

# ADVISORY BOARD MEETING MINUTES

**Wednesday, November 30, 2022 :: 3:30 PM :: Carol's House**

**Call to Order and Roll Call** The meeting was called to order at 3:35 pm. Board members in attendance were Carol Munro, Larry Johnson, Michele Johnson, Jeffery Burnell, and Tony Vardaro. Jeff Hoffman participated via video.

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

**Review and Approval of Minutes** It was **Moved/Seconded/Carried** to approve the minutes of the October 26, 2022 meeting as proposed with the following correction "Carol to order" to "Call to order."

**Public Comment** None

## **Treasurer's Report**

Copies of the October 26, 2022 Financial Statement were emailed in advance. Larry Johnson reported that the total 2022 income to date is \$58,014.78. Expenditures total \$13,985.81, leaving a balance of \$44,028.97. Since the last statement, we received \$250.00 in voluntary membership dues and \$35 in donations.

Larry said that the Finance Committee will work on developing a proposed 2023 Budget for presentation at the January Advisory Board meeting for our review and approval.

## **Communications Report**

Jeffery Burnell gave an update on our ongoing efforts to improve our communications with the general membership. He said that of the 235+ households we currently have email addresses for, we have had a 70%+ email open rate on our recent emails to the membership. This is above the national average.

Larry asked for our email list so we can all review to see if there are people not on our email list that we can try to encourage to give us their contact information.

Jeffery suggested that we consider giving a postcard to our Modernism Week Tour ticket holders giving them our contact information for Facebook, Instagram and our website. It was suggested that maybe a better way to provide this information would be to include it in our tour brochure.

Jeffery said we are also posting on NextDoor, Facebook, and Instagram and have received some positive feedback.

## **2023 Modernism Tour**

Carol Munro reported that planning for the February 20, 2023 Modernism Week Home Tour is on schedule. She said that today we need to update everyone on our current status, make decisions related to several outstanding issues, and assign responsibility for next steps.

### *Ticket sale update*

Carol was pleased to report that we have sold all 350 tickets we initially placed on the Modernism Week Website. It was agreed to release another 50 tickets. First we will release 8 tickets for the first 4 tour start times. Once these are sold, we will release the final 18 tickets spread out over the final 3 tour times.

Tony Vardaro mentioned the remote possibility of not being able to use the Ocotillo Clubhouse for check-in due to some renovation work that needs to be completed before the room is available again for use. If that turns out to be the case, he offered a Plan B utilizing the Sunshine Bar and the adjacent meeting room. The Board agreed that this would be a viable option in necessary. He said he would keep us posted.

### *On-Line brochure and printed handout*

Carol Munro suggested that we consider going back to a paper brochure instead of the on-line brochure we used last year. This is a more costly alternative, but avoids the concerns many people expressed with using the on-line version. Larry said that 500 printed copies would cost about \$1,000 to \$1,200.00 more than the virtual brochure. After discussing the pros and cons, there was consensus that we go with the paper brochure and amend the Modernism Tour budget accordingly. Jeffery Burnell offered to help cover some of this increased cost in exchange for including some acknowledgement of his real estate business in the brochure.

### *Volunteer Requirement*

Michele Johnson reported that she had sent out the first formal invitation letter to potential volunteers. She currently has recruited about 20 of the 55 volunteers we will need. Carol said she would reach out to the tour homeowners and see if any of them will be providing any volunteers to help at their home. Tony said he would reach out to see if any Ocotillo owners want to volunteer.

In order to facilitate communications with volunteers, Larry asked Michele to provide Jeffery with the names and email addresses of the tour volunteers. Jeffery can then use Constant Contact to create a data base and simplify sending email information to the volunteers.

### *Location for Volunteer Thank You Party*

Carol reported that we have a new option for where to hold the after tour Thank You Party for the volunteers and homeowners. The owners of a Krisel designed home on Anza have offered to provide their home. They have recently undertaken a major remodel of the outdoor area

with new hardscape, shade structure, and landscaping. After discussing the pros and cons of this location versus holding the party at the Ocotillo Club house, it was decided to go with the private home option.

### *Budget*

Larry distributed updated copies of the Modernism Tour Budget Worksheet. To date we have not incurred any expenses beyond the \$300 for insurance. With the decision today to do a printed brochure, the current projected expenses are around \$5,500. Larry noted that the budget does include funds for new photography of several homes. He said that this worksheet will be used throughout the next few months to track income and expenses.

### **November 12 General Meeting**

There was consensus that the recent General Membership meeting went very well and was well attended. Feedback from attendees was very complimentary, especially for our two guest speakers. Everyone thought there was a good mix of helpful information and interesting updates.

It was suggested that we plan to invite the new Palm Springs Mayor to come to our Fall 2023 General Membership meeting.

Jeffery said that we need to purchase our own projector and sound system so we are not dependent on using Eric Chiel's equipment. Larry Johnson said that we can include this in our planning for the 2023 budget.

