

ADVISORY BOARD MEETING MINUTES

Saturday, July 10, 2021 :: 3:00 PM:: Larry's house

Call to Order and Roll Call The meeting was called to order at 3:10pm. Board members attending were Carol Munro, Larry Johnson, Tony Vardaro, Michele Johnson, and Alan Beardslee. Community member Eric Chiel was also in attendance.

Acceptance of Agenda The agenda was accepted as proposed.

ACTION ITEMS:

Review and approval of Minutes of May 15, 2021 It was M/S/C to approve the minutes as proposed

Public Comments None

Treasurer's Report

Current Financial Statement

Larry Johnson distributed copies of the current Financial Report as of July 10, 2021. Total income to date was \$41,410.44. Expenditures totaled \$4,539.06, leaving a balance of \$36,871.38. He noted that the only expenditure since May 15th was for our two insurance liability policies. We also received two 2021 voluntary membership dues payments.

Donation to TPNO from Eric Chiel's October Modernism 2021 Twin Palms Walking Tours

Eric Chiel reported that he will be hosting 3 Twin Palms Walking Tours as a part of the 4-day Modernism Week this Fall. Ticket prices are now set at \$32 and the capacity for each tour is 23. As he did with his Spring Modernism Week Walking Tours, he is again donating 30% of the proceeds to TPNO.

Communications/Marketing Plan

As we plan for revitalizing the organization, at the last meeting it was agreed that it is important that we develop and implement a comprehensive communications and marketing plan to support membership knowledge of, and participation in, upcoming meetings and events.

Eric reported that he had reviewed the current email list compiled by our former Communications Officer Jim High. He said it is out of date and will require a lot of work to get it into shape. He said he has begun working on updating the email list. Other venues for communication with the general membership included Next Door, our website, and Instagram.

Everyone agreed that we need to continually update the calendar in order to be sure that we are staying on track and that we are planning appropriately for advertising all upcoming events and meetings. The Board will review and update the calendar at each meeting.

Carol Munro reported that she has been following up with Carol Buckman about her interest in taking a lead role in managing the Twin Palms Instagram account previously managed by Shannon Metcalf. Carol said she would continue to pursue this matter and suggest to the Board how best we could accomplish this transition.

Reports/Updates (Projects, Committees, Tasks)

Planning for first Neighborhood Entry Sign Dedication

Larry reported that planning is well underway for the Neighborhood Entry Sign Dedication event. At the last meeting, we identified 2 potential dates—September 18th and 25th. After confirming with the key participants, the best date was Saturday, September 18, 2021 at 9:00 am. Eric asked if we should consider a later date, maybe October when the weather might be better. Larry said that given the time it took to get all the key players to agree to September 18th, he said he did not have the time to start over again to identify a later date. If that is what the Board wants to do, someone else will have to assume this responsibility for rescheduling with all the participants. The decision was made to stay with the September 18th date.

Larry reviewed the key details related to planning for the event. He has met with Jeffrey Burnell, a Board member with the Twin Palms HOA, and also John Lacombe, who helped with the planning for the sign. They will be part of setting up and take down after the event. We will be ordering refreshments from Aspen Mills. Larry will get the frames and Eric will produce the certificates of appreciation for H3K and Hoyt Construction.

There will be a short 10-15 minutes program at 9:05. Councilperson Lisa Middleton is confirmed to attend and will make brief remarks. We will be unveiling the new commemorative plaque.

Eric will be taking the lead in promoting the event on Next Door and thru our email list.

This will be our first event with the general membership in almost 2 years. It will also provide an opportunity to invite people to other upcoming events, and to consider becoming a voluntary dues paying member for 2021.

2022 Modernism Week

Since the last Board meeting, a number of Board members have been exploring options for what we could consider for a 2022 Modernism Week Twin Palms event. Carol reported that she has secured the home at 973 E. La Jolla. Tony reported that he had secured the Alexander Suite at the Ocotillo Lodge. Eric reported that he had secured the house at 991 E. La Jolla. These 3 homes, plus the 2 already identified, would give us 5 homes available for touring.

Based on the information collected, Larry presented a draft proposal for the Board's review. We would submit to Modernism Week a Home tour featuring 5 homes. Registration would be at the Clubhouse at the Smoke Tree Condominiums, where there is also room to display the Krisel Exhibit. A new feature would be six neighborhood landmarks with a docent at each to explain its significance and answer questions.

After reviewing information on what others were proposing to charge for their home tours, it was

agreed to set the ticket price at \$75 dollars. The maximum number of tickets was set at 300. It was agreed to start out with offering only 275 tickets with the hope that the sellout of the one smaller tour would encourage people to purchase tickets for the other tours.

Given the size of the proposed tour, we will need somewhere between 45 and 55 volunteers. Michele will again take the lead in recruitment, but all members were encouraged to identify possible volunteers and get their names to Michele.

Based on a sellout of 300 tickets, and projected expenses of around \$3,000, that would produce a net profit of around \$15,000.

We need to submit our proposal to Modernism Week by August 31st. We will need to complete the 250 word description that goes on their website. A good, compelling description is key to driving ticket sales.

