

ADVISORY BOARD MEETING MINUTES

Thursday, July 7, 2022 :: 3:30PM :: Carol's House

Call to Order and Roll Call The meeting was called to order at 3:39 pm. Board members attending were Carol Munro, Tony Vardaro, Larry Johnson, Jeff Hoffman, Michele Johnson, and Jeffery Burnell.

Acceptance of Agenda The agenda was accepted as proposed.

Review and approval of Minutes of June 2, 2022 It was **Moved/Seconded /Carried** to approve the minutes as proposed.

Public Comment None

Treasurer's Report Copies of the July 7, 2022 Financial Statement were distributed. Total income to date for 2022 was \$57,729.78. Expenditures totaled \$12,284.24, leaving a balance of \$45,445.54. Larry Johnson said that the two expenditures since the last meeting were for our two Liability Insurance Policies and for printing of 250 new checks with our Twin Palms Logo.

Jeffery Burnell reported on status of new communication contracts. He said that he had renewed our Internet name for 5 years. He is working on establishing our own Zoom and Constant Contact accounts.

Jeffery said he had researched the options for setting up new Twin Palms email accounts for Board members and one for the organization itself. The best price he found was about \$4 per email address per month. He offered to set up and manage the email address contract once the vendor is finalized. After discussion, it was agreed that this was the direction we should go.

Since this is a new expense not currently included in the 2022 Budget, Jeffery will get Larry the cost so he can work with the Finance Committee to develop a recommendation for amending the Budget at our next meeting.

The Board also discussed utilizing Constant Contact to manage our email lists and content.

2023 Modernism Tour

Carol said that the primary focus of today's Board meeting is planning for our 2023 Twin Palms Modernism Home Tour. We have secured our traditional President's Day date of Monday, February 20, 2023.

Deadlines

Carol outlines the key upcoming dates for complying with the following Modernism Week deadlines:

- April 1 – August 31 – curate homes for tour
- September 1 – tour proposal due for review
- September 15 – final draft of tour description for Modernism website is due.
- November 1 -- Tickets go on sale to public on Modernism website.

Number of homes and selection

Carol said that identifying the homes for the 2023 tour was a top priority. We need to get the list of homes to Modernism Week for them to review by the end of August. She provided the Board with a list of homes that have been on previous tours, and new homes that have been suggested by Board members.

Carol led the Board thru a discussion of all the homes on the list. Three homes are already secured—1813 S. La Paloma, 1070 Apache and 1881 S. Caliente. About a half dozen additional homes were identified as top priority for follow-up. A member was assigned primary responsibility for following up on each of these homes/condos. Carol said the goal is to finalize the selection of 6 or 7 homes at our next meeting.

Tony Vardaro shared that the Ocotillo Lodge Board has decided to hold a Modernism Home tour on Saturday, February 18, 2023. They currently have 8 homeowners who have agreed to put their units on the tour. Since this will be their first tour, it is unknown what impact, if any, it will have on ticket sales for our Twin Palms Tour.

Carol asked if there was any interest in having 1 or 2 of their units on our tour. Tony said he would inquire and let us know.

Tony also shared with the Board a brief update on the status of the Ocotillo Lodge's plans to seek Historic Designation Status from the City.

Budget

Carol said that we need to begin developing the budget for the 2023 Modernism Tour. To help us do that, she sent all the Board members the final income/expenses statements for 2019, 2021 and 2022 prepared by Larry. These statements provide information on the number of tickets sold each year, price of tickets, total income and costs by individual expense line item.

Carol said that we are approved to sell up to 400 tickets. Larry suggested that we start with 7 start time tours of 45 each for a total of 315 tickets. Last year we started with 280 tickets and ultimately sold 308 tickets. Once we sellout a few of the 7 tours, we can add additional tickets any time we want to. From a budgeting point of view, he added that it is always better to set a lower estimate and exceed it then to set too high a total ticket sales estimate and then have to cut back the budget.

Carol suggested we consider a ticket price of \$90. Jeffery Hoffman said he thought that this was a little high. Larry suggested we consider \$75 like last year, or maybe up to \$80. It was

agreed that we need more information on what other tours will be charging so we can set a reasonable competitive price. Carol said she would follow up with Modernism Week to gather that information for our next meeting.

Larry provided everyone with a 2023 Modernism Week Budget Worksheet that we can use to help us formulate the budget over the next few months.

Volunteer Needs

Michele said that she was willing to again take a lead role in the recruitment of tour volunteers. Carol asked her what help she needed to make this a more manageable task. Michele said that the biggest challenge this year was finding volunteers for so many outdoor landmark locations. Larry suggested that we have fewer landmarks and offered to take the lead in recruiting volunteers for these locations.

Based on the 2022 secret shopper report, Larry said that one area we need to improve is having trained volunteers at the registration area to help ticket holders who needed help with accessing the on-line brochure. Jeffery volunteered to help with email communications with the volunteers. Carol suggested that each of us should consider how we could help to identify potential volunteers to refer to Michele.

Check in location

Carol said we need to pin down the location for tour check-in. She suggested we inquire whether the Ocotillo Lodge might be an option. Tony said he would check to see if this was an option. Larry said that the Smoke Tree Board has offered to host us again in 2023 for registration, the display of the Krisel Exhibit, and the after party. He said he would contact them again to confirm this offer. We can discuss the check in location at the next meeting and make a final decision.

Sponsorships

Carol said she thought we should explore possible sponsorships for the tour. This could build community support and help to reduce our costs. Larry shared with the Board our past experiences with sponsorships. He said our best experiences had been with finding a sponsor to underwrite a specific component of the tour such as the costs associated with the brochure or underwriting the cost of the Thank You Party for volunteers.

Insurance

Larry reported that Modernism Week has retained a new insurance company to handle insurance for all Modernism events including the tours. The new insurance coverage should cost the same or possibly a little less in 2023. Larry reminded the Board that Modernism Week requires that we use their insurance agency and the cost is deducted from our 80% proceeds from ticket sales.

Sharing the responsibilities

Carol said that she felt it was important that we focus attention on how best to share Tour responsibilities among the Board members. To the extent possible, all Board members will be encouraged to volunteer to work on at least one aspect of the tour. Bottom line, Carol said the most important thing is to make it a fun experience.

Updates

Carol said that she wanted to give a few quick updates on pending items for future meeting agendas.

Neighborhood Entry Signs

Carol reported that she had spoken with the owner of one of the houses at the corner of Twin Palms and Navajo where there are older small Twin Palms signs. The owner is interested in working with us to make improvements to the sign on her corner. Jeff Hoffman said he would try to get in contact with the owner on the other corner. Hopefully we can work with them to develop a plan for how to upgrade the signs. Jeff and Carol said they will update the Board at the next meeting.

501 C-4 Status

Carol said that she had just received yesterday a packet of materials she had requested from ONE-PS related to incorporation. She said she would review and update the Board at our next meeting.

Advisory Board vacancies

Larry reminded the Board that we still have 3 Board vacancies. All members were encouraged to think about potential candidates and share their ideas at the next meeting.

Next Meetings

After discussing several dates in August, the next meeting was set for Thursday, August 11, 2022 at 3:30 pm.

Carol reminded the Board that at our last meeting we set the date of the next General Membership Meeting for November 12, 2022.

Adjournment

The meeting was adjourned at 5:13 pm.