

ADVISORY BOARD MEETING MINUTES

Wednesday, January 10, 2024 :: 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, Jeff Hoffman, and David Carlson (via Zoom).

Guests: Thomas Eich

Acceptance of Agenda The agenda was accepted as proposed.

Introduction of Guests

Carol Munro welcomed Community Member Thomas Eich who participated in the meeting via zoom.

Review and Approval of Minutes of December 6, 2023

It was **Moved/Seconded/Carried** to approve the minutes of the December 6, 2023 meeting as proposed.

Public Comment

None

Treasurer Report

December 31, 2023 Year End Financial Report

Copies of the December 31, 2023 year-end report were emailed in advance. Larry Johnson reported that the total income to date is \$78,576.97. Expenditures totaled \$27,199.80, leaving a balance of \$51,377.17. Between our last meeting on December 6, 2023 and December 31, 2023, there was no new income. Expenditures during this period included \$12 for Membership Meetings, \$320 for a Blade sign, and \$750 for the final payment on the website redesign.

2024 Budget recommendations

Larry Johnson reported that the Finance Committee has prepared a proposed 2024 TPNO Budget for the Board's review and adoption. The budget is based on the actual 2024 beginning balance, past income and expenditure history, and anticipated income and expenses. He noted that the \$80,577.17 proposed 2024 Budget was developed in two steps.

Step 1 – In terms of income, we carried over the \$212.46 in Krisel Donations leaving a beginning balance of \$51,164.71. The two-line items equal the total carryover from 2023 of \$51,377.17.

In terms of expenditures, we first had to distribute the \$1,573 in actual income in excess of the projected income for 2023. To keep it simple, Larry said the Finance Committee added all \$1,573 to Membership meetings, a line item that always needs additional income every year.

Step 2 – In terms of new income for 2024, we are projecting:

- 1) \$1,000 in membership dues
- 2) \$25,200 in 2024 Modernism Week net ticket sales
- 3) \$3,000 in Other/Misc Income.

In terms of expenditures, we suggest allocating the projected 2024 income of \$29,200 as follows:

- 1) \$4,966.57 for Membership Meetings
- 2) \$119 for Misc Printing/Postage
- 3) \$656.02 for Communications Contracts
- 4) \$620 for Membership Badges/Blade signs
- 5) \$2,740 for Storage
- 6) \$108.25 for Equipment
- 7) \$2,244.70 for Liability Insurance
- 8) \$1,000 for Legal Services
- 9) \$1,100 for Website maintenance
- 10) \$5,058.90 for 2024 Modernism Tour
- 11) \$372.82 for 2025 Modernism Tour
- 12) \$4,000 for Community Grants
- 13) \$1,200 for Reserve Funds
- 14) \$5,104.74 for Neighborhood Initiatives.

After discussion, it was **Moved/Seconded/Carried** to approve the 2024 TPNO Budget as proposed by the Finance Committee.

Blade sign replacements

Larry reported that Eric Chiel has turned over responsibility to him for ordering Blade signs from our vendor, Zumar Industries. In exploring the current costs for a blade sign, Larry found that the cost was up due to inflation. He found that if we order 2 signs at one time, the unit cost is

lower. So it made sense to make one order with one sign charged to the 2023 budget, and another sign to be charged to the 2024 budget. The two signs should be delivered within the next few weeks. Larry contacted the City, who will again take responsibility for installing the one missing sign near entrance to OCEO, and also fixing the 3 signs identified as needing repair.

January 10, 2024 Financial Report

Based on the approved 2024 Budget, Larry distributed copies of the 1/10/2024 Financial Report. As of today, total income to date is \$51,377.17. Expenditures during the first 10 days of January were \$613.60, leaving a balance of \$50,763.57. There was no new income beyond the beginning balance of \$51,163.71. Expenditures included \$234 for storage and \$379.60 for a blade sign.

Communications/Marketing

Events/Meetings/Communications Calendar

Updated copies of the FY 23-24 Calendar were handed out. This is a reference document that helps the Board in planning future events and meetings, and scheduling the necessary communications plans to promote these events. Larry noted that this is our 7th Advisory Board meeting since the beginning of our second-year term starting in April 2023.

Website Status/Launch

The Board reviewed the final version of the proposed new website design. Larry reminded the Board that the new version will be easier to update and maintain. All the information on the previous site is retained, but in a new, more user-friendly format. The site will now also contain more content including pictures, videos, and documents. The new design makes for a much smoother smart phone experience.

