

ADVISORY BOARD MEETING MINUTES

Wednesday, December 4, 2024 :: 3:30PM :: Carol's Home

Call to Order and Roll Call: The meeting was called to order at 3:31 pm. Board members in attendance were Carol Munro, Michele Johnson, Tony Vardaro, Larry Johnson, Tom Eich and Michael Faulkner.

Guests: None

Acceptance of Agenda: The agenda was accepted as proposed.

Review and approval of Minutes of October 16, 2024

It was **Moved/Seconded/Carried** to approve the minutes of the October 16, 2024 meeting as presented.

Public Comment: None

Treasurer Report

Copies of the December 4, 2024 Financial Report were emailed in advance. Larry Johnson reported that the total income to date is \$86,159.17. Expenditures totaled \$24,680.07, leaving a balance of \$61,479.10.

Since the last meeting, new income included \$75 in membership dues, \$200 in donations, and \$270 from Erich Chiel designated for the Krisel Exhibit. This was the second and final payment from our portion of the ticket sales from his October 2024 Modernism Week Twin Palms Walking Tours. The only expenditure was \$32 for Miscellaneous Supplies.

Larry noted that, as of today, we met our membership goal of \$1,000 which represents 40 resident households.

He also said that he will be working with the Finance Committee to develop a proposed 2025 Twin Palms Budget for review and approval at the January Board meeting.

Larry said that our January storage payment is due by the 10th. Since we will not officially be approving the 2025 Budget till the meeting on January 15th, he asked Board approval to go ahead and make the payment before the 2025 Budget is approved. As he has done in the past, he said he also recommends that we pay for the full year. This will improve our odds to avoid any mid-year monthly storage fee increases. It was agreed that this made sense and authorized Larry to pay for the full year.

Communications/Marketing

Carol reported that the Calendar Worksheet of Events/Meetings/Communications for FY 24-25 was included in the meeting packet.

Michael Faulkner asked for guidance on when to send out the final two RSVP email invitations for the January 9, 2025 Social Membership meeting. After discussion, the consensus was December 9, 2024 and January 5, 2025.

Fall General Membership Meeting Recap

Carol did a brief recap of the November 2nd General Membership meeting. Everyone agreed it was a very fun and informative meeting. It was noted that attendance was down from prior meetings. No one offered any obvious reason(s) for the lower attendance, or any specific ideas as what to do differently in the future. Carol reminded all the Board Members of the importance of everyone pitching in with meeting setup and breakdown.

Modernism Week

Carol reported that everything is moving forward on schedule for our upcoming Twin Palms Home Tour in February.

Ticket sales to date

Carol reported that the number of tickets sold as of December 2 was 209. So far we appear to be on track to sell out 400 tickets.

Volunteer recruitment

Michael Faulkner reported that we are currently at about 40 volunteers. We need around 60, and more would be better due to some no-shows last year. Another round of emails to past volunteers will be going out soon. He said any suggestions for recruiting new volunteers would be welcomed.

Brochure production

Carol said she would be reaching out to our designer to start on the brochure design. She is working with the homeowners to get their statements for the brochure. We will review a draft at our next meeting.

Thank You Party – location, catering etc.

The location for the party at David Carlson's house has been confirmed. The logistics, including setup, food, and drink, will be discussed at the January meeting.

Other: Entertainment, decorations, attire, etc.

It was decided that no entertainment was needed. Docents should be reminded that for the tour and the party they should wear business casual attire, and not wear Modernism Week T shirts.

October 2025 Modernism Week Ideas

Carol mentioned that Tony has connected her to the two co-chairs of the of the Ocotillo Lodge Modernism Week Committee to discuss the possibility of hosting a Modernism Week event together. At this very preliminary stage, there are no specific ideas being discussed. Tony mentioned that the Ocotillo Lodge is talking about hosting a cocktail party, so any joint event would be separate from their event.

General Membership Social Meeting

Carol said that planning for the meeting is going well.

Date/Location/Time

The meeting is confirmed for the Ocotillo Lodge clubhouse from 4:00 pm to 6:00 pm on Thursday, January 9, 2025.

