

ADVISORY BOARD MEETING MINUTES

Saturday, March 7, 2020 :: Larry's house

Call to Order and Roll Call The meeting was called to order at 1:05pm. Board members attending were Larry Johnson, Brent Apt, Carol Munro, Pam Keating, Jim High, and Alan Beardslee.

Community Members attending were Michele Johnson and John Lacombe.

Acceptance of Agenda Approved YES 6 NO 0

Review and approval of Minutes of January 18, 2020 (see handout) Approved with the correction that Carol's last name is spelled Munro. YES 6 NO 0

Public Comments

None

Treasurer's Report

Adoption of Proposed Revised 2020 Budget (see handout)

Larry Johnson, chair of the Finance Committee, distributed a memo from the Committee with their recommendations for revising the 2020 TPNO Budget adopted by the Board at our last meeting on January 18, 2020. That Budget was adopted based on our best estimate at that time of all projected income and expenses for the year.

As we have done in past years, now that we have very close to final 2020 Modernism Week Tour income/expense data, the Finance Committee is recommending budget revisions to better reflect our current situation and how best to allocate our increased 2020 Modernism Tour funds. Larry noted that, as always, the Board has the option later in the year to make further budget revisions if needed to reflect unforeseen circumstances.

Given the greatly expanded sale of tickets in the final several weeks before the Tour, our actual Tour income came in at \$29,230.00. That is an increase of \$11,080 more than projected. Our final projected expenses for 2020 come in at \$6,445.78, which is \$814.78 over the budget of \$5,631.00 for 2020 Tour expenses we adopted in January. So after covering the \$814.78 in projected extra Tour expenses, that leaves \$10,265.22 available to allocated to other budget expense line items.

Larry said that the Finance Committee is recommending adding additional dollars to the following expense line items:

Modernism Committee -- Adding \$814.78 to cover the projected expenses over original budgeted amount.

Neighborhood Initiatives -- Adding \$5,000. This will give us funds for 2 more entry signs and leave about \$2,000 for other new initiatives.

Modernism Committee for 2021 -- Adding \$2,000. This will give us a total of \$4,000. This additional amount of \$2,000 will cover the estimated cost of \$1,000 for a major redesign of the Modernism Tour Brochure requested by Jim High and \$1,000 toward increased costs over this year for booties and bags (since we will not have a carryover of inventory as we did this year).

Community Grants -- Adding \$2,000 for a total of \$3,000 for possible grants in 2020. This would be on par with the amount we have budgeted for grants in past years.

Reserve Fund – Adding \$1,000. It has been our practice to set aside about 10% of Modernism Week Income in the Reserve Fund. This would cover the cost for the \$11,080 in additional Tour income.

Membership Meetings – Adding the balance of \$265.22 to funds available for general membership meetings. These funds would carry over in 2021 if not used this year.

After discussion, **it was M/S/C to approved the proposed revised 2020 Budget. YES 6 NO 0**

Current Financial Statement (see handout)

Larry Johnson reviewed the current Financial Report as of March 7, 2020. Total income to date was \$42,262.40. Expenditures totaled \$10,491.92, leaving a balance of \$31,770.48.

Reports/Updates (Projects, Committees, Tasks)

Neighborhood Entry Signs – Planning first Entry Sign Dedication Event

Larry gave an update on the status of the first Entry sign to be constructed at the corner of Twin Palms and Via Aguila. Due to several scheduling delays with Hoyt Construction, we are now finally underway. Larry asked John Lacombe, President of the Twin Palms HOA, to share with the Board what has happened to date and projected next steps.

John Lacombe said that a kickoff meeting was held on February 25, 2020 with staff from the City Planning Department to mark the exact location for the sign to comply with the required setback and sight lines. He noted that their HOA landscape contractor will reroute the current main irrigation line before the foundation for the sign is laid. After sign is completed, their contractor will complete the irrigation lines and adjust them so they don't hit the sign and cause calcium stains. The Twin Palms HOA is covering this cost. They are also covering the approximately \$650 cost of night time lighting equipment for the sign. Once the sign is completed, the HOA plans to enhance the landscaping around the sign with rock and low cactus plants. Hoyt Construction is currently scheduled to begin work on the foundation on March 9, 2020

John raised a concern related to the breeze blocks. The original design called for these to be white but the contractor has not been able to locate any white breeze blocks. The HOA Board would like them to be white, and offered to cover the cost to paint the blocks white and cover the cost of any maintenance in the future to keep them in good condition. Several members raised concerns about wanting to maintain uniformity of this sign with further signs. After discussion, it was agreed to wait until the sign is completed, and if the HOA still wants to paint them white, the Board will revisit this issue at our next meeting.

The Board then discussed the dedication event for the Entry Sign. April 17, 18 and 19 were suggested by John as dates that worked with the Twin Palms HOA Board. The HOA Board has offered to co host

the event with us. They will provide chairs and help with event set-up and clean up. We can provide the registration table, and use one of our tents for some shade. Larry noted that we have money in the budget for refreshments. The date will be finalized once we confirm that all our invited VIP guests can attend. Lisa Middleton has agreed to attend to represent the City. We have also invited representatives of Hoyt Construction and H3K Design.

Once the date is finalized, we will make arrangements with Hoyt to install the lettering and the roofline design element a day or two before the dedication event. John will work with the HOA management to ensure that the lighting is turned on the day before the event.

The final element of the Entry sign is the dedication plaque. Larry showed the Board a mock up of the sign. It will be installed on either the top or the back of the sign.

Larry thanked John Lacombe for all his hard work to get this this point, and said without his efforts we would never have been able to be ready to actually start construction. The Board also thanked Larry for his efforts over several years to help bring this vision to life.

