

# ADVISORY BOARD MEETING MINUTES

Friday, March 11, 2022 :: 3:00 PM:: Zoom Meeting

**Call to Order and Roll Call** The meeting was called to order at 3:03 pm. Board members attending were Carol Munro, Larry Johnson, Tony Vardaro, Eric Chiel and Michele Johnson.

Guest: Jeffery Burnell

**Acceptance of Agenda** The agenda was accepted as proposed.

## **ACTION ITEMS:**

**Review and approval of Minutes of January 30, 2022** It was **Moved/Seconded/Carried** to approve the minutes as proposed with a change suggested by Eric Chiel to add that a ONE-PS representative was present at the December 4, 2021 Orientation Session.

## **Advisory Board current vacancies/Recruitment of Members/Upcoming Elections on 4/2**

Larry Johnson reported that two neighborhood residents, Jeffery Burnell and Jeff Hoffman, have submitted their Candidate Statements to run for the Advisory Board at the April 2<sup>nd</sup> Annual meeting. Four current members are also running for election. Eric Chiel will not be continuing on the Board.

## **Treasurer's Report**

Larry Johnson reviewed the March 11, 2022 Financial Report emailed in advance. Total income to date for 2022 was \$57,228.19. Expenditures totaled \$7,685.53, leaving a balance of \$49,542.66.

## **Communications/Marketing Plan**

*Discuss Timeline Worksheet for Communication Efforts related to meetings, events and operations*

The Board reviewed the FY 21-22 events and communications calendar. Since the Board resumed meeting again in May 2021, the Board has now held 6 meetings over the past year. Key highlights of the past year include the Entry Sign Dedication Event in September, our first Membership meeting in November after over a year's hiatus, our first Orientation Session for members in December, and a number of free Guided Tours hosted by Eric Chiel. We will be completing the FY 21-22 year with the upcoming Annual meeting and Membership Social Event both to be held in April.

There was general agreement that this has been a very successful year of relaunching the organization about a long time off due to Covid.

## *Instagram Account Status*

Carol Munro reported that we are still planning to relaunch our Instagram Account soon, and hopefully can include pictures from our recent Modernism Tour.

## **Reports/Updates (Projects, Committees, Tasks)**

### *2022 Modernism Week*

The Board initiated its review of the strengths and areas for improvement of the 2022 Tour. Everyone agreed it was a big success, both in terms of tickets sold, organization of the tour, quality of the volunteers, and the new online brochure and the 2-sided handout. Kudos were voiced for all 5 homeowners who did an outstanding job of showcasing their beautiful homes.

Larry shared the Feedback we received from our Secret Shopper's review. We received an overall positive review of our tour which stated "one of the best and I would recommend it to all my friends". "The quality of the homes was excellent, the architecture of this neighborhood is incredible, along with the history of the Alexanders/Krisel, its unparalleled." "Was nice to see a variety of classic styles versus all of the homes being the same architectural style." "The tour map was great in that it showed all the landmarks in the neighborhood." "I have viewed the brochure multiple times since the tour to refer back to the history of the neighborhood and the homes on the tour." "The check in was organized but I don't think the volunteers understood what the QR code is all about."

It was agreed to continue the critique at the next Advisory Board meeting.

The Board reviewed the Projected Final 2022 Tour Income/Expenses report. The projected final income figure for the tour is \$18,555. The final expense projection is \$4,783.53, which is \$716.47 under budget, resulting in a projected net profit of \$13,055.

### *Little Free Library—Update on new Neighborhood Initiative*

Now that the Modernism Week Tour is over, and planning is well underway for the Annual Meeting and Social event in April, Larry and Carol reported that they will be able to focus again on moving forward with the plans for a Little Library Community Initiative. Next steps are finalizing the bid drawings, seeking bids, and securing the location

### *Update on Free Neighborhood Guided walking tours to Twin Palms residents*

Eric Chiel reported that he is planning to hold additional Guided Tours later in the year, but no dates have been set yet.

### *Krisel Exhibit – Status for Annual Meeting*

Eric reported that he will be displaying the newest completed panel at the Annual Meeting. The other new panel is still being produced due to problems with printing quality. He said he is seeking a new vendor to produce this new panel.