There was agreement that we are ready to launch the new website. Larry said it could be up within the next week. Larry has a few more documents to add, however the site can be launched, and those items added later. We will send an email to the membership announcing the new website, followed by periodic emails during the Spring encouraging people to check out the website.

501 (C)(4) incorporation status

Jeff Hoffman said he is close to finalizing our submission this month. He will share the documents with the Board for review/FYI, and then send the submission to the government.

David Carlson asked if this type of official documentation is kept anywhere with convenient Board-member-only access. He said that there may be other documents that need to be available to the Board. Larry suggested one option might be a Board-only password protected section of the website. Another idea was a cloud-based shared document system. David suggested a committee to oversee the development of such a repository. Larry said he and Jeff

Burnell will reach out to John, our web developer, to get his opinion as to the best way to go, and share that information with the Board. David suggested the Secretary should be the person who uploads documents and keeps track of what is there and what is needed.

2024 Modernism Tour

Ocotillo check in location/Krisel Exhibit plans

Tony Vardaro said we are still on track to have check-in occur in the Ocotillo lobby. The Krisel exhibit will be in the lobby as well, or (if available) in the Ocotillo Clubhouse.

Ticket sales/event promotion

Carol reported that 232 tickets have been sold so far. At the current pace, we ought to reach at least 350 tickets sold, and hopefully sell out all 400. Michele recommended mentioning that the homes are new to MW tours in case tourists fear that they have seen our homes before.

Next Steps—Brochure, Volunteer Recruitment, After party, Supplies

The Board discussed what to add to the two blank pages in the printed brochure. Ideas included a list of celebrity residents and/or landscaping information. Jeff Burnell will hire photographers to take new photos of all 6 homes. Michele Johnson is making good progress on recruiting volunteer docents. The after-party will be Michael & Hung's house again. Larry said he is in the process of ordering the supplies we need including booties, wristbands, masks, bags, lanyards, and signs. He said Modernism Week has informed us that the cost of insurance will be between \$300 and \$400. They select the insurance provider for all events, and then bill us for our share.

January 20, 2024 General Membership Social Meeting

So far, we have 55 RSVPs. Food must be ordered by next Wednesday, January 17. We anticipate 50-60 guests considering no-shows and last-minute guests. The theater will provide popcorn and we will buy bottled water. After the movie, the social portion will have appetizers and a cash bar. Michele will order the vegetable trays, meat trays, and cheese trays, and Larry will obtain dessert items. The Board approved a budget of \$1,000 for food.

Michele will welcome guests, Carol will cover a few organizational updates, and Eric will introduce the film. After the film, Eric will take questions, then we will adjourn to reception.

Set Date/location for Annual Membership Meeting

After discussing several dates, the Board decided on April 6. Larry reminded us that we need to notify all residents. Tony mentioned that the Ocotillo may be available but can't say for sure yet. Plan B is to go back to the Indian Canyons clubhouse. Larry will reach out about food/drink expenses. Carol will reach out to the new City Manager to see if he will be available. Michele

suggested the new Mayor. If neither of these people are available, another option would be to reach out again to the new Police Chief.

Little Library Update

Carol reported that COD has reaffirmed that they are on board and are prepared to start the project. She said she is working on setting up a meeting with them to go over final design details, timeline, and cost estimates. So we can continue to move ahead, the Board confirmed its commitment to approve an “up-to” budget of \$5,000, subject to finalizing the remaining details. Based on obtaining the remaining information, the plan is to approve the finalized Neighborhood Initiative Grant application at our next meeting.

Community Grants & Neighborhood Initiatives

No updates.

Additional Business

The Ocotillo Lodge’s sign dedication ceremony will be on February 2 or 5. At this event, the TPNO will be thanked for the grant provided for the sign restoration.

Next Meetings.

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

Advisory Board Meeting dates—The Board set the date of Wednesday, February 7, 2023 at 3:30 pm for either a Modernism Committee meeting, or an Advisory Board meeting, depending on what business needed to be transacted at that time.

The Board also set Wednesday, March 13, 2024 at 3:30 pm for the subsequent meeting. The key agenda item will be preparing for the April 6th Annual Meeting.

Adjournment

The meeting was adjourned at 5:02 PM.