

# ADVISORY BOARD MEETING MINUTES

**Tuesday, May 23, 2023 :: 3:30 PM :: Carol's House**

**Call to Order and Roll Call** The meeting was called to order at 3:34 pm. Board members in attendance were Carol Munro, Larry Johnson, Jeffery Burnell, Jeff Hoffman, Michele Johnson and 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 the April 19, 2023 meeting as proposed with the correction of the spelling of Michele's first name.

**Public Comments** – None

## **Events/Meeting/Communications Calendar—23-24**

Copies of the updated Calendar were distributed. This reference document is provided as a planning tool for the Board as they discuss planning for future meetings and events, and the communications plans necessary to announce these meetings and events.

## **Treasurer Report**

Copies of the May 23, 2023 Financial Statement were mailed in advance. Larry reported that total income to date is \$77,009.97. Expenditures totaled \$11,000.23, leaving a balance of \$66,009.69. Since the last meeting, income included \$100 in membership dues and \$175.00 in donations. There were no expenditures during that period.

## **Communications Report**

Jeffery Burnell reported that he continues to post periodic notices on our social media accounts citing the example of the recent post regarding the Splash House event at Saguaro.

He said that Larry and he have submitted a package of suggestions to our website developer John Mahon regarding our ideas regarding the look for the website redesign. We will be requesting a phone conference to discuss our ideas and to formally launch the redesign process. Larry Johnson said that a 50% deposit on the redesign contract will be needed.

## **FY 23-24 Organizational Objectives**

Carol Munro said we need to review our FY 22-23 Organizational Objectives and revise as needed for FY 23-24. These annual objectives are posted on our website and provide direction and guidance to the Board, and a way to measure our progress in meeting our stated objectives.

The Board reviewed proposed revisions of our goals for FY 23-24 presented by Carol which were developed in consultation with Larry.

After discussion, it was **Moved/Seconded/Carried** to approve the following changes/additions for FY 23-24 to our existing FY 22-23 organizational objectives:

[NOTE: changes/additions are in bold type.]

Encourage neighborhood identify

Plan and implement a 2024 Modernism Home Tour

**Develop a plan to fix three existing older neighborhood entry signs**

**Construct and install a Little Library.**

Build a sense of community within the neighborhood

Hold 3 membership meetings—**October**, January (social) and April.

**Monitor/review** communications plan including applicable social media outlets

**Implement new website design**

Follow organization by-laws and best business practices

Develop/Monitor 2023 and 2024 budgets, and provide financial reports

**Investigate/implement best corporate/tax exemption status**

**Recruit new board members**

**Little Library Status**

Carol said she was happy to report we are making progress in our efforts to pin down a location to place the proposed metal Little Library. After a recent onsite meeting with the homeowners at 911 E. La Jolla, they have agreed to have the Little Library sited on their side yard on Navajo.

To place it in the city right-a-way, the homeowners will check with their homeowner's insurance agent to see if they are able to obtain a rider holding the City harmless. If not, they have agreed to place the Little Library on their property right behind the required setback without a City permit.

Once the placement issue is resolved, we will be moving forward with finalizing the costs involved and bringing a written Community Initiative application to the Board for action.

**Tax Exemption Status**

Jeff Hoffman reported on his ongoing investigations into our best approach to formalizing the organization's legal status and tax status. He said he had reached out to 3 law firms. He summarized the advice he has received as follows: 1) we should proceed with formalizing our legal structure, 2) becoming a 501 (C) 4 seems the most reasonable venue, 3) hiring a lawyer was not necessary and hiring a local CPS firm to fill out the forms, and help get us established,

was the most cost-effective approach. Jeff suggested we file for the Federal first, and then the state, as this was the easiest and fastest route.

The Board gave Jeff the go ahead to approach CPA firms and get back to us on the potential costs, procedures, and timeline. Jeff noted that, thanks to Larry Johnson efforts, we now have an official document with our VIN number.

