

ADVISORY BOARD MEETING MINUTES

WEDNESDAY, APRIL 30, 2025 :: 3:00 PM :: Carol's House

Call to Order and Roll Call: The meeting was called to order at 3:01 pm. Board members in attendance were Carol Munro, Tony Vardaro, Larry Johnson, Jeffery Hoffman, Michael Faulkner, Michele Johnson, and Tom Eich, and by zoom David Carlson. Guests included neighborhood residents Brad Armistead and Denny Downs.

Acceptance of Agenda The agenda was accepted as proposed.

Review and approval of minutes of March 17, 2025 meeting

It was **Moved/Seconded/Carried** to approve the minutes of the March 17, 2025 meeting as presented.

Public Comment – None

Treasurer Report

Copies of the April 30, 2025 Financial Report were emailed in advance. Larry Johnson reported that total income to date in 2025 was \$96,323.10, including the beginning balance of \$60,976.14. Expenditures for the year to date totaled \$18,802.50, leaving a balance of \$