing on Friar in past years. Because there are so many other big events in the Fall within a short amount of time, we will keep this simple with social media advertising, listed on the NNO/Garage Sale Postcard, and some signs made. Michelle will reach out to Melissa Johnson by borrowing her ideas for the block party flyers she did on Banchory a few years ago. Ideas include candy for the kids, potluck, and maybe a bounce house if anyone has one, they want to let us borrow. Event starting around 6 pm and going until perhaps 9:30 pm. Michelle needs to research with the county to see if we need to/can block off a portion of Friar Road. Michelle asked the group about their thoughts about the block party. Melissa Johnson and Colby Roof liked this idea for families and being able to do more or members. Denise said Will O Th Green Street area has a lot of kids and they do an event.

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

Our community wide garage sale is set for November 8, 2025. We will begin planning. Will need to check with the Winter Park Pines Golf Course to ensure we can have our charity truck there.

Fran Frataccia asked about a picnic or pool event. In the past we have had NNO at the Cady Way Pool, but it costs money to rent. Michelle said the golf course is free and she hopes they will have expanded their kitchen to have more food offerings. Michelle the pool could be a summer or spring event. Melissa Johnson said if Halloween was successful, maybe have a spring pool event. If at the pool, perhaps allowing members to attend for free and non-members to pay a nominal fee. Denise Ertler said that was how it was set up at the pool for NNO in the past with a lot of vendors with food and sponsors. Michelle said she was overdue to get together with Melissa on brainstorming ideas. Comments were made

about having another event would need more volunteers on the committee or all board members would have to help out.

The committee is made up of Michelle Deleon (chair), Julie Lampe, Warren Sanders, and Melissa Wolfe. Peter thanked Michelle for leading the Events Committee as she plans for the busy season.

Mall Maintenance: Fran Frataccia reported the following:

- There continues to be a lot of trash thrown onto the Mal areal.
- On June 12<sup>th</sup>, the committee will be cutting down a dead tree in the middle island.
- The Veteran's Flags continue to get stolen.
- Carol Magierski said several folks have stopped and thanked the committee for their work while at the Mall.
- Denise Ertler asked about the condition of the POW/MIA flag.
- Fran is doing the flag lowering/raising and is looking for someone to take over those duties. Denise suggested advertising it on Nextdoor.

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

Membership: Melissa Johnson reported the following:

The membership statics as of June 9<sup>th</sup>:

- Membership dollars paid: \$25,401, up \$1,720 from May of \$23,681.
- Number of members: 339, up 19 from May of 320.
- % of homes paid: 37.6% up 2.1% points from May of 35.5%.
- Average payment is \$74.93, up \$8.08 or 12% from 2024 of \$66.85 due to all the membership rate changes we made this year.
- In June 2024, we reported 342 members or 38.0%, so we are down 3 or 1% less members than same time last year. Melissa said we still need some more members.

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.
- 3 weeks later our results so far are:
  - Payments received: 17 for \$1,514.
  - 5 checks and 12 electronic payments.
  - 6 Gold and 1 Platinum Members.
  - The ROI on the campaign is 543% as the cost of the mailing was \$279 versus the payments received of \$1,514.

Regarding our new Electronic Payment System, we have had 118 residents pay with the system so far and have recovered \$241 in processing fees.

The committee is made up of Melissa Johnson (chair), and Steve Frizzell. Peter thanked Melissa for being our Membership Chair.

Needles: Denise Ertler reported the following:

- She asked about approval of purchasing the Adobe software again this year for \$155. Peter said if it is in the budget then the board has already approved it.
- The latest Needles is another good issue. The distributed copy is B&W, but she produced a color one for the WPPCA Website.

- She had a route distributor complaint about placing ads in the Needles Packet for delivery. They will probably not stay as route distributors. Joe McCluan and Carol Magierski said inserting the ads is very easy to do.
- Looking for 2 route distributors. Melissa Johnson asked what routes were open and Denise said to contact her if interested and Denise will share that information.
- Had a route distributor fall when delivering and will no longer be able to deliver. Fran Frataccia called the county and reported the uneven sidewalk that she fell on.
- Denise said the costs from our printer, Aloma Printing, to print inserts have gone up. For them to insert ads printed by sponsors is still \$105 which is inserted into the middle of the Needles. Sponsors can still print their own inserts, give them to Denise in one stack without dividing them into groups and she will deliver them to the printer. Payment should be given to Peter.
- When delivering a route this past Sunday Denise met a person who suggested car decals. Something like "I Love (or a heart) Winter Park Pines" Stated his wife has one from a while back. Denise doesn't remember ever having them. Michelle Deleon asked about what Peter sends, and he sends magnets to members. The cost for decals is \$.45 so it is expensive.

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:

- 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 142 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: Shanon Larimer reported the following:

- Towns Garden Center is back again this year matching our prize for the first-place winners, so it is \$100.
- Seby's Pizza provides three prize levels for our three-monthly winners this year. This is basically dinner for four for each winner.
- June winners:
  - 1<sup>st</sup> place to Gloria Jacomino at 356 Fleet Rd. This was a write in nomination.
  - 2<sup>nd</sup> place to Brandon & Anna Reinert at 2860 Banchory Rd.
  - 3<sup>rd</sup> place to Kenny & Cheryl Reid at 307 N. Ranger Blvd.
- Shanon is considering having kids involved in the holiday selections in October & December. Board members seemed to like that idea.
- Fran Frataccia asked if any of the non-member winners have joined this year. Shanon said some have not answered the door, so he has not been able to talk to everyone. Last month, he was able to take a picture of the 1<sup>st</sup> place winner family just before their next child. He has been trying to connect people with homes. Shanon said he includes in his letters whether or not they have paid their membership and when they last paid. For those that are not members it is a great opportunity for someone to contact them. Peter said we have 2 winners in April & June that are not members.

The committee is made up of Shanon Larimer (chair). Peter thanked Shanon for doing YOM, getting new sponsors, and getting kids involved.

## Old Business:

None.

## New Business:

### Next Meeting:

- The next meeting is the Board of Directors Regular Monthly Meeting that will be held on Wednesday, July 9, 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. Denise Ertler seconded the motion. Motion passed unanimously with no abstentions. Peter said this was the quickest meeting we have had.

Peter adjourned the meeting at 8:27 pm.

Prepared by: Peter H. Mason, Acting Secretary