

ADVISORY BOARD MEETING MINUTES

Sunday, January 13, 2019 ::11:00AM :: Steve's House

Call to Order and Roll Call Meeting was called to order at 11:05 am. Attending were Stan Sartor, Eric Chiel, Larry Johnson, Steve Lewis and Jim High. Guest: Shannon Metcalf. Excused absence due to illness Pam Keating.

Acceptance of Agenda **Approved Yes 5 No 0**

Review and Approval of Minutes of December 2, 2018 (see handout) **Approved Yes 5 No 0**

Public Comments No public comments.

Treasurer's Report

Larry Johnson reviewed the current Financial Statement as of 12/31/2018. Total income for the year was \$63,296.87. Expenditures for the year were \$28,818.79, leaving a carry over balance at the start of 2019 of \$34,478.08.

Based on the actual carryover, and projected new income for 2019, Larry Johnson presented a proposed 2019 balanced Budget of \$62,228.08. This budget is based on the sale of 500 tickets for Modernism Week, and allocates the tour's projected net income of \$9,150. It also cuts out the \$500 left in Water Conservation Community Initiative from several years ago. He said that once we know the actual income amount from the Modernism Tour, we can review the budget at the next meeting and adjust accordingly.

It was M/S/C to approved the proposed 2019 Budget (version 1-13-2019) **Yes 5 No 0**

Krisel Exhibit

Eric Chiel reported on upcoming showings. We will have a table with one the panels at the January Membership Social Event with information on how people can become Exhibit sponsors. The Exhibit will be at the Ocotillo Lodge for our Modernism Tour in February, at the OnePS picnic in March, and on display at the Convention Center for the national NUSA neighborhood conference. Eric said he would like to enter the Exhibit in their neighborhood activities competition. The Board agreed that the national publicity will be well worth the \$100 entrance fee to be charged to the Board Discretionary Grant line item in the 2019 budget.

Eric noted that the Palm Springs Library reported that over 21,000 people visited the Library during the 6-week period our Exhibit was on display last Fall.

The Board discussed ways to try to raise at least the \$2,000 in sponsorships included in the 2019 Budget. Shannon Metcalf said she thought we could approach Knoll Furniture for a sponsorship. She and Eric agreed to follow-up on this idea.

Reports/Updates (Committees, Task Groups, Projects)

2019 Modernism: Steve Lewis reported that logistics for the Tour are under control, and that everything will be ready for the tour. He reviewed the last week's to do list and who was assigned to each remaining task. Thanks to Michelle Johnson we have all the volunteers we need. Sharon said she would be coordinating with Steve on set up at the Ocotillo Lodge.

Steve reported that the major issue remains the slow pace of ticket sales. He estimated we might only sell around 300 of the 500 tickets. If so, this will have a substantial impact on the 2019 Budget. Steve reviewed some of the reasons that might explain the decline in ticket sales. He said that in 2014 there were 6 events on the day of our tour. This year there are 38 events. He also noted that the tours that sold out fastest were ones related to movie star homes, or had some kind of special experience like a meal or cocktail hour.

A key reason is likely the way our tour was listed on the Modernism Web site under the Ocotillo Lodge, not Twin Palms. We learned about a month ago that events are listed by the place where registration is held. Despite multiple efforts over the past month, Modernism Week is just now fixing the listing.

Shannon reported on the success she was having on posting to our new Instagram account for our Modernism Tour.

Steve and the Modernism Committee were thanked for all their hard work over the past year preparing for the 2019 Tour. Steve said we will be debriefing the results of the Tour and discussing lessons learned and begin thinking about what our options might be for 2020.

Monument Signs: No update at this time. Still looking for a location to place the first monument sign.

Website Update: Larry Johnson reported that the website is up and running. New content is being added monthly. Jim offered to continue to monitor the site for areas needing attention. We now need to focus on ways to drive traffic to the site.

Nominations for Architectural and Individual Awards: The Board continued its discussion of presenting an Architectural Award to the local Fire Station for its current restoration and expansion. It was agreed this was a good idea, and that the award should be presented at the April 6th Annual meeting. Eric Chiel offered to contact the fire department and the original architect Hugh Kapter to invite them to attend the meeting to receive the award.

It was noted that the opening date for the Fire Station has been moved back a few months. Now looks like early summer. It was suggested we consider a small grant to the fire station to be presented at the formal opening.

January 19, 2019 General Membership Social Meeting

Larry Johnson reported that preparations for the Social Meeting to be held at the Indian Canyons Clubhouse are going well. The venue set up and food/beverage orders are confirmed. He reported that costs should come in very close to the \$2,500 budgeted for this event. While the meeting is primarily social, we will have 2 short announcement periods to promote upcoming events and highlight recent accomplishments.

It was noted that sending out email invitations to our 200+ email list appears to be much more effective than postings on Next Door. Within a few days of sending out an email invitation, we went from about 20 RSVP's to over 60.

April 2019 Annual Meeting and election of Advisory Board members

The Board discussed several options for the Annual meeting and decided on Saturday, April 6, 2019 at 10:00 am. This is a very important meeting, as the membership will be electing Board members for 2-year terms (April 2019 to April 2021). Since there are currently openings on the Board, the Board discussed ways to reach out to encourage residents to consider board membership. At our next meeting the Board will finalize the agenda for the annual meeting and other meeting logistics and costs.

Per the guidelines of the Eric Chiel Annual TPNO Leadership Award, the Board needs to select this month the third annual 2019 recipient. It was M/S/C to select Larry Johnson for his work as TPNO Treasurer since 2014. **Yes 4 No 0 Abstentions 1**

Discussion of 501 C4 Status

Eric Chiel said he had not had time to pursue this since the last meeting. He said that most neighborhoods with major income have become 401 C4s. Larry Johnson asked again if we could set up a meeting with a neighborhood that is a 401 C4 so we could talk with them about their experience and to see exactly what kind of written documents need to be submitted annually.

Next Advisory Board meeting

The next meeting was set for Saturday, March 9, 2019 at 3:00pm

Board meeting was adjourned at 12:25pm.