### *Update on ONE-PS*

As our representative to ONE-PS for many years, Eric said that he would like to encourage the Board to identify a new person to be our official link with ONE-PS. At the upcoming April 2<sup>nd</sup> Annual Meeting he said he would be seeking volunteers interested in going with him to future ONE-PS meetings and potentially becoming our representative.

Eric also shared that the City would be hosting a media event on April 8<sup>th</sup> at our local fire station regarding the impact of State Assembly Bill 43. That bill provides for pedestrian-safety assessments of streets to include looking at lowering current speed limits. The City will be announcing lowering the speed limits on several nearby streets.

#### Preservation Matters Blade Sign Presentation

Eric reminded the Board that at the upcoming April 24<sup>th</sup> Preservation Matters Conference he will be making a 20-minute presentation on the design of our neighborhood blade sign which was designed in 2014 by neighborhood residents in collaboration with William Krisel. Everyone was encouraged to attend but you need to register in advance.

#### *2022 Membership Campaign*

The formal kick off of the 2022 Membership Campaign will be at the General Membership Annual meeting on April 2<sup>nd</sup>. Residents will be encouraged to show their support for TPNO with their \$25 annual voluntary membership dues.

#### **Planning for April 2, 2022 Spring General Membership Annual Meeting**

Tony Vardaro reported that the Clubhouse at the Ocotillo Lodge was been confirmed for our Annual Meeting on April 2, 2022 at 10:15 pm. Larry said that Aspen Mills Bakery will be used to provide pastries and beverages during registration between 10:00 and 10:15, and boxed lunches after the meeting.

Larry reported that the usual required paper mailing to our membership 30 days prior to meeting has been waived for this year's neighborhood annual meetings. This will save both money and the time intensive effort necessary to produce a paper mailing. In lieu of the paper mailing, we will be using Next Door, invitations to our email list, and personal invitations to get out the word.

Current Advisory Board members will be required to run for office. Tony is in the process of collecting Candidate Statements. Our By-Laws require that we use a written ballot for the election process.

The Board reviewed the draft agenda for the meeting. Eric suggested that we contact Mr. Eric Meeks, local historian and realtor, to share his experiences growing up and working in the Palm Springs area and his interaction with many of the famous people who have lived here over the years. He was given the go ahead to ask him to be our primary guest speaker. Given the ongoing concerns about local crime and safety issues, Eric was also asked and agreed to contact our assigned Police Liasson officers to see if they could attend the meeting and address membership questions.

The balance of the meeting will cover accomplishments since our November general membership meeting, and ongoing and planned activities. There will also be an open membership discussion period.

Larry Johnson suggested that we consider giving a TPNO Architectural Award to the home at the southwest corner of La Jolla and Navajo which has recently undergone an extensive restoration to restore the original breezeway and extended butterfly roofline. There was agreement that this house was worthy of this award. The only stipulation was that the homeowners needed to be present at the meeting when the award was announced. If they cannot attend the April 2<sup>nd</sup> meeting, then we will try

to arrange for the award to be presented at the Fall 2022 membership meeting.

### **Planning for the Social Membership Meeting in early 2022**

At the last meeting we set a tentative date of Saturday, April 30<sup>th</sup> pending confirmation that the proposed location was available. Jeffery Burnell, the new President of the Twin Palms HOA, said that the East pool area was approved by their Board as the site for the General Membership Ice Cream Social event.

The time for the event was set for 1:00 pm to 2:30 pm to avoid the hotter temperatures in the late afternoon. The Board discussed the logistics of the event, the need for volunteers, and agreed there would be a short 10 minute thank you and announcement session around 1:30.

Eric said he would be sending out 2 or 3 notices of the event to the membership. Members will be asked to volunteer to bring a dozen or two homemade cookies. We will be providing the ice cream, toppings, drinks and paper goods.

### **Next Meetings**

**Advisory Board** Several members requested that we try to move our meetings to a week date. After discussing several dates, the Board set the next meeting for Thursday, April 21, 2022.

**Next General Membership Meeting in the Fall (TBD)**

### **Adjournment**

The meeting was adjourned at 4:42 pm.

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