

ADVISORY BOARD MEETING MINUTES

Saturday, January 18, 2020 :: Larry's House

Call to Order and Roll Call Meeting called to order at 12:35pm. Board members attending were Stan Sartor, Shannon Metcalf, Jim High, Brent Apt, Alan Beardslee and Larry Johnson. Pam Keating was an excused absent due to illness.

Acceptance of Agenda Approved YES 6 NO 0

Review and Approval of Minutes of November 9, 2019 (see handout) Approved YES 6 NO 0

Public Comments

There were no public comments.

New Board member status

At the last meeting, Carol Munro was present and introduced herself to the Board. She is new to the neighborhood, and expressed interest in joining the Board. Following the Board's practice, action on this request was tabled until today's meeting. Carol was not able to attend today's meeting but sent a letter asking for consideration of her membership on the Board. **It was M/S/C to appoint Carol to the Advisory Board to fill one of two remaining vacancies on the Board. Vote Yes 6 No 0.** It was noted that, per the By-Laws, this appointment must be presented to the full membership at their next general meeting for approval by a simple majority vote.

Treasurer's Report

Current Financial Report

Larry Johnson reviewed the end of the year Financial Statement as of December 31, 2019. Total income for the year was \$49,773.08. Expenditures for the year were \$22,462.68, leaving a year-end balance of \$27,310.40. He noted that membership dues totaled \$1,100 for 2019, exceeding the \$1,000 goal. The goal for Krisel Exhibit donations of \$2,000 was not meet.

Adoption of 2020 Budget

Larry Johnson distributed a memo from the Finance Committee with their recommendations for the 2020 TPNO Budget. He said that the initial annual budget is based on currently available data, and our best estimates of projected income and expense for the year. As always, as more information becomes available the Board has the option throughout the year to review and revise the budget as needed.

The recommendation for the 2020 Budget projects \$45,410.87 in income and expense. He reviewed the 5 assumptions used by the Finance Committee in developing this budget. Larry said that this is a very conservative budget, and is based on selling only 250 Modernism Tour tickets out of the 400 available. Once the income from actual ticket sales is received, the Finance Committee will come back with recommendations for modifying the budget to include additional income received from ticket sales.

After discussion, **it was M/S/C to approved the proposed \$45,410.87 Budget for 2020. YES 6 NO 0**

Reports/Updates (Committees, Task Groups, Projects)

Neighborhood Entry Signs

Everything required by the City has been completed and we now have our official building permit. Hoyt Construction has submitted an updated bid for \$1,920. This includes all construction materials and labor except the Twin Palms lettering which we will be ordering through H3K. With their 15% discount, the cost will be about \$349 for the custom lettering with our logo font. The Board agrees that these costs seemed reasonable and directed that we move forward.

Hoyt Construction has indicated that it will take about 5 days to complete the construction of the sign. This will allow time for the City to come and do the 3 required inspections along the building process.

Larry Johnson said that we will be coordinating closely with John Lacombe, President of the Twin Palms HOA. He reminded the Board that the Twin Palms HOA has agreed to cover the costs of lighting and rerouting the irrigation system so it does not spray on the sign.

Hopefully all the materials will be ordered soon and construction can be scheduled in February.

A Dedication event will be scheduled to celebrate the unveiling of the sign. We will be inviting everyone in the neighborhood, as well as selected guests from the City and local organizations, to attend the event. It was suggested we have the event after the annual meeting if we are sure the Entry Sign will be ready by that date. Otherwise, we will schedule an event in April.

2020 Modernism Week

Stan Sartor reported on planning for the upcoming February 17th Twin Palms Neighborhood Home Tour. At this point we have sold about 215 tickets. The break-even point is 250 which seems likely. Hopefully we will get much closer to the total of 400 available tickets on the Modernism website.

Stan updated the Board on a number of details related to tour logistics. This included the after party at his home, ordering additional directional signs, the registration desk, and ordering additional bags and booties. All 7 homes are still on board, and meetings have or are being set up to do final walk-throughs prior to the tour. Michele Johnson has identified most of the needed 50+ volunteers and docents. She still needs to recruit additional volunteers to be stationed with each car.

Stan suggested that we order some signs to place throughout the neighborhood prior to the tour that say that Exteriors are great, but seeing the Inside of homes is better. Everyone loved this idea.

Jim reported that efforts to work with Carlos on a new tour brochure design were not moving ahead. It was agreed that he should contact Hank who has worked on this in past years and ask him if he can help us complete the brochure. Alan Beardslee reported that he has secured about 12 vintage cars to be displayed on the tour route. Everyone was very excited about this addition to our tour and thanked him for his efforts to add this exciting element to our tour.

Stan and all the members of the Modernism Committee were thanked for all their work over the past year to plan for the 2020 Modernism Tour. With a little luck on ticket sales in the home stretch this is shaping up to be the best tour yet.

Enhancing our Social Media Profile

Shannon Metcalf gave an update on recent postings on our Instagram Account, most of which related to our 2020 Modernism Tour and encouraging people to buy tickets. She asked board members to submit photos and accompanying text to post on the site. If we want the number of followers to grow, we need to keep putting interesting postings on the site.

Krisel Exhibit

Larry Johnson shared a written update from Eric Chiel, the curator for the William Krisel's Twin Palms Exhibit. Eric reported that in anticipation of the Exhibit showing at our 2020 Modernism Tour, he is adding 2 new double panels. They are the same size and configuration as the current 5 panels. These panels will focus on our trove of newspaper and magazine write-ups. One panel will have the headline "William Krisel in the Media" and its content will allow us to display him and his work. The other will be entitled "Twin Palms in the Media" and will allow us to display publications related to the history of the neighborhood not necessarily related to Krisel.

