

ADVISORY BOARD MEETING MINUTES

Wednesday, December 6, 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, Tony Vardaro (via zoom), Michele Johnson, Larry Johnson, and Jeff Hoffman.

Guests: Jeffery Burnell

Acceptance of Agenda The agenda was accepted as proposed.

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 Kelly McCune, Curtis Veal, and Kristen Laymon.

Review and Approval of Minutes of October 11, 2023

It was **Moved/Seconded/Carried** to approve the minutes of the October 11, 2023 meeting as proposed.

Public Comment

None

Treasurer Report

Copies of the December 6, 2023 Financial Statement were mailed out in advance. Larry Johnson reported that the total income to date is \$78,576.97. Expenditures totaled \$26,117.80, leaving a balance of \$52,459.17. Since the last meeting, new income included 6 dues-paying memberships totaling \$150, and \$1,317 in donations (\$1,242 from Eric Chiel's October Walking Tours and \$75 from a neighborhood resident). Expenditures during this period included \$43.56 in Equipment, and \$1,000 for Website redesign.

Larry said that the Finance Committee will be working on developing a proposed 2024 budget for presentation to the Board at the January 2024 meeting.

Larry reported that we have a missing blade sign at the entrance to OCEO. He said he spoke with Eric Chiel, who said the current cost to replace a blade sign is about \$300. Since we have \$400 in the 2023 budget for blade signs, Larry suggested the Board approve the purchase of a sign for this location. It was the consensus of the Board to go ahead and order the replacement sign. Larry said he would follow-up to make sure this happens. Carol volunteered to survey the neighborhood and make an inventory of any other signs that may be missing or damaged and need to be replaced. Larry said any other replacements can be added to the 2024 budget.

Communications/Marketing

Event/Meeting/Communications Calendar

Copies of the updated FY23-24 Calendar were handed out. This is a reference document that helps the Board in planning future meetings and events, and scheduling the necessary communications plans to promote these meetings and events. Larry Johnson noted that this is our 6th Advisory Board meeting since the beginning of our second-year term starting in April.

Website Update

Jeffery Burnell and Larry Johnson provided an update on the progress on the website upgrade and redesign. Jeffery demonstrated some of the new design features and functionality of the site. Larry said that we are making good progress on transferring the remaining documents from the current site to the new site and adding in new or missing information. The goal is to launch the new site in January. The next step is to develop a plan to roll out the new site to the membership.

501 (c)(4) status

Jeff Hoffman reported that he and Peter Balon were making good progress drafting the application and should be ready to send the Board their draft to review before the Board meeting in January. He asked Larry to send him the 2023 final income/expense financial report once it was available.

Jeff said it was likely that we would face some tax penalties for not filing earlier, though he did not think they would be substantial. Larry reminded that Board that we now have a reserve of \$18,800, and any penalties imposed could be charged to that reserve fund line item. For the purpose of developing the 2024 TPNO Budget, Larry asked Jeff to give him an estimate of the anticipated expenses related to filing our application.

Jeff said he hoped that after the Board had a chance to review the draft prior to our next meeting, that we could take action to move forward with finalizing the application and submitting it. Carol thanked Jeff for his efforts to get us to this point.

2024 Modernism Tour

Ocotillo check-in, Krisel Exhibit plans

Tony Vardaro updated the Board on the status of the repair work at the Ocotillo Lodge. He said it is finally progressing, and he is confident that we can use their lobby for registration, and hopefully the clubhouse for the Krisel Exhibit. He said he will have a better handle on this by our TPNO meeting in January.

Ticket sales report/Event promotion

Carol reported on ticket sales for our home tour in 2024. She said that overall sales for home tours are down, as are our sales to date. This is due, at least in part, to increased competition. There are 41 tours in 2024 compared to 31 in 2023. She said we will need to do more promotion in hopes of increasing sales. Jeffery said that he will work on several emails to send to our membership.

Next Step-Brochure, Volunteer recruitment, After Party, supplies etc.

