

ADVISORY BOARD MEETING MINUTES

Wednesday, October 26, 2022 :: 3:30 PM :: Carol's House

Call to order and Roll Call The meeting was called to order at 3:38 pm. Board members in attendance were Carol Munro, Jeffery Burnell, Larry Johnson, Michele Johnson, Tony Vardaro.

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

Review and Approval of Minutes It was **Moved/Seconded/Carried** to approve the minutes of September 7, 2022 as proposed.

Public Comments None

Treasurer's Report

Copies of the October 26, 2022 Financial Statement were email in advance. Larry Johnson reported that total 2022 income to date is \$57,729.78. Expenditures total \$13,280.09, leaving a balance of \$44,449.69. He noted that there were no expenditures since our last meeting.

Communications Report

Jeffery Burnell reported on his efforts since our last meeting to continue to upgrade and expand the use of our communications tools. A major step forward was to consolidate all our contact information on neighborhood residents into a single data base. The original data base of almost 530 households contains fragmented information provided primarily by the residents themselves. Out of 265 contacts that were salvageable, we have full information on 235 households (names, physical and/or mailing addresses, phone numbers, emails) and partial information on the balance of 30. The goal is to continue to collect the missing information on those 30 missing emails to round out our ability to better communicate with our residents.

He noted that we had an amazing 72% open rate from our most recent posting related to our upcoming November General membership meeting. This is a very good initial response rate which hopefully will increase over time.

He said he is also utilizing our new Constant Contact account to expand our presence on Next Door, Facebook and Instagram.

Modernism Tour

Deadlines/tour descriptions

Carol Munro reminded the Board that tickets go on sale on the Modernism Website on November 1st. We are making 350 tickets available to start with (7 tours of 50 tickets each). We can add up to another 50 tickets based on demand.

Carol said that the house on La Jolla has dropped out of the 2023 tour due to concerns that the renovation will not be completed in time. We are replacing it with another home at 1290 E. Marion Way.

Budget

Now that we have the number of homes, ticket price and number of tickets decided upon, Larry Johnson said that he can now begin to develop a draft budget for review by the Board at our next meeting. Income and expense items will be based on last years' experience and projected changes in the 2023 Tour.

Check In

Tony Vardaro reported that everything is on track for check in at the Ocotillo Lodge, display of the Krisel Exhibit, and hosting the after party in the Clubhouse.

Volunteers

Michele Johnson reported that she is working on finalizing the number of volunteers needed at each of the homes, at check-in, and for the Krisel Exhibit. She said we have a good start on identifying volunteers and is following up on all suggestions for volunteers.

She said that she would soon be sending out the first formal email to her mailing list with general information about the tour. Jeffery said he would be glad to help set up a volunteer data base that will allow for the use of Constant Contact as the format for mass emails.

Sponsorships

At this time we have not identified any specific sponsors for the 2023 event.

Insurance

Carol reported that she had received a form from Modernism Week staff that will need to be signed by each of the homeowners on the tour. She is in the process of contacting each homeowner to get their signature.

November 12 General Meeting

Agenda/Speaker

Carol Munro said that planning is well underway for the upcoming November 12, 2023 General Membership meeting. Our main speaker will be Mayor Lisa Middleton.

The Board reviewed the draft agenda. Since the agenda was not too full, Jeffery Burnell suggested that we contact Desert Water Agency and see if we could get a speaker. Everyone liked the idea and Jeffery said he would follow up.

The Board discussed whether to include the presentation on the Little Library since we do not have confirmation on a location. Since the Little Library Initiative is now known by some residents, it was decided to proceed with a brief presentation showing the proposed design for the library. Carol will let the membership know that we have been working on seeking bids for construction and identifying a location. More information will be provided as we move forward with this idea for our next Community Initiative.

The Board approved the balance of the agenda as proposed with the deletion of the sections on Grants and Initiatives and Next Steps.

Location

Tony Vardaro said that everything is set for use of the Clubhouse at the Ocotillo Lodge. He and Larry Johnson will be setting up the room on Friday afternoon. Jeffery Burnell will be working with Eric Chiel on using Eric's projector for the PowerPoint presentation Jeffery is preparing, and for using Eric's PA equipment. Larry said he would be ordering the box lunches from Aspen Mills and making sure we have volunteers to staff the check in desk.

Communications Plan

Jeffery Burnell said that we would continue sending invitations to the meeting using our email list, Next Door and other communications tools. Details about the speaker(s) will be highlighted and an easy way to RSVP will be provided. He will also attach the draft minutes of the April 30th Social Membership meeting, 2022 Membership Dues and Volunteer Sign Up forms.

Update on Eric Chiel's Twin Palms Modernism Proposal

Carol Munro said she had been in contact with Eric Chiel and was happy to report that things are moving ahead nicely for the programs to be held on Sunday, February 19, 2023. These programs would be held at the Modernism Week Camp venue. Modernism Week would be taking care of publicizing the events, doing registration, and all the logistics.

Carol said that Jake Gorst will be in town for other Modernism Week events, and is willing to MC the showing of his film "William Krisel, Architect" at no charge to us.

Carol said that Eric is working on the proclamation to present to the City Council and asking them to declare this Twin Palms 10th Anniversary Weekend. Assuming the Council agrees, we would be asking the mayor to participate in a program to kick off the day where the proclamation would be presented.

Carol said that she is still working on finalizing the proposed program with 3 speakers each given 20 to 30 minutes for a short presentation and Q and A.

Carol said that we have till November 15th to submit our final plans to Modernism Week.

Little Library Update

Carol Munro said that efforts are continuing related to the Little Library Initiative. Larry Johnson reported that Jeffery Burnell had presented to his association membership the idea to erecting the Little Library near their mail boxes on La Jolla. Jeffery said the idea was referred to the association board for further review and discussion on their next executive meeting to be held on Dec 1st.

Larry said that we are still seeking additional bids. One bid is currently pending submission back to us. He said he would keep the Board update.

Social Event January 2023

Larry Johnson said it was time to start planning for our annual social event which has traditionally been held in January. Assuming we can get permission from Mr. Gorst to show his film on Mr. Krisel to our membership, he suggested we consider having a 3:30 pm Saturday screening at the Ocotillo Lodge in the Lounge room off the lobby. There would be room for about 40 people. We could provide popcorn and during the showing and maybe have a wine and cheese social in the lobby after the showing at 5:00 pm. Larry said he thought this would be of interest to our members, and that it would not require a lot of work to pull off.

Larry said he could follow up with Eric Chiel who is in contact with the film maker. Assuming we get permission to show the film, the Board can make a final decision on whether to pursue this idea for late January or later in the Spring.

In case this does not work out, Carol encouraged Board members to think about other ideas for an early 2023 social event.

Additional Business

Several members suggested that we follow up with the owners of the new Twin Palms Resort on Camino Real and see if they might be interested in sponsoring a future TPNO event. It was noted that this is the first new business in our neighborhood since our inception.

Next Meetings

After discussing dates in November, the next meeting was set for Wednesday, November 30, 2022.

The next General Membership meeting is set for Saturday, November 12, 2022 at 10:00 am.

Adjournment

The meeting was adjourned at 4:53 pm.