

ADVISORY BOARD MEETING MINUTES

Saturday, September 4, 2021 :: 3:00 PM:: Larry's house

Call to Order and Roll Call The meeting was called to order at 3:05 pm. Board members attending were Carol Munro, Tony Vardaro, Larry Johnson, Michele Johnson, and Alan Beardslee. Also attending was community member Eric Chiel.

Acceptance of Agenda The agenda was accepted as proposed.

ACTION ITEMS:

Election of new Board members Eric Chiel said he was interested in rejoining the Board to help with the process of revitalizing the organization. It was M/S/C to elect Eric Chiel to the Advisory Board. He was thanked for his contributions, both past and present. It was noted that this appointment to fill a vacancy will be submitted to the full membership for ratification at the November 20, 2021 General Membership meeting.

Review and approval of Minutes of July 10, 2021 It was M/S/C to approve the minutes as proposed with the correction of the spelling of Michele Johnson's first name.

Public Comments None

Treasurer's Report

Current Financial Statement

Larry Johnson reviewed the current September 4, 2021 Financial Report emailed out in advance. Total income to date was \$\$41,435.44. Expenditures totaled \$\$4,819.40, leaving a balance of \$36,616.04.

Communications/Marketing Plan

The Board reviewed the timeline worksheet for communication efforts related to meetings, events and operations. Eric Chiel updated the Board on his efforts on Next Door and thru our email list to publicize upcoming events including the Entry Sign Dedication on September 18th, the walking tours for neighborhood residents, and the General Membership meeting on November 20th.

Carol Munro reported that she is working with Shannon Metcalf to get the Twin Palms Instagram Account transferred over to our control.

Reports/Updates (Projects, Committees, Tasks)

Finalize planning/program for first Neighborhood Entry Sign Dedication September 18, 2021

Larry Johnson reported on the final planning for the Entry Sign Dedication event on the 18th. Invitations have been sent out to our email list, and posted on Next Door. We are working closely with the Twin Palm s HOA on the final set up/clean up details. A copy of the brief program was emailed out

to the members in advance of this meeting. Eric Chiel is working on the 2 certificates of appreciation to H3K and Hoyt Construction. Refreshments will be ordered from Aspen Mills. So everything seems to be in order for a successful long awaited Dedication.

2022 Modernism Week

Planning is moving ahead on schedule for the Modernism Week Twin Palms Home Tour set for February 21, 2022. Larry reported that we have met all the Modernism Week deadlines for submitting information. We have submitted the text for the Modernism website posting for our tour. Six pictures will be submitted this month.

To even out the flow of ticket holders, Larry suggested that we move from 4 start times to 7 start times of 40 ticket holders each. The start times would be at 20-minute intervals. After discussion, this change was agreed to.

The Board discussed using the Modernism Week website to post our brochure. Carol is taking the lead on the brochure. Larry distributed a draft of a two-sided handout that will be given to each ticket holder. It would include a tour map, and brief descriptions of the 5 homes and the 6 neighborhood landmarks.

The Board also discussed the initial budget for the tour. Expenses are currently projected at around \$3,500.

Carol reported on the costs of providing masks with our logo for all the volunteers. Given the cost of around \$4 each for 50 + masks, questions were raised as to whether this was cost effective. A suggestion was made that we instead explore the costs of provided baseball caps with our logo.

Michele reported that she has begun identifying how many volunteers we need at each house, and will begin this month with volunteer recruitment.

Much remains to be done, but there was consensus that we have come along way over the past 6 months and that the tour is shaping up on schedule.

Little Free Library

Larry Johnson and Carol Munro reported on the status of the Little Library. The initial design drawing prepared by H3K were distributed. There was very positive response from all the Board members. Details about exact dimensions and materials of the structure were discussed. Next steps will be to finalize the design and then get bids for construction costs. A Neighborhood Initiative application will then be prepared for the Board's review. Efforts are also underway to secure an appropriate location. There are a lot of moving parts to bring this idea to fruition but we are steady making progress.

Safety and Security Issues, discuss when/if to restart Safety Vest Initiative

The question was raised as to whether there was interest in restarting the Safety Vest Initiative. Larry Johnson said that we only have about 5 vests left. The minimum order is 25 and would cost around \$200 to \$250 dollars. He showed one of the vests for new Board members who have not seen them before. He noted that over the years we have distributed about 150 vests.

It was decided to display the vests at the General Membership in November and have a sign up list. If there is sufficient interest, the Board will consider restarting the program.

2021 Membership Campaign

We set a goal of at least \$300 for 2021. To date we have received \$75. The plan is to encourage attendees at the November General Membership meeting to consider paying their 2021 voluntary dues at that time.

Update on free Fall neighborhood walking tours to Twin Palms residents

Eric Chiel reported on upcoming complimentary walking tours for neighborhood residents. To date he said that around 50 people have signed up. Most are new residents over the past year or so. We have also invited some guests from organizations throughout the City that we have or would like to work with in the future. Eric was thanked for his effort to plan and organize these tours which are clearly attracting good participation.

Krisel Exhibit – Production of two more panels

Eric said that he will have completed the two newest panels for the Krisel Exhibit in time to display them at the November General Membership meeting.

Update on ONE-PS

Eric gave a brief update on the activities of ONE-PS. He said that virtually every neighborhood organization is engaged in efforts to restart their operations. He said many neighborhoods are looking to our efforts as a role model.

Advisory Board current vacancies/Recruitment of Members —Next Steps

We now have 7 of the 9 slots on the Advisory Board filled. With Alan Beardslee and Pam Keating going off the Board at the November 20th meeting, that will leave us with 5 members. The By-Laws require 5 members to establish a quorum. So we need to continue our efforts to identify and recruit additional potential new member members.

Planning for Fall General Membership Meeting

The Board continued its planning for the November 20, 2021 General Membership meeting at Ocotillo Lodge. Discussion included room setup, registration, food, preparing the PowerPoint presentation and awards and certificates. Our featured speaker will be David Hyams, speaking on the history of the Alexander Construction Company and its contributions to the Twin Palms neighborhood and the City of Palm Springs.

The Board discussed how to best address the issue of Advisory Board membership. After discussing the options, it was agreed that we would propose to the membership that it ratify the 3 current members of the Board appointed by the Board, and that it approve extending the terms of all Board members until the Annual Meeting in the Spring of 2022.

Eric said that he will continue to promote the Membership meeting through postings on Next Door, and

using our email list. Members were encouraged to extend personal invitations to their neighbors.

The Board reviewed a draft agenda and agree it included all the relevant topics. The goal is to make the meeting fun and informative.

Priorities and Objectives for 2021-2022

At the last meeting Carol Munro offered to revise the format of the objectives to group them together under 4 or 5 areas. Carol's proposed revisions were emailed to the members in advance of today's meeting. She reviewed the revised draft. A number of minor edits to the wording were made to improve clarity. Under Build A Sense Of Community, a new objective was added—"Expand efforts to enhance/highlight the role and visibility of all Board members". The objective related to Safety vests was revised to read "Consider restarting Safety Vest Community Initiative". The objective to develop welcome packets and an outreach plan was amended to add "including orientation sessions focused on new homeowners". It was noted that we will add the proposed Orientation Session for members to the Events/Meeting/Communications Calendar as soon as a date is confirmed, and will include publicizing that event as a part of future communications with the membership.

It was **M/S/C** to approved the revised 2021-2022 Objectives as amended. They will now be placed on our website.

Next Advisory Board Meeting

After discussing several options, the Board set the next meeting for Saturday, October 30, 2021 at 3:00 pm.

Adjournment

The meeting was adjourned at 5:04 pm.