

WPPCA Board of Directors Regular Monthly Meeting Minutes

February 12, 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 February 11, 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 Board 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. Peter has had over 20 people this year indicate they would like to volunteer on their membership form, but only a couple have responded once he reaches out to them. After three attempts Peter doesn't remind them to respond anymore. 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 10 new members since last month. We stand at 62 Gold Members and 6 Platinum Members, of which Peter has sent letters and magnets thanking them for their high financial level of membership support. 15% of these are new top-tier members. Last year at this time we had 52 Gold & 8 Platinum Members, so we are now 8 above last year's pace of top tier members.

Regarding our 3rd Annual Director and Committee Member Plus 1 social gathering Peter sent an email to all Directors and Committee Members on January 29th announcing that the date is Friday, February 28th starting at 6:00 PM at Peter's house. He asked everyone to help with our planning, to please RSVP by two weeks before the event by Friday Noon, February 14th, if you will or will not be able to attend and if you will be bringing a Plus 1. We will do potluck food and beverages again this year. Our potential maximum count is 34 people, and Peter has received 10 yes attendees and 2 no so far.

On the Mall holiday decorations, we took down the decorations on January 11th with 6 good volunteers. Thanks go to Denise Ertler & Paul Olesen, Carol Magierski, Peter Mason, John Moore, and Kyle Schafer.

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 January 8, 2025, was previously unanimously approved via DocuSign.

Treasurer: Peter Mason sent out in the pre-reads to the Directors and Committee Members on February 11, 2025, several documents including the January P&L and Wave reports for the January P&L, Cash Flow and Balance Sheet. Colby Roof recapped the financials.

P&L, Income:

This month's income was as follows:

- Sponsorships (Account 4007 & 4008). \$6,350 for the 2025 Needles Sponsors.
- Memberships (Accounts 4010, 4011, 4012, 4020, 4021, 4022, 4025). \$680 in checks, \$1,370 from Square and \$14,884 for 2025 memberships paid in 2024.
- Interest Income (Account 4090). \$.06 in interest income.

P&L, Expenses:

This month's expenses were as follows:

- Banking (Account 5030). \$8 for a quantity of deposits fee.
- Mall Lawn Service (Account 5130). \$600 for monthly service for January from Aesthetic Lawn Care.
- Mall Repair & Upkeep (Account 5170). \$20 for a solar light.
- Postage (Account 5270) \$29 for President letters to top tier member levels that paid.
- Rental Warehouse (Account 5350). \$49 for the recurring iStorage monthly charge.
- Taxes, Annual Report, Etc. (Account 5450). \$61 for the State of Florida Division of Corporations annual business filing fee.
- Treasurer Misc. (Account 5470) \$16 for monthly Wave fee.
- Utilities, Duke Energy, Etc. (Account 5490). \$143 for utility charges from Duke Energy for the Mall area.

Net Ordinary Income:

- This Month (Budget):
 - The P&L reflects a positive NOI of \$22,357 with Income of \$23,283 and Expense of \$926.
- This Month (Actual/Cash):
 - The P&L reflects a positive NOI of \$7,473 with Income of \$8,400 and Expense of \$926.

Account Balances:

- Checking, Savings, PayPal & Square account balances of January 31st totaled \$29,583, reflecting a month-over-month increase of \$11,984.

- Checking Account Balance: \$22,438
- Savings Account Balance: \$7,145

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

Peter thanked Colby for keeping our financial books.

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. She extended her condolences on the recent passing of Joe McCluan's Mom. Peter thanked Denise for being our 2nd VP and taking on multiple roles.

Committee Reports:

Code Enforcement: Carol Magierski reported on the following 10 incidents:

1. On 1/7/25 on De Brocy Way, camper in driveway, case # 3038333, now removed.
2. On 1/8/25 on Abby Road, car on jacks in driveway, case #3040179, no violation.
3. On 1/8/25 on N. Ranger Blvd, riding lawn mower and junk in yard, case # 3039131, now removed.
4. On 1/19/25 at 12:51 PM, theft on S. Ranger Blvd, case #1207 with the OCSO.
5. On 1/29/25 at Winter Park Pines entrance, reported 3 dead pine trees, which are now marked for removal, case #3048575.
6. On 2/3/25 on Bower Road, trees marked for removal, case # 3050761. Reported by John Moore.
7. On 2/3/25 on the 2700-2898 block of Banchory Rd, assault on 1/29/25 at 5:00 PM, case #1614 with the OCSO.
8. On 2/1/25 on Warrenton Rd, white Jeep with Illinois tag, but no sticker with expiration date.
9. On 2/1/25 on De Brocy Way, a silver Ford car without a valid tag.
10. On 2/7/25 on S. Ranger Blvd, camper in driveway, case # 3052836.