There is much work left to be done to pull off this 2022 tour, but all Board members expressed their enthusiasm and consensus we have the core elements in place to produce a very successful 2022 tour.

Little Free Library

Carol reported on the status of ongoing planning and fact gathering related to the idea of a Little Free Library as a new Neighborhood Initiative. Little Libraries are book sharing box structures that promote residents sharing books.

Carol said that she and Larry had met recently to discuss next steps and to scout possible locations for the Little Library. A meeting with staff at H3K is being scheduled to request their help in designing a proposed structure that will reflect midcentury design elements. She said she would report back at the next meeting on their findings and recommendations for next steps.

Status of proposed stop sign on La Verne at Caliente

Eric Chiel reported that some residents living south of La Verne are working on encouraging the City of Palm Springs to install a stop sign and cross walk at La Verne and Caliente. The hope is to slow above posted traffic speeds on La Verne. Without any way at this time to determine what Twin Palm residents would think of this idea, it was decided no action was appropriate at this time. If a formal proposal is submitted to the City in the future, the Board could revisit this issue.

2021 Membership Campaign/Home and Resident Survey

Larry Johnson said that he thinks we need to promote voluntary dues for the balance of 2021. It was agreed to display and promote dues at all TPNO events thru the end of the year.

Larry also suggested it was time to restart the pilot testing of the Home and Resident Survey which was designed to provide TPNO will more actionable information about the residents of Twin Palms and to gain increased contact information on participating households. Questions were raised about the cost/benefit and value of this survey and it was agreed to discuss at a future meeting.

Update on free Fall neighborhood walking tours to Twin Palms residents

Eric Chiel said that he still is planning to host no cost walking tours this Fall for Twin Palms residents. This is a way to educate residents about the history and architecture of the neighborhood, and to also encourage their involvement in TPNO. He said he will select 4 to 6 dates and we can include them in our marketing efforts for the Fall. Especially given all the new owners and renters in Twin Palms over the past 2 years, Eric was thanked for offer to lead these tours. This is a great way to promote TPNO.

Krisel Exhibit – Production of two more panels

Eric also reported that he is working on 2 more panels for the William Krisel's Twin Palms Exhibit, and that they will be ready to unveil at the next General Membership meeting this Fall.

Update on ONE-PS

Eric gave a brief update on ONE-PS, the City-wide organization of the nearly 50 neighborhood organizations recognized by the City.

Advisory Board current vacancies/Recruitment of Members for new 2 year terms —Next Steps

The Board discussed ways to identify and recruit new members for the Board. Carol mentioned the names of several people that might be interested. Larry suggested that we offer to hold an orientation session for potential members to explain the responsibilities of Board members and to answer questions.

All current members were encouraged to suggest potential new members who we could approach to explore their interest and to determine if there was a good match.

Planning for Fall Annual Membership Meeting

At the last meeting, the Board began planning for our first general membership meeting in almost 2 years. We discussed several dates and identified the Ocotillo Lodge as our first choice for location. After many emails and phone calls, Michelle Johnson reported that we are close to pinning down the Ocotillo Lodge. If needed, Tony offered to work with Michelle to get this booked with the Ocotillo Lodge management staff.

We discussed three dates—November 13th, November 20th, and December 4th. Michele was able to get assurances that all three dates were now open at the Ocotillo Lodge. It was decided to hold the meeting on Saturday, November 20, 2021.

The Board briefly discussed planning for meeting logistics including room set up, registration desk, PowerPoint presentation, awards/certificates, and food. It was agreed that we would use Aspen Mills again and look into their boxed lunches and cookies.

A key item for the agenda is action on Advisory Board membership status. One option is to consider this an annual meeting and hold formal elections. The other option is to have the Board approve the three members elected by the Board to fill vacancies, and ask the Board to extend all member terms

until the 2022 Annual Meeting to be held in March or April. That would put us back on our regular schedule of electing members for 2-year terms. Eric spoke in favor of the latter option. The Board deferred final action on this issue until the next meeting.

An important step in making this a successful meeting is assuring that we do a good job of promoting the meeting with as many different strategies as possible. Eric offered to take the lead in posting several invitations to the meeting on Next Door and also sending out a series of emails to our email list.

The Board reviewed a draft agenda. The consensus was that it was too long. The focus needs to be on the presentation on the Alexanders, the presentation of awards, TPNO's purpose and history, and only brief highlights of other activities and future plans. There should be an open discussion period to allow all members the opportunity to share their ideas and concerns. Larry offered to prepare a revised version for discussion at the next meeting.

Priorities and Objectives for moving forward given current status

Larry distributed copies of proposed TPNO objectives for 2021-22. These objectives are an update of the 2019-2020 approved objectives. He explained that the Board has adopted annual objectives every year except last year. Approved objectives are included on our website.

After initial discussion, Carol offered to work on revising the format of the objectives to group them together under 4 or 5 topic areas. Hopefully this would make the document more useful especially as a marketing tool for recruitment of new Board members. The Board thanked her and said they looked forward to reviewing her edit at the next meeting.

Next Advisory Board Meeting

After discussing three options, the Board set the next meeting of the Advisory Board for September 4, 2021 at 3:00pm.

Adjournment

The meeting was adjourned at 5:05 pm.