

# ADVISORY BOARD MEETING MINUTES

Wednesday, September 6, 2023 :: 3:30 :: Carol's House

**Call to Order and Roll Call** The meeting was called to order at 3:33 pm. Board members in attendance were Carol Munro, Tony Vardaro, Jeff Hoffman (via zoom), Michele Johnson, David Carlson, and Larry Johnson.

**Guests:** Jeffery Burnell

**Acceptance of Agenda** The agenda was accepted as proposed, with no changes.

## Introduction of Guests

Carol Munro welcomed the Community members attending the meeting via zoom and asked them to introduce themselves. Community members participating via zoom included Peter Balon, Charlie Roddy, and Michael Wollaeger.

## Review and approval of Minutes of July 25, 2023

It was **Moved/Seconded/Carried** to approve the minutes of the July 25, 2023 meeting as proposed with the correction of 2 typos on page 1.

## Public Comment

Carol Munro said that the notice of today's meeting and the agenda was sent out to all neighborhood residents on our email list. There were no comments from community members.

## Treasurer Report

Copies of the September 6, 2023 Financial Statement were mailed in advance. Larry Johnson reported that the total income to date is \$77,109.97. Expenditures totaled \$17,005.35, leaving a balance of \$60,104.62. Since the last meeting, there was no new income. Expenditures during this period included \$156.65 for renewal of Constant Contact contract, and \$372.82 for Homeowner gifts for 2024 Modernism Tour.

## Communications/Marketing

### *Events/Meetings/Communications Calendar*

A copy of the updated Calendar was included in the meeting packet emailed in advance. This is a reference document that helps the Board in planning future meeting and events, and scheduling the necessary communications plans to promote these meeting and events.

### *Website – Presentation of proposed redesign*

Former Board member Jeffery Burnell, now acting in a volunteer role, presented a walk-through of the status of the website redesign process. He said the website has been modernized for better security, ease of use, ease of updating, and a more contemporary look. It has been optimized for mobile phone use with the ability to display a more vertical format rather than the traditional horizontal format designed for viewing on a desktop or laptop computer. Jeffery and Larry Johnson took the Board through a review of the current beta version of the website.

Carol suggested that we add an easier way to access membership/donation information, and a section on relevant community resources.

There was agreement that the new look and functionality of the website is impressive. The next steps are to implement the new design for all sections of the website, and to complete the migration of all the remaining data on the current website before the launch of the redesigned website.

### **Tax Exemption status**

Since our last meeting, Jeff Hoffman and Peter Balon have continued their research. Peter spoke with the IRS and is trying to compile a list of the items they need from us to proceed. Peter ran into a problem since he is not on the Board, so Jeff will join him on the next call to the IRS. Jeff said he has spoken with Board members from other neighborhood organizations and received advice, including information on the three annual filings that are required and the associated costs of several hundred dollar a year.

Newest Board Member David Carlson asked for information about the history over the past 10 years and why the organization never pursued tax exemption status in the past. Larry explained the rationale that since most of our income comes from Modernism Week, the Board felt if any taxes were due, Modernism Week should pay them since, in effect, we were hired by them as a vender to provide a service. Jeff explained that because we did not do so, we may owe the IRS some back funds.

The Board gave Jeff the go ahead to proceed with the IRS and begin to prepare the necessary application and supporting documentation.

### **2024 Modernism Tour**

#### *Tour homes status – 6 confirmed*

Carol said the six homes for the 2024 tour are confirmed. One owner had asked, due to their health status, whether they could delay participation to 2025. Since we have no other homes available, the owner agreed to remain in the 2024 tour. David Carlson suggested that we

consider including a home or two in future tours that just feature their exterior landscaping, and not a tour of the home itself.

#### *Ticket price*

Carol said we need to finalize the ticket price. She suggested we stay at \$90. Larry said that since we have 6 rather than 7 homes on the tour, that we lower the price to \$85. After discussion, the Board decided to go with the \$90 ticket price with consideration for inflation.

#### *Ocotillo check-in location*

Tony Vardaro reported that having the check-in at the Ocotillo Lodge portico has been approved by their Board. He is working on securing the use of the Ocotillo Lodge lobby for the check-in and Krisel Exhibit, pending clearance that it is safe health-wise to do so considering the current unfinished renovation of the building.

#### *Discuss options for Krisel Exhibit*

Larry said if we can not use the lobby, he said a backup could be to put some of the exhibit up at the portico and the balance in the carports of three of the tour homes.

#### *Deadlines for photos, information for ticket sales etc.*

Carol said she is following up on deadlines for getting Modernism Week the required info for our listing on their ticket sales website, including tour description and photos.

### **Community Grants & Neighborhood Initiatives**

#### *Review draft memo to General Membership on changes*

Larry Johnson reviewed the draft memo to the membership regarding the changes to the Community Grants and Neighborhood Initiatives Policies that the Board discussed. He clarified, upon review of the current policies, that the Board has the authority to make these changes. The Policies only require that "The General Membership must be informed of any changes made by the Board at their next meeting."