Program Agenda

Sven Kirsten and Peter Moruzzi, authors of the new book "Palms Springs Tiki," will be making a presentation with accompanying PowerPoint about that topic. They will share about the process of writing the book. Sven is recognized as an international expert on tiki culture and Peter is a nationally renowned architectural historian. Both have authored numerous books alone and together. Tony also mentioned that the former owners of the Tiki Spa will be joining us as well to discuss its history.

Logistics

Carol will open the formal part of the meeting with a welcome and some brief announcements. Sven and Peter will begin the program by 4:30 and end around 5:30. They will be available before and after the presentation to sign copies of their book.

The refreshments will include seasonal tropical fruits, cheese and crackers, and some bite size deserts. The Board discussed serving liquor. Larry reported that the cost of insurance to allow us to serve wine and beer at the Ocotillo lodge is a minimum of \$300 and could be a little more. He was authorized to go ahead and obtain the insurance.

Attendees will be encouraged to wear Hawaiian style shirts or caftans. A signed book will be raffled off immediately after the presentation.

Information on meeting set up and how board members can help will be sent out prior to the meeting.

Plaza Theatre Grant Application – Discussion

Carol said that we had recently received a \$2,000 Community Grant application from Tony Vardaro for naming rights to a Lower Orchestra seat as a part of the restoration of the historic Plaza Theatre in downtown Palm Springs.

Larry reported that as the Grants Coordinator, he had sent the application and the standard ratings form materials out to the Board for their review and scoring. He said that as of today, he had received back ratings and comments from 5 Board members and all 3 of the volunteer Grants Review Advisory Members.

He distributed a draft memo and summary ratings sheet compiled all the ratings scores and any associated comments. He noted that all 3 of the Review Advisory Members, and 4 of the 5 board members, recommended full funding. The one member not recommending funding was concerned about recent media coverage related to the City taking possible eminent domain action against an adjoining business. The issue relates to the need for adequate public access to the entrance to the theatre which currently is not up to code.

Given that we have not yet received the ratings of 3 Board members, and action on this application is not urgent, it was decided to table action on the request. This will allow time to receive the other 3 outstanding ratings, and to see if the issue between the property owner and the City can be settled in a mutually agreeable manner.

Krisel Exhibit status

Tom Eich reported on his ongoing efforts with Eric Chiel to evaluate the condition of the Exhibit and determine what steps were needed to make repairs, and consider any further additions. He reported that they have discovered that the original graphic materials for the panels have been lost due to the failure of the computer they were stored on. There were no back up computer files except the PDF versions which are of lower quality. Hopefully the available versions will be adequate to work with for revisions as needed.

Tom said the first hinged bi-panel board to be redone will be the one on the Ocotillo Lodge to fix updated information on its history. Next will be the panels on the colors for our logo and blade signs, which have faded over time.

Larry reported that Eric is again donating 30% of the proceeds from his two February 2025 Modernism Week Walking Tours to TPNO, designated for the Krisel Exhibit. That will bring the

total of donor-designated Krisel funds to around \$1,400 when this estimated \$600 payment is received in mid-January. Tom said that this may be sufficient to cover the first updated bi-panel, and other costs related to preparing the Exhibit for the upcoming Modernism Week.

Larry distributed copies of the updated Krisel Exhibit Current Sponsors listing page. With Eric Chiel's recent donation, he and Vivian have moved up from the Bronze level to the Silver Sponsors level. This Sponsor list is displayed when the Exhibit is on public display, and it is included on our website under the William Krisel section.

In light of the current status of the Exhibit, Tom said that it would be wise to have a full discussion during 2025 about the future direction of the Exhibit.

501 (c) (4) Status

On behalf of Jeff Hoffman, who is out of town, Carol reported that Jeff told her that he was told in his most recent phone call with the IRS that they are in the final stages of reviewing our application. He was told that it appears everything is now on track, and that a decision will be made shortly. It is anticipated that we will be required to pay the maximum \$5,000 late filing fee since we are many years past the required filing deadline. Larry noted that we have funds set aside in our Reserve Fund to cover this expense.

Additional Business None.

Next Meetings

The next two meetings of the Advisory Board are set for January 15, 2025 and February 5, 2025.

The Social General Membership meeting is set for Thursday, January 9, 2025 from 4:00 pm to 6:00 pm.

In January we will set the date for the Annual General Membership Meeting in late March or early April.

Adjournment

The meeting was adjourned at 4:50 pm.