

# ADVISORY BOARD MEETING MINUTES

**Wednesday, March 13, 2024 :: 3:30 PM :: Carol's House**

**Call to Order and Roll Call** The meeting was called to order at 3:30 pm. Board members in attendance were Carol Munro, Jeff Hoffman, Larry Johnson, Tony Vardaro, Michele Johnson, and David Carlson who joined via video.

**Guests:** Michael Faulkner and Tom Eich

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

## **Introduction of Guests**

Carol Munro welcomed the community members listed above, who participated in the meeting via zoom.

**Public Comments:** None

## **Review and Approval of Minutes of February 7, 2024**

It was **Moved/Seconded/Carried** to approve the minutes of the February 7, 2024 meeting as proposed.

It was reported that both excused members from the last meeting had submitted in writing their votes to approve the action items from the February 7, 2024 meeting.

## **Treasurer Report**

Copies of the March 13, 2024 Financial Statement were emailed out in advance. Larry reported that the total income to date is \$71,441.17. Expenditures totaled \$10,866.55, leaving a balance of \$60,574.62. Since the last meeting, new income included \$25 in membership dues and \$75 in donations, and a \$2,173.50 donation from Eric Chiel's Modernism Week Walking Tour. Expenditures during this period included \$84.94 in Neighborhood Initiatives and \$3,908.79 for the 2024 Modernism Tour.

## **Communications Report**

Carol Munro shared with the Board her recent conversation with Jeffery Burnell. He reported that the new/improved website is working well, as well as our other social media sites.

Two other communications tasks are moving forward. A "save the date" email regarding the April 6, 2024 General Membership Annual Meeting is going out soon and will be followed up a week later with an email invitation including the ability to RSVP. An email survey is also being

finalized to solicit feedback on our 2024 Modernism Home Tour. It will be sent out to all the tour volunteers, homeowners, and car owners.

Larry reported on follow-up efforts related to implementing an online place to store administrative documents accessible to Board members. He said John, our website administrator, is willing to add and manage a password protected section to our website at no additional cost. Larry will update the Board at the April Board meeting on this option. Before then, he and Jeffery Burnell will be communicating with David Carlson and Thomas Eich, who have expressed interest in working on this effort.

### **2024 Modernism Tour—Debrief**

Carol reported that the feedback she has received on this year's home tour has been overwhelmingly positive. She said we received a score of 47 out of 50 from our secret shopper report, which Evelyn said was excellent. The report noted that two properties were not fully updated. Several board members said that this should be a plus, not a negative.

#### *Tour set up*

Overall, the set up for the tour went smoothly. All tour materials were distributed in advance to the homeowners. Tom Eich noted that he worked with Eric to set up the Krisel Exhibit on Friday, so it could be shown both on our Tour and the Saturday Ocotillo Lodge Tour as well. Tom said that Eric had identified some of the panels that needed minor repair to the hinges. Larry said that he had told Eric that there were some funds in the current budget and to proceed with getting a bid to make the needed repairs.

#### *Check-in process, day-of-sales*

Larry Johnson reported that all 400 tickets on the website were sold as of late afternoon the day before the tour. We then authorized 10 more tickets to be added to the website, which all sold quickly. We added 10 more tickets on the morning of the tour so we would have tickets available for any walk-ins. We sold 8 of those last 10 tickets at the registration desk. The process of logging onto the Modernism Week website worked well. There was consensus that check-in at the Ocotillo Lodge had a nice flow, and there was positive feedback about it being indoors in the lobby, versus last year when it was outdoors under the Portico.

#### *Volunteers*

Michele was thanked for her efforts to recruit over 75 volunteers. It was noted that while there were 15 to 20 volunteers who were no-shows, there were sufficient volunteers to staff all the tour venues. Due to the smaller number of volunteers than expected, it appears that some volunteers did not get the opportunity to visit all the other homes.

Michele noted that the volunteer bags arrived 10 minutes late for the volunteer orientation, and she was unaware where they were. Larry said the bags and water had been pre-positioned

the day before, but the key to unlock the room where they were stored arrived late. This is something that we need to correct for next year.

### *Signage, logistics*

Feedback on the 31 directional signs set up along the tour route were that they were plentiful and helpful. Michele mentioned that even she found the signage helpful in getting from house to house.

### *Tour Feedback*

This year's brochure was beautiful and well received. Besides a few areas that need tweaks for next year, everyone agreed that things went very well this year. Making sure we have keys to all the places we need access to is one important issue highlighted that needs better planning for next year.

The Board discussed whether we should consider asking Modernism Week for some kind of added consideration in the future given how well attended our Tours have been. Several members commented on the increased number of events this year, leading in some cases to unfortunate competition. It was also mentioned that many events were becoming overpriced. How we might help Modernism Week address these concerns will require further discussion.

### *Party Review*

Everyone agreed the party was a success. Great location. Good food and beverages. The brief program was upbeat. It was noted that having the party at a home on the tour presented unique challenges in terms of having to wait for the tour to end before setting up for the party could begin. Despite pre-positioning of all the tables, chairs, food, and supplies, it was still a mad dash to get everything in place before the first guests arrived. Tony suggested that we need to assign more people responsibilities related to logistics as opposed to asking for volunteers. Bottomline, we need to avoid having the party at a home that is on the tour.

### *Follow up – Thank Yous/Survey*

Carol said that thank you emails have been sent to all the volunteers, homeowners, and car owners. As noted earlier in the meeting, an online survey will be going out soon to everyone to solicit feedback which will be shared at our next meeting.