To comply, the Board is informing the membership at our upcoming October 28, 2023 meeting. While not required by our By-Laws and current grant policies, it was agreed we will ask the general membership to concur/approve the proposed changes. This will enable the Board to present the proposed changes and solicit the buy-in of the membership.

Larry asked the Board members to review the draft memo and come prepared at our next meeting to approve the draft which will be mailed out to the membership in advance of the meeting.

*Approve modification to 1/18/23 Krisel Exhibit Neighborhood Initiative (emailed in advance)*

The Board reviewed a written request from Eric Chiel to modify the terms of the Neighborhood Initiative Grant for the Krisel Exhibit approved in January 2023. He requested that the approved 3-panel "Beyond Krisel" panels be redesigned into a 2-panel format to match the other existing panels. He noted that by reformatting the material, no content was going to be lost. It was **Moved/Seconded/Carried** to approve this change in the approved grant application.

*Discussion of OL Community Grant for Sign Restoration Project*

Tony presented to the Board an outline of a Community Grant application the Ocotillo Lodge was considering submitting to the Advisory Board for the restoration of the signs on the Portico at the entrance to the HOA. The goal is to restore Krisel's original design, including the font Mr. Krisel designed for it. He shared photos of the original 1957 signs and a mock-up of the proposed restoration. The feedback from the Board was very positive and members expressed their interest in reviewing a written application. Tony said he hoped to submit a \$3,500 request shortly so the Board can review it and possibly take action at the next Board meeting.

### **Fall Membership meeting**

*Indian Canyon*

Larry Johnson said that we have confirmed the Indian Canyons Golf Resort North Course Clubhouse for our General Membership meeting on October 28, 2028. Before signing the contract, Larry said he would review with Carol the proposed menu for refreshments at the registration desk and boxed lunch after the meeting. Larry noted that the room is large and will accommodate up to 80 people. He said he will work with Jeffery on getting several invitations out to the membership. Members were encouraged to talk up the meeting with their neighbors and encourage people to attend.

*Speakers*

Carol said the mayor will be attending, but due to a scheduling conflict, will be arriving at 11:15 instead of 10:15. She also said that the Police Chief can now not attend, and will be sending a senior staff member to fill in for him. So we will have to make these changes to the draft agenda.

Carol asked members to think about what topics they would like the speakers to address, and come prepared to share those suggestions at our next meeting. She said she would then relay those ideas to the speakers.

Carol mentioned that she had recently spoken with a team at Michael's House. They would like to make a presentation at a future meeting. She said it was a very positive meeting and a good exchange of ideas.

### *Agenda discussion*

Larry Johnson reviewed a draft of the general membership meeting agenda. There is a lot to cover, but we should be able to do it within our time restraints. But everyone will need to be disciplined to stay within their allotted time. After some discussion, it was agreed we will finalize the agenda at our next meeting in case there are any last-minute changes that need to be made.

### **Little Library**

#### *Update on approaching student programs*

Carol reported that she had positive news from College of the Desert. She said she had spoken with staff member Marina Acosta. Ms. Acosta said that she felt that our Little Library would be a good project for the Architecture Club. Carol said she would follow up and try to set up a meeting with COD staff and students to pursue this lead.

David Carlson said he had talked with an administrator at PTPSD who directed him to talk with the woodshop/metal shop teachers. He said this might be a viable option if COD does not work out.

The best case would be that the Little Library could be built and installed in time for the 2024 Modernism Tour. Carol said time will tell if that is realistic.

### **Additional Business**

#### *January General Membership Social event*

If we are going to have a general membership social meeting in January 2024, Carol said we need to discuss the options and develop a plan of action. Larry Johnson referred the Board to his memo in the pre meeting packet. It included information about having the showing of the Krisel film at the Mary Pickford Theaters. We would be limited to a 10:00 am showing, and be required to purchase refreshments from them.

Michele Johnson reported on her contact with the Camelot Theater at the Cultural Center. She said they would charge us \$500 to use their theatre, and we could use their large meeting room for a reception. She said she was sure we could get a good price on refreshments, and maybe bring in our own. They also have a cash bar. They are open to timing, and so we could consider a 3pm showing with a follow-up reception.

After discussion, it was agreed to pursue the Camelot Theater option.

**Next Meetings**

General Membership Meeting – Saturday, October 28 – Indian Canyons Golf Resort North Course Clubhouse

The Board set the next meeting of the Advisory Board for Wednesday, October 11, 2023 at 3:30pm. The Board also set the date for the following Board meeting for Wednesday, December 6, 2023 at 3:30 pm.

**Adjournment**

The meeting was adjourned at 5:10 pm.

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APPROVED