Carol said that work is already underway to begin developing our 2024 Home Tour brochure, which will again be a paper version. We will need to do new photography, as well as obtaining new text from each of the homeowners, and drafting any other necessary revisions to the rest of the text.

Michele Johnson said that she continues her efforts to recruit volunteers including contacting everyone on her volunteer list. Jeffery Burnell offered his assistance to help with outreach and communications with both potential and confirmed volunteers.

Carol said we have secured the same location as last year for the afterparty for the volunteers and homeowners. At our next meeting we need to discuss logistics and refreshments.

Fall Membership Meeting Debrief

Carol asked for feedback on the recent General Membership meeting. There was general agreement that the location and food were great, and the pace of the agenda was good including the speakers and the content of the agenda items. The biggest disappointment was the lower-than-expected attendance. Only about 40 of the 70 RSVPs actually attended.

Jeff Hoffman suggested that maybe the Oct 28th date was too early in the season, and that a mid-November date might be better. Carol said maybe an evening weeknight might be better. Larry pointed out that if we can go back to holding meetings at the Ocotillo Lodge, the cost will be much less due to lower venue fees and food costs. Jeffery Burnell said we need to think about ways to lower no-shows. Maybe a raffle prize, or more reminder notices were possible ideas suggested.

Little Library Status

Carol reported that we have received from COD an initial estimate of \$3,200 for the construction and installation of the Little Library. Considering some costs not included in their bid, it still looks like we can keep the cost under \$5,000. The next step with them is to schedule a meeting to review the design details and timeline.

Larry reported that the City has drafted the document that needs to be signed related to waiving the setback requirements. Either the homeowners or TPNO will need to sign the agreement. Jeff Hoffman said it should be the homeowners. Larry offered to draft a document that outlines TPNO's commitments to the homeowners that we will be responsible for upkeep and removal if ever required by the city. There was consensus that such a document was a good

idea and a show of good faith on our part. Larry said that once the document is signed and submitted to the City, it will take 2 to 4 weeks for the agreement to be finalized with the necessary signatures of City officials.

Community Grants—Little Library Application Status

Larry distributed a draft of the Neighborhood Initiative application. Hopefully we can meet with COD representatives before our next meeting to finalize the design, budget, and timeline. We will hopefully then be in a position to review/action on a finalized application in January.

January 20, 2024 General Membership Social Meeting

Michele Johnson said that she is working with the Camelot Theater to finalize the details related to the use of their venue for showing the Krisel Film at our 1/20/2024 General Membership Social meeting. She said they will be providing popcorn and hopefully some beverages. She said Eric Chiel was working with their projectionist to ensure that we determine the best format to use to project the film. Michele said she would be working with the venue to work on the food items for the reception and then ask the Board for feedback.

Carol said that Eric will be preparing a Power Point with some opening and closing remarks. Carol said that Eric requested 10 minutes of time after the film to make a related presentation. After discussion, it was agreed that we wanted to move quickly to the reception so we did not lose people. It was suggested to talk with Eric about making his presentation at our Annual Meeting in the Spring.

Larry offered to work with Michele to prepare a save the date invitation for Jeffery Burnell to send out before Christmas, and then additional invitations after the first of the year with links to RSVP.

Additional Business

Carol shared that Mr. Krisel's granddaughter was sending some of his memorabilia to us to see how it might best be utilized. Tony said it was being sent to the Ocotillo Lodge. We can go through it and divide it up between our Krisel Exhibit, the Ocotillo Lodge, and maybe send some items to the Getty Museum which houses his architectural records.

Next Meetings

General Membership Social Meeting—Saturday, January 20, 2024—Camelot Theatre

Advisory Board Meeting dates—Wednesday, January 10, 2024, at 3:30pm. The Board also set aside the date of February 7, 2024 at 3:30 pm for either a Modernism Committee meeting, or an Advisory Board meeting, depending on what business needs to be transacted at that time.

Adjournment

The meeting was adjourned at 4:46 pm.