

ADVISORY BOARD MEETING MINUTES

WEDNESDAY JANUARY 15, 2025 :: 3:30PM :: Carol's Home

Call to Order and Roll Call: The meeting was called to order at 3:35 pm. Board members in attendance were Carol Munro, Larry Johnson, Michele Johnson, Michael Faulkner, Tom Eich, and by zoom David Carlson and Jeff Hoffman

Guests: None

Acceptance of Agenda: The agenda was accepted as proposed.

Review and approval of Minutes of December 4, 2025

It was **Moved/Seconded/Carried** to approve the minutes of the December 4, 2024 meeting as presented, with the correction under the Modernism Week section on Volunteer recruitment, that the word "every" be changed to "last".

Public Comment: None

Treasurer Report

Year end 12-31-24 Financial Report

Copies of the December 31, 2024 year-end Financial Report were emailed in advance. Larry Johnson reported that total income for 2024 was \$86,309.17. This includes the January 1, 2024 beginning balance of \$51,164.71. Expenditures for the year totaled \$24,680.07, leaving a year-end balance of \$61,629.10. Since our December 4, 2024 meeting, new income included \$75 in membership dues and \$75 in donations. There were no expenses paid since the last meeting.

Modernism Budget

Larry said that a proposed 2025 Modernism Week income and expense budget was emailed in advance. Based on projected sale of 400 tickets at \$76 per ticket, income is projected to be \$30,400. Based on our current inventory of supplies and anticipated expenses, it is estimated that expenses will be \$5,700. This is consistent with past expenses. Larry noted that these income and expense numbers are what are included in the proposed 2025 budget that we will be discussing next. He also noted that no expenses for the 2025 tour have been paid to date.

Proposed 2025 TPNO Budget

Larry said that the Finance Committee's recommendations for the TPNO 2025 Budget were emailed in advance. Members of the Finance Committee include Michele Johnson, Michael Faulkner, Larry Johnson, and community resident Eric Chiel.

Larry reviewed the 3-step process the Finance Committee went through to develop the proposed 2025 Budget. Income is projected to be \$94,629.10 which includes \$61,629.10 in carry-over funds from 2024, and \$33,000 in projected new income in 2025. He reviewed the proposed expenditures by line item totaling \$94,629.10. He highlighted several line items including \$7,400 for one time Legal/Incorporation Expenses, \$5,700 for 2025 Modernism Week, and \$26,000 in the Reserve Fund. He also noted the \$20,294.14 for Neighborhood Initiatives, and \$10,000 for Community Grants. He said this was likely our budget for both these line items for 2025 and 2026, since our new income for 2026 will be significantly less due to not being able to conduct a Modernism Week Home Tour in 2026.

Larry said that in 2026 we will need to utilize a portion of our Reserve Fund to cover our essential costs given reduced income from Modernism Week activities.

After discussing several questions of clarification from Board members, it was **Moved/Seconded/Carried** to approve the proposed TPNO Budget for 2025 including the 2025 Modernism Week income and expense budget.

Larry said like in past years, the Budget is a living document. During the year the Board can revisit the Budget as needed and make changes as necessary due to changing circumstances, including changes to the Modernism Week budget line item.

Larry passed out copies of the 2025 approved Budget.

1-15-25 Financial Statement

Larry also passed out copies of January 15, 2025 Financial Report. He noted that the left-hand column now shows the approved 2025 Budget. Total income to date is \$77,588.10. This includes the \$60,809.13 beginning balance and the carryover of \$819.96 in donor designated Krisel Exhibit donations. Since January 1, 2025, new income included \$75 in membership dues and \$15,884 in our initial payment from Modernism Week ticket sales. Expenditures totaled \$1,441.89, leaving a balance of \$76,146.21. Expenses since January 1st included \$1,146.89 for the January Social Membership meeting, and \$245 for storage expenses.

Carol thanked the members of the Finance Committee for all their hard work in preparing the 2025 budget, and Larry for his ongoing work as Treasurer and the regular updates to the Board.

Communications/Meetings

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

Social Membership 1-9-25 Meeting Recap

Carol said that she thought the Social Membership meeting went very well. The room looked festive, and feedback on the speakers was positive. She asked for other members' feedback. The consensus was it was a fun meeting, and the refreshments and beverages were well

received by the attendees. Everyone said they learned a lot about the history of our neighborhood that they did not know.

Larry mentioned that the attendance was around 40 people out of the 62 who RSVP'ed. That seems to be a trend, and we should take this into account when planning for future meetings and events. No one offered any reasons for the drop off in attendance. Everyone agreed the PR was good and the program was both informative and interesting.

Carol thanked all the Board members for their involvement in set up and clean up after the meeting.

Modernism Week

Ticket Sales

Carol reported that we have sold 261 as of last Sunday. That is on track for ticket sales last year when we sold out. She encouraged everyone to think of ways to promote ticket sales. Jeff Hoffman suggested we add a posting to our website with a link to the Modernism Website. Larry said he would follow-up to get this done.