2020 Modernism Week Recap

This year's Modernism Tour sold out all 425 tickets. Overall, it was agreed that this was our most successful tour to date. Given that Stan Sartor, Modernism Committee Chair, could not be here today it was agreed to table a more in-depth review and critique of the tour's strengths and areas for improvement.

Krisel Exhibit

The expanded Krisel Exhibit at the 2020 Twin Palms Modernism Tour received very positive feedback. Many attendees commented favorably about the video kiosk playing the William Krisel remarks regarding the Dedication of William Krisel Way. The two new panels also received good reviews.

Home and Resident Survey

Larry Johnson reported that there has been no progress on the survey since the January 18th meeting. Hopefully after the Annual meeting next month we can refocus on considering how to best move forward.

Neighborhood Beautification – Renovation status of Anza and Joshua Tree home

Jim High said that he had received an email from a Twin Palms resident raising concern about the status of the slow progress on the renovation of the house near the corner of Anza and Joshua Tree. This has been a long-standing issue. Alan Beardslee said he would check again with the City to see if he could get any new information and seek advice if there was anything we could do to try to deal with resolving this eyesore.

2020 Membership Campaign

Larry Johnson reminded the Board that in 2019 we had 44 paid household memberships totally \$1,100

in voluntary dues. That is the largest number of paid dues paying households ever. While this is a small percentage of our income, it is important in terms of helping residents feel more a part of the organization.

To build on this record, Larry suggested that we try to develop a more formal membership campaign effort. Carol Munro volunteered to help work on this with Larry. Larry said that we still have a large number of the Modernism Week 2019 logo magnets and suggested that we give one to each household that pays voluntary dues in 2020. It was agreed this was a good idea.

Protecting our Brand/Logo

Blade Signs

Recently the Board was notified by former Board member Eric Chiel regarding the placement of a Twin Palms Blade sign in another neighborhood. A resident who did not understand the “rules” of the neighborhood blade sign program was able to order a sign and have it installed by the City near his home. Eric informed the City of this situation and the City quickly corrected the situation and had the sign taken down and given to the resident. The City assured Eric that this would never be allowed to happen again. The Board asked Larry Johnson to thank Eric for his efforts to resolve this delicate situation in a timely and tactful manner.

Competing Modernism Tours in Twin Palm

Concern was raised about the fact that this year 2 Twin Palms tours were conducted by other outside groups. While in the end TPNO sold out all our tour tickets, the issue remains of concern for future years. Everyone agreed that we need to work with Modernism Week staff to ensure that we are not blind sighted again in the future. Further discussion was tabled until our next meeting when Stan Sartor could be a part of the discussion.

Planning for March 28 Annual Membership Meeting

Larry Johnson reported that planning is well underway for the upcoming March 28, 2020 Annual Membership Meeting.

Logistics (room set up, registration, Food, Powerpoint)

We have reserved the Ocotillo Lodge for the meeting thanks to Shannon Metcalf. Volunteers have been recruited to do registration. Aspen Mills will be providing the box lunches as well as pastries and coffee when residents arrive. Eric Chiel has volunteered to do the power point presentation. The two newest panels of the Krisel Exhibit will be on display.

Promoting attendance (snail mailing, Next Door, Email)

Larry Johnson reported that the required U.S.Post Office mailing to all households and businesses within Twin Palms has been completed. The cost of the 2-sided color insert (invitation and agenda) was kept to around \$200 due to printing it at a vender in Indio who gave us a big discount. He thanked Eric Chiel for obtaining the mailing labels and Brent Apt and his partner for helping with stuffing all the envelopes. The City as always covers the cost of postage for the annual meeting

mailing. The next step is to have Jim High send out follow up emails to the approximately 250 households for whom we have email addresses.

Agenda (see handout)

The Board reviewed the agenda. Registration is from 10:00 to 10:15 am. The program is from 10:15 to 11:30 pm. The social house with boxed lunches is from 11:30 to 12:15 pm.

The Board discussed and then assigned specific Board members to cover each item on the agenda.

The key presentation will be a celebration of the Legacy of the Alexander Family/Construction Company. Our guest will be David Hyams, who will review the history of the Alexanders contributions to Twin Palms and Palm Springs. He will also highlight the recent February 14, 2020 Alexander Family Star Dedication Ceremony. Twin Palms donated \$1,000 toward this event.

The remainder of the agenda will include:

Approval of the November 23, 2019 Social Membership Meeting Minutes

Approval of New Advisory Board member Carol Munro

Award Recognitions—Twin Palms Architectural Award to the Alexander Family and
Fourth Annual Eric Chiel Twin Palms Leadership Award

Announce date for the Neighborhood Entry Sign Dedication event

Recap of February 17, 2020 7th Annual Twin Palms Modernism Tour

Accomplishments since last meeting—

Financial Report

Recap of November 29th Social Event at Fire Station

Findings of Undergrounding Utilities poles study

Home and Resident Survey

On-going Activities-- William Krisel's Twin Palm Exhibit

Twin Palms Instagram Account and Website

ONE-PS Update

Open Membership Discussion/Public Comments

Future Activities-- 2020 TPNO Membership Campaign, Volunteer Activities, Grants/Initiative ideas

Next Meetings

Advisory Board Larry suggested April 25, 2020 or May 2, 2020 as a starting point. It was agreed we would contact the two absent Board members before finalizing this date. Agenda items for the meeting include: 1) debrief of 2020 Modernism Tour/Begin discussion of 2021 Tour/how to deal with potential completing tours, 2) Election of officers for 2020-21, 3) Set objectives for 2020-21, and 4) discuss location options for next Entry sign(s).

General Membership Meeting The next regular meeting will be scheduled for the Fall, most likely in November 2020.

Adjournment

The meeting was adjourned at 2:25 pm.