Shanon Larimer asked where on Bower the trees would be coming down and Carol said at the corner of Bower Road and S. Ranger Blvd.

Peter Mason related that John Moore received three resident inquiries on February 2nd with pictures which he responded to.

1. On Bower Rd, which Carol related above, there are two oak trees on the curb strip in front of this house that aren't maintained like the other trees on the strip. They're overgrown and hanging low into the street. Each tree also has bushes growing around them that are jutting out into the road. The bushes scrape cars and limit visibility. All other trees on this road are thinned and maintained except these two. John responded to the resident saying that Dan Willette from Streets & Drainage just looked at those trees, and in his opinion, both will have to be removed. He noticed some rotting from the inside. This will be subject to the arborist review. If the arborist agree on removal, it can take 4-5 weeks for work to get started because they are backed up.
2. On London Rd, the house has extensive weeds and grass growing from the curb strip over the curb and into the road. They finally cleaned up the curb directly in front of their house, but they didn't clean up the other half. There are small bushes growing out of the road. John said the County checked this house and it is not in violation.
3. A resident asked are families in the Pines allowed to raise chickens on their property. John researched and sent the Orange County website link with the application process to the resident. The County will issue no more than 130 permits (on a first-come, first-serve basis). Chickens are only permitted to be raised or kept on a property with an owner-occupied single-family detached residence. A maximum of four (4) chickens (hens only) are permitted. To apply for a residential

backyard chicken permit, residents must first complete the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) Extension Orange County Back Yard Chicken Training Class. John also talked to Roger, the one responsible for chicken permits, and they said they still have a few available.

Carol said she has been in contact with Dan Willette, who took over from Mike Casey on Streets & Drainage for our district and has talked to him about tree issues and he will be a good contact for us. When Dan gets calls on trees, he personally checks them out and it is obvious he marks them and if unsure he has the arborist look at them. Shanon asked if Orange County has instituted a tree replacement program that they have been talking about. Carol said it is not automatic but there is an Adopt-A-Tree Program and another program through the Parks & Recs Department that she will get more information about. Shanon asked if there are any tree grants available.

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

Digital: Joe McCluan reported the following:

Website:

The last 30 days' statistics versus last month were:

- 179 Site visits
- 139 Unique visitors
 - 116 direct site visits.
 - 49 from Google.
 - 5 from Facebook.
 - 4 from Yahoo.
 - 3 from Bing.
- Evenly balanced on days of the week with Sunday, Monday, and Fridays the busier ones.
- Visitors: 3 from China, 2 from India, 1 from Brazil, 1 from Germany, and 1 from Poland.
- 120 New visitors and 19 returning.
- Accessed: 91 via Mobil, 86 via Desktop, and 2 via Tablet.

Facebook

- Joe said it had regular traffic and nothing unusual.

Nextdoor

- Joe said it had regular traffic and nothing unusual.
- There were a lot of folks selling stuff. One resident asked if a lot of people participate in the neighborhood garage sale. Michelle Deleon gave Joe some ideas for a response saying said we usually a good WP Pines turnout of 30 – 50 people for each of our Spring & Fall events since we just focus on our neighborhood and have good feedback and participation. We have 13 residents who signed up so far for the Spring event.

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:

Winter Park Pines Community Wide Spring Garage Sale: The Official WPPCA Spring Garage Sale is March 8, 2025. We have a shredder truck secured and are lining up a donation company both for the drop off at the Winter Park Pines Golf Club parking lot. Michelle thanked Peter Mason and Julie Lampe for their efforts to secure both services for our residents. Michelle put up the signs to register for the

event around the neighborhood on February 10th, and so far, we have 13 registered homes. Michelle is hoping for 15 - 30 more to sign up. Michelle thanked Melissa Wolfe for doing a great job advertising the Garage Sale on social media, and thanks in advance for her help running the registration process, which will be at Bonfire at the Winter Park Pines Golf Club from 6 pm – 7 pm on Thursday March 6th and Friday March 7th. Melissa plans to pick up the signs from each resident after the event. Michelle has designed the postcard and Aloma Printing will be printing them for \$671.34 plus tax versus \$900 last year. Peter provided Michelle the mailing list from our WPPCA Database. They should arrive in everyone's mailboxes by February 21st. Michelle is looking for volunteers to help with the garage sale registration process and/or putting up signs. She may ask Carol Magierski and Denise Ertler to help as they have in the past.