These panels will be different in that the articles won't be printed directly on the panels. Each article will be on its own card which can be affixed or replaced as desired for each showing. Beyond the flexibility this will allow, the big benefit of these new panels is that it will significantly cut down on the time it takes to set up and take down the overall Exhibit. Currently most of these articles are displayed in one of the 2 display cases. The new panels will eliminate the need for 1 of these display cases.

The Board then discussed where to display the Krisel Exhibit at the 2020 Modernism Tour. Steve has offered the large entry room in his house where we displayed it last year. It was agreed that was the best location. Larry said he would get the tables from storage in advance, and make arrangements for Eric to set up the Exhibit several days before the tour.

Home and Resident Survey

Larry Johnson reported that over 10 households filled out the Home and Resident Survey at the General Membership social meeting at the Fire Station. People were willing to provide the information requested.

He reported that a local resident has volunteered to help computerize the data collected into a searchable data base. In conversations with our web consultant, he told us that he can put the form on the website and people will be able to fill it out online. The data will populate a secure database which will have the ability to produce customize reports. Larry said he would keep the Board updated on the progress of developing and implementing this process on our website. Hopefully this will also be another way to drive traffic to our website.

2020 Membership Campaign

The just approved 2020 Budget for TPNO includes a goal of \$1,200 in membership dues. That is 48 households at \$25 each. That is 4 more households than 2019. As an incentive, each household that becomes a voluntary dues paying household will be given a packet of the breeze block magnets that we have left over from the 2019 Modernism Tour. At a retail value of about \$25, that is a very nice way to say thank you. Larry said that he would be recruiting 1 or 2 volunteers to help work on the 2020 Membership Campaign to ensure we reach or exceed our goal.

Planning for February 1, 2020 Membership Meeting

A draft of the agenda for the General Membership meeting was distributed. As the main presentation, David Hyams was suggested to speak about the Alexander Construction Company. Mr. Hyams took the lead in promoting the dedication of the Alexander Family Star on the Palm Springs Walk of Stars. Other items would include confirmation of Carol Munro as a new Advisory Board member, updates on the dedication event for the first Neighborhood Entry sign, and updates on the 2020 Modernism Tour, Krisel Exhibit, our website and Instagram account, findings of the undergrounding utilities study, Home and Resident Survey and 2020 TPNO Membership Campaign. Also on the agenda was time for an open membership discussion period, and a ONE-PS update.

It was suggested we request to meet at the Ocotillo Lodge, and have Aspen Mills cater the meeting. Shannon Metcalf suggested that we might want to consider other food vendors for future meetings to see what other options might be available.

After considering all the other upcoming Twin Palms events, it was decided to cancel this meeting and to move the agenda items to the upcoming Annual meeting in March.

Planning for April Annual Membership Meeting

Each year at the Annual Meeting we award the Eric Chiel Twin Palms Neighborhood Leadership Award. This year will be the 4th annual award. Per the Board approved policy for this award, it is “presented in recognition of outstanding leadership to the Twin Palms Neighborhood through the Twin Palms Neighborhood Organization.”

Larry Johnson nominated Michele Johnson who has served as the volunteer coordinator for the Twin Palms Modernism Tour for the past 6 years. Everyone agreed that this was an excellent suggestion, and the Michele was a very worthy recipient. Hearing no other nominations, it was **M/S/C to name Michele Johnson as the 4th Annual Eric Chiel Twin Palms Neighborhood Leadership Award recipient. YES 6 No 0**

The Board also discussed award ideas for future Twin Palms Individual or Architectural awards. One suggestion for an Architectural award is the house on the northwest corner of Caliente and La Jolla.

The Board discussed agenda items for the Annual meeting. It was noted that this is not an election year for Advisory Board members which happens every other year. Most of the items on the agenda for the February 1st General Membership meeting that was canceled will be included in the Annual Meeting agenda. It was agreed to again ask David Hyams to be the featured speaker to talk about the history of the Alexander Family/Construction Company to Twin Palms and the greater Palm Spring area.

After discussing various dates, it was agreed that the Annual meeting would be on Saturday, March 7, 2020 at 10:00. [Note: This meeting was later postponed till March 28th.] The first choice for location was the Ocotillo Lodge. Shannon Metcalf said she would contact the Lodge’s management company to confirm the availability of the room and make the necessary arrangements.

Our By-Laws and the City’s Neighborhoods program require that a “snail mailing” be sent to all households thirty days prior to the annual meeting. Larry said that he would work with Eric Chiel to get the address labels. He will recruit volunteers to work on the mailing logistics to over 650 households.

Next Meetings/Events

Alexander Family Star

The Board was reminded that the Dedication Ceremony for the Alexander Family Star on the Palm Springs Walk of Stars is Friday, February 14, 2020 at 2pm in front of the Art Museum Architecture and Design Center downtown. Twin Palms is one of the sponsors of this Star through our \$1,000 Community Grant.

Advisory Board

After a lengthy discussion of possible dates, the best date for the most Board members was Saturday, February 29, 2020 at 1:00 pm. [Note: This meeting was later rescheduled to Saturday, March 7th.]

Annual General Membership Meeting

The meeting was scheduled for Saturday, March 7, 2020 at 10:00 am. [Note: This meeting was later rescheduled to Saturday, March 28th.]

Adjournment The meeting was adjourned at 2:35 pm.

APPROVED