### **Update on Twin Palms programming for CAMP**

Carol Munro reported that planning is coming along well for our 2 programs on Sunday, February 19, 2022 at CAMP. The program at 9:00 am will include 5 components: Civic Impact of TPNO presented by Carol Munro; City Proclamation declaring it "Twin Palms Day"; presentation by filmmaker Jake Gorst; presentation by Katie Horak on the "Lost Palette of the Ocotillo Lodge"; and 10 Intriguing Facts about Twin Palms presented by Eric Chiel.

At 3:00 pm there will be a showing of Jake Gorst film "William Krisel, Architect." Mr. Gorst will host a Q and A session after the screening.

Tickets for both events will go on sale in December for both events.

### **Little Library Update**

Jeffery Burnell reported that the Twin Palms Condominium Board has approved placing the Little Library on their property near their mail boxes on La Jolla. Jeffery was thanked for his efforts to facilitate this outcome. This is a major milestone and now we can move forward on the next steps.

Larry Johnson reported that we were unsuccessful in obtaining a third bid for a wooden structure. Given the fact that the lowest bid was for a metal structure, it was decided to move forward with getting a new final bid for a metal structure. We will also need to submit the paperwork to get placement approval from the City Planning Department. The Department has the authority to grant this request, and has already indicated that they will waive any fees.

The goal is to finalize the plans and cost estimates and bring them to the Board for review and approval at our next meeting.

### **Request for Info from ONE-PS**

Carol said that ONE-PS is asking all neighborhoods for feedback on the following three questions:

*Most important challenges your neighborhood organization is facing.*

Feedback—Our biggest challenges are getting people to participate in our meetings and events and to volunteer for activities other than Modernism Week.

*What is your organization most proud of.*

Feedback—We are most proud of our logo, blade signs on every corner, the Krisel Exhibit and our very successful Modernism Tours.

*What should ONE-PS be doing more of to support neighborhood organizations.*

Feedback—Sharing more information on: successful events other neighborhoods have done, best practices for engaging residents in neighborhood events and activities and encouraging people to be more involved.

### **Events/Meeting/Communications FY 22-23 Calendar**

Larry distributed copies of the updated 11/30/2022 Calendar. It listed all our events/meetings since April 2022 and provides a December thru April calendar for us to use to help set dates for upcoming events, meetings, and related communications activities. He said the calendar is a helpful way to visual the timing and relationship of each event to other events.

### **Ideas for Social Event in early 2023**

Larry Johnson reminded the Board that our tradition prior to the pandemic was to hold a social event in late January. He noted that in 2022 this event was postponed until April.

He suggested that we consider showing the Krisel Film. Tony said that the smaller room off the Ocotillo Lodge lobby could hold about 40 people and has the necessary AV equipment. He suggested a 3:00 pm showing of the 87 minute film, followed by a wine and cheese party in the lobby. He said he thought this would be of interest to the membership and would be a relatively easy event to organize.

While there was interest in considering showing the film at some point in the future, it was decided that we have too much on our plate with Modernism Week activities to pull off this social event in late January. Larry suggested that we consider holding this film showing at a later date. In case the film distributor decides not to allow us to show it to our membership for free, he noted that the film is available for purchase for around \$60

### **Spring Annual Meeting**

The discussion of the possible January social event lead into a discussion of what we want to do for our annual membership meeting in late March/early April. Since we had elections last year for 2-year terms on the Advisory Board, this off year annual meeting does not include elections.

It was pointed out that this is our 10<sup>th</sup> annual meeting since our founding in 2013. Everyone agreed that this called for a special 10<sup>th</sup> Anniversary Celebration. After much discussion, it was agreed that this meeting should be social in nature with only the minimal required business items (i.e., approval of minutes, any approvals of new Advisory Board members, etc.)

In order to begin planning, the Board set the date for the 10<sup>th</sup> Anniversary Celebration for Friday, March 24, 2023 with a late afternoon start time. Tony said he would reserve the Ocotillo Lodge clubhouse. Jeffery Burnell said he would investigate catering options and entertainment. Larry Johnson suggested we invited all past Board members, and consider inviting other special guests like elected officials, City representatives, and leaders of local organizations that we have worked within the past or want to build new relationships with for future joint efforts.

### **Additional Business**

#### *Christmas Parade*

Jeffery Burnell reported that only 4 people signed up to participate in the City's Annual Holiday Parade. He said we need at least 12 people in order to handle the balloon. So he has notified the organizers that we will not be able to participate this year. He said maybe next year we can get more volunteers if we start the recruitment process earlier.

### **Next Meetings**

After discussing dates in January, the next meeting was set for Wednesday, January 18, 2023 at 3:30pm at Carol's house.

The date of the Annual General Membership this Spring will be March 24, 2022.

### **Adjournment**

The meeting was adjourned at 5:08 pm.