### **Community Grants and Neighborhood Initiatives**

Larry Johnson suggested now would be a good time to begin a review of our Community Grant and Neighborhood Initiative policies approved by the General Membership in 2015. He proposed that we start by reviewing the 5 priorities for Community Grants.

At a subsequent meeting he said we should consider changing the dollar limits that can be approved by the Board as opposed to the full membership. Given that the organization has significantly more financial resources today than in 2015, and adjusting for the impact of inflation, Larry said he will be recommending that we raise these dollar limits for Board approved Community Grants and Initiatives.

Carol Munro said that one of the bonus benefits of our making grants to worthy local organizations is the good publicity it brings to TPNO. She cited the recent example of the good press the Indian Canyons Neighborhood Organization got for some of their recent grants.

Best case scenario, Larry noted that any changes we want to make to the Community Grants and Neighborhood Initiatives policies should be ready for general membership discussion and action at their October meeting.

After discussion, it was agreed to begin this review at our June Board meeting.

### **2024 Modernism Tour**

Carol Munro said we need to expand our efforts to identify, visit and secure homeowner commitments for the February 2024 Modernism Week Home Tour. She said two homeowners we approached declined, but we do have three homes confirmed. Tony said that he would inquire if we can get another unit at the Ocotillo Lodge to participate in 2024.

Carol distributed a list of 18 potential homes/condos for the Board to consider. After review and discussion, the Board selected 4 homes to focus on pursuing in the next month, plus follow-up on a unit at the Ocotillo Lodge. The goal is to have 7 homes/condos on the 2024 tour.

There was general agreement that we should again pursue requesting permission from the Ocotillo Lodge to hold our tour registration and the Krisel Exhibit at the Ocotillo Lodge, there.

### **Advisory Board Openings**

As mentioned at our last meeting, we have three vacancies on the Board that the By-Laws allow the Board to fill for the balance of the current 2-year terms. Jeffery Burnell announced that he

was in the process of selling his condo and would therefore be resigning from the Board next month. So we will then have four vacancies.

We reviewed the names suggested at the last meeting. Tony Vardaro offered to follow up on David Carlson. Carol suggested we approach Jennifer Hixon and Robert Webster to see if either of them was interested in Board membership. The Board accepted her offer to approach them to gauge interest and report back. Carol will also follow-up with Peter Balon.

Given the upcoming loss of Jeffery Burnell, Carol suggested we make a special effort to identify people who have communications/marketing skills.

### **Additional Business**

Jeffery Burnell reported that the replacement barrel cactus will be planted this week.

Tony Vardaro reminded the Board that we had agreed to restart our previous practice of inviting the general membership to participate in Advisory Board meetings via Zoom. Jeffery said he would make that happen for our next Board meeting.

### **Next Meetings**

#### *Fall Membership Meeting*

Carol reported that she has been trying to schedule speakers for our Fall membership meeting tentatively scheduled for October 28<sup>th</sup>, pending securing one or more speakers, and identifying an appropriate location. She said she had approached the mayor's office but said it may be several months before we can get a final response. Other possible guest speaker suggested included the police chief, fire chief, city manager, and resident Katie Horak. Larry said he thought Katie's presentation on the history of the paint colors at the Ocotillo Lodge would be of interest to the membership

Tony Vardaro gave a brief update on the Ocotillo Clubhouse repairs status. The OL Board is reviewing vendors to complete the necessary roof repairs. He said he hopes to know more about the timeline for this important step after the OL Board meeting on May 24<sup>th</sup>. After that, the final big project will be to address the mold issues in the Clubhouse building. Various options for alternative locations for the Fall meeting were discussed in case the Ocotillo Lodge is not available.

#### *Advisory Board Meeting*

After discussing several dates, the next Advisory Board meeting was set for Tuesday June 27, 2023 at 3:30 pm. The next meeting was set for Tuesday, July 25, 2023 at 3:30 pm.

### **Adjournment**

The meeting was adjourned at 5:06 pm.