Winter Park Pines Happy Hour Meet-Up: The next Happy Hour will be April 10, 2025, from 6 pm – 8 pm at Bonfire at the Winter Park Pines Golf Club. Peter will be staffing the check-in table for the event. EFM Services and Berkshire Hathaway Home Services have already lined up to sponsor the happy hour. If anyone else wants to evenly share the cost of sponsoring this event they are welcome but need to let Michelle know, as sponsors must agree to either split costs evenly, or not at all. The goal is to keep it simple.

Michelle gave special thanks to Joe McCluan who has created registration pages for both the garage sale and the happy hour.

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:

- They will be spreading some rocks by the front entrance.
- They installed a solar light, which they need to adjust, for the one ground light that was out since it was very expensive to fix.
- Josh McCoy with Aesthetic Lawn Care is scheduled to trim the Crepe Myrtle trees on February 15th.

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 February 10th:

- Membership dollars paid: \$19,441, up \$3,395 from January of \$16,046.
- Number of members: 267, up 47 from January of 220.
- % of homes paid: 29.6% up 5.2% points from January of 24.4%.
- In February 2024, we reported 284 members or 31.5%, so we are down 17 or 6% less members than same time last year.

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

- Per the 2025 Membership Drive Plan a letter was mailed on January 29th to 668 residents that have not paid, asking them to pay.
- 1 ½ weeks later our results so far:
 - Payments received: 31 for \$2,321.
 - 10 checks and 21 electronic payments.
 - Assuming all payments were due to the mailing the maximum ROI on the campaign is 360% as the cost of the mailing was \$645 versus the payments received of \$2,321.

Peter said the printer we used, Minuteman Press, is a 2025 Needles Sponsor. In their Ad in the Needles, they are offering 15% off the next order to any Pines residents. They were generous enough to apply that discount to our January mailing, so we saved \$108. Peter encouraged anyone in the Pines

to take advantage of the discount for any of their printing needs by using the Promo Code in the Needles.

Peter said per the Membership Drive Plan the next mailing is March/April to all unpaid non-resident owners, reminding them to pay which he will be working on.

Regarding our new Electronic Payment System, we have had 74 residents pay with the system so far and have recovered \$152 in processing fees. Melissa said that the number of payments with the old system that she gets has slowed down dramatically. Peter gets the notifications on the new payment system and logs them into the WPPCA Database and sends out any top tier letters daily.

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

Needles: Denise Ertler reported that the current February/March issue is a good issue with 12 color pages. The issue focused on volunteers and what some committees do. Melissa Johnson wrote a great article on Event volunteers. For future issues she wants to do articles on what each committee spends their time doing so that residents know what they do for the Pines. She will ask John Moore to write one on chickens and Shanon Larimer to write one on tree replacements. She also commented that Seby's Pizza, who is a new Needles Sponsor, is a nice place not far from the Pines on 436 near Howell Branch Road. Denise reminded everyone to get their next articles in by March 10th for the upcoming April/May issue.

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 Bushong has been doing a fantastic job of visiting homes and following up with those that she initially doesn't connect with.
- 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.
- We had some leftover Orange County Sheriff's Department give aways from NNO, so we have added them to our tote bag contents.
- Peter has set up an excel file tracking sales and visit notes with 147 homes on the list. Based on Jeanne's visit notes, Peter has been able to make a lot of updates to our WPPCA Database.
- 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 YOM is on winter hiatus and the next winners will be in April 2025. Shanon will be meeting with Towns Garden Center to see if they will do the same match as last year to enhance our 1st place winner's amount. Seby's Pizza will be offering food prizes to our 2025 winners by presenting the letter they get from Shanon. Shanon said his goal is to continue to build a robust YOM program. Denise Erter asked if we have gotten any conversions of winners to be a member and Shanon said we have not yet. Shanon said he encourages the winners to become members via his winner letters by telling them how they can join and copies Membership on the letters for their follow up. Melissa Johnson said she has not followed up as it seems awkward to approach them. Shanon said he hand delivers the letters and most all are very open to the idea of joining so they are ripe prospects for a follow up from Membership. Peter Mason produces a spreadsheet that he sends to Shanon and Melissa each month tracking many statistics including membership conversion, when they were last members, etc. Shanon also related that some organizations like the Girl Scouts

have iPads, and they sign folks up on the spot electronically. Melissa asked if the QR code in the winner letters and Shanon said no but he lists the ways to join in the letters.

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, March 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. Peter said he looks forward to seeing everyone on February 28th for our social gathering.

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

Peter adjourned the meeting at 8:25 pm.

Prepared by: Peter H. Mason, Acting Secretary