### *Leftover Supplies*

Larry distributed a list of all our leftover supplies. This will help us determine what we need to order next year. He said we ended up with about 1,900 pairs of booties. He suggested that next year we ask homeowners how many booties they want, rather than give every house 400 pairs.

## **General Membership Meeting, April 6<sup>th</sup>**

Carol said the other most important agenda item for today is finalizing planning for our upcoming Annual Meeting.

### *Location*

Tony reported that we have confirmed the use of the clubhouse at the Ocotillo Lodge.

### *Program*

The Board reviewed the latest version of the agenda. It was agreed we will provide a continental breakfast at the beginning of the meeting rather than the traditional boxed lunch after the meeting. Larry will order from Aspen Mills Bakery.

It was agreed to start registration at 9:45 am and the program at 10:15 am. This will allow time for people to get their food and socialize with other attendees. Carol asked for issues we should ask the Assistant City Manager to address in her remarks. Carol will follow up with Eric to determine how much time he needs for his remarks. Jeff Hoffman suggested that we include a recap of some of our past Neighborhood Initiatives and Community Grants to stimulate people's thinking about ideas for future initiatives and grants.

Larry Johnson reported on the results of the polling of the Board members on the nomination to present Jeffery Burnell with the Twin Palms Eric Chiel Leadership Award at the meeting. Four members voted yes. Jeff Hoffman voted yes at the meeting. So the nomination was approved. Everyone voiced their feelings that Jeffery was a very deserving recipient of our highest award. Larry distributed draft copies of the wording for the crystal award. There was consensus to delete the word "annual". Tony volunteered to work with Larry to finalize the wording. Larry said he would order the award from the vendor we have used in the past.

### *Board Elections*

As called for in our By-Laws, we will be having elections for membership on the Advisory Board for a two-year term from 2024 to 2026. Carol reported that all current Board members have indicated they will be running again. She also reported that Tom Eich has indicated that he will be running for the Board. Michael Faulkner said that he has a few more questions but is likely to run for the Board as well.

Larry said that the By-Laws require a written ballot which he will prepare. Everyone was asked to send him a short Candidate Statement. He will consolidate the statements and this document will go out to the membership about a week before the meeting. Candidates will also be given the opportunity to make brief verbal statements at the meeting.

## **Little Library Status**

Larry Johnson reported that the City has completed its approval of our Encroachment Agreement and we have received back the final signed Agreement. So it is now legal to proceed with placement of the Little Library 3 feet from the curb on City easement property. The Agreement between TPNO and the homeowners has also been signed.

Carol Munro said that she heard back this morning from COD in response to our request for a status report on material costs, construction status, and timeline. COD staff and students are in the middle of building the Little Library. Carols shared pictures of the current status. Everyone was very excited about the progress.

The Board continued their discussion of planning for a Little Library Dedication event. This is a great opportunity to unveil the Little Library, thank all those involved in making it happen, including COD, and highlight TPNO's role in improving our neighborhood. Carol said she had spoken with Bob Bogard, an Ocotillo owner who works in public relations and whose company does PR for Modernism Week, and he has offered to help publicize the dedication event.

Next steps include determining when the Little Library structure will be completed, timeline for pouring foundation, obtaining the stone plaque, and determining when the homeowners and other program participants, will be in town. The hope is we can finalize a date in late April or May before it gets too hot and a lot of people leave for the summer.

Larry distributed copies of the draft wording for the plaque. He noted that the homeowners have reviewed the current version which includes their preference for how they should be acknowledged. It was suggested we deleted the spaces between their names and the hyphen. Larry said the current draft also includes COD's input on how they want to have their department acknowledged. Tony Vardaro offered to work with Larry on finalizing the text and design. Carol said she would check with COD to see if they have a vendor for the plaque, or if not, a vendor suggestion(s). Larry offered to follow-up as needed.

## **Incorporation Status**

Jeff Hoffman reported that our application for 501 C (4) status has been submitted to the IRS. He is expecting a response in the next month or so. He said he has been told by several people who have gone through this process to expect one of three responses. 1) We are approved. 2) IRS says they need another 90 days to complete the review of the application. 3) The IRS says that they need more information to make a determination.

While there is no way to know for sure, Jeff said the most likely response will be either number 2 or number 3. Once we hear back, the Board can review the response and go from there.

## **Additional Business**

### *23-34 Calendar*

Larry Johnson noted that an updated version of the FY 23-24 Calendar was included in the pre-meeting packet. 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.

He said that this was our 10<sup>th</sup> Advisory Board meeting since the beginning of our second-year term starting in April 2023, and the last meeting of our two-year terms. He noted that compared to the historical average of 6 or 7 meetings a year, the Board has been especially active this year and has accomplished a number of significant goals.

### *2024 Modernism Week Financial Report*

Larry said that he forgot to reference the 2024 Modernism Week Home Tour Financial report during the earlier discussion of our latest tour. He said that our total expenditures were \$5,292.47 (\$372.82 in 2023 and \$4,919.65), which is \$557.53 under the approved budget of \$5,850. He said that our final ticket sales payment from Modernism Week will be after March 15<sup>th</sup>.

He said that we sold 418 tickets. That includes all the original 400 tickets offered for sale on the Modernism Week Website, and the 18 tickets sold out of the 20 additional tickets added to the website in the final 24 hours.

## **Next Meetings**

General Membership Annual Meeting—Saturday, April 6, 2024

After discussing several dates, the next meeting was set for Wednesday, April 17, 2024 at 3:30 pm

## **Adjournment**

The meeting was adjourned at 12:21 pm.

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