Volunteer Recruitment

Michael Faulkner reported that we now have 80 to 85 volunteers signed up for the tour. So we have plenty of people to staff the homes, check-in, and the Krisel Exhibit.

The board discussed check-in for the volunteers at the Ocotillo Lodge the morning of the tour at 9:15. Larry promised to have the volunteer bags and water set up by 9:00 am. Carol said she would recruit a couple volunteers to handle volunteer registration/check-in and the distribution of the bags/water. Carol, Michael, and Michele will set up a meeting to select team leaders and make decent assignments.

Brochure Production

Carol said the brochure design is moving forward on schedule. This Friday the photographer is scheduled to take pictures of the tour homes. The text for the graphic designer is almost ready to go to the designer. We will again be ordering 600 copies.

Thank You Party

We are confirmed for holding the party at David Carlson's house. A walk through of the location was set for Friday, January 24th at 4:00 pm. Everyone is invited to participate. We will discuss logistics including sign in, food and beverage placement, where to set up the PA system and the tables and chairs.

Ordering Supplies

Larry gave Carol an inventory of the supplies we have on hand from last year. He said he would

be ordering the needed supplies online next week. We will continue with the orange color theme for the bags and other supplies. To determine how many additional booties he needs to order, he asked Carol to contact the homeowners to ask if they wanted booties for their house.

Carol noted we have 12 bottles of wine left over from the 1/9/25 social event which we can use at the party.

Plaza Theatre Grant Application

Carol said that action on the Plaza Theater Foundation's Community Grant was tabled at the last meeting. She said she had reached out to JR Roberts about the status of the easement issue for the required access at the front of the building. JR said the issue was still being negotiated between the City and the property owner. He was not sure how long it would take to be resolved.

Larry updated the Board on the current ratings of the application. He handed out a one-page summary of the ratings. Since the last meeting, 2 of the 3 outstanding Board member ratings have been submitted. For the 7 members and 3 Advisory members, the total ratings on the 8 rating questions totaled 329 out of 360 (91%). The Overall rating's totaled 79 out of 90 (88%). There were 9 votes to fully fund and one no vote.

Larry suggested two options for how to deal with the application. One was to wait until the access issue is resolved. The second was to go ahead with a vote on the application today.

David Carlson said that his vote was a yes to approve the application. So now everyone has submitted their ratings.

After discussion, it was agreed that we should just proceed today with a vote on the application. There is no way to know how long it will take to resolve the access issue. Michele said she would be abstaining.

It was **Moved/Seconded/Carried** to approve a \$2,000 Community Grant to the Plaza Theatre Foundation for the naming rights to an orchestra seat. [2 abstentions, Tony Vardaro and Michele Johnson]

Larry said he would draft the grant award letter and share it with Carol before it was sent out.

Krisel Exhibit Status

Tom Eich reported that progress is being made on the updating of the Ocotillo Lodge bi-panel. The proofs on the color correction came back looking good. The designer is now completing the revisions to the text and layout. Once completed, Tom will get a final bid from the printer for producing the bi-panel and installing the hinges. Funds on hand will cover these initial costs.

Tom said he and Eric have started work on the William Krisel Way bi-panel that needs to be color corrected as it has faded over time. After that we need to undertake a comprehensive

review of the Exhibit and where we want to go in the future.

He talked about the logistics of setting up the Exhibit at the Ocotillo Lodge. He said he would work with Tony to finalize a time to do the set up. Larry said he would deliver the tables to the lodge. Tom said he would check with Eric Chiel to see if we could again use his laptop for showing the Krisel clip, or see if there was another alternative.

Larry mentioned that he could offer his SUV to move the tables from the Exhibit to David's house for use at the volunteer party.

Carol thanked Tom and Eric for their ongoing work to update the Exhibit.

501 (c) (4) Status

Jeff Hoffman reported that we have received an email from the IRS that confirms that our application is complete, and that it is now going through the final review process. He said he will follow-up to see if we can get an estimate on when we should expect a final ruling. He thinks it should be soon.

Jeff said the IRS has confirmed that the maximum late filing penalty will not exceed \$5,000 which we have budgeted for in 2025. Larry Johnson said we have also budgeted an additional \$2,400 to cover any other final Federal expenses and to cover the costs of filing for State Tax exemption. Based on the information he has read on the State's website, Jeff thinks the State costs should only be a few hundred dollars.

Spring Annual General Membership Meeting

The Board discussed dates for the Annual membership meeting and selected Saturday, March 29, 2025 at 10:00 am. It was noted that this is the fifth Saturday of the month. Larry was asked to follow-up with Tony Vardaro to reserve the Ocotillo Lodge Clubhouse.

The Board also discussed possible speakers for the meeting. It was agreed we should have two speakers. The top choices were David Ready, our new councilperson, and a representative of the Palm Springs Public Library. If one of them is not available, the next choice was a representative from our local Fire Station.

Additional Business None

Next Meetings

The next meetings of the Advisory Board are set for February 5, 2025 and March 19, 2025.

The General Membership Annual Meeting is set for Saturday, March 29, 2025.

Adjournment

The meeting was adjourned at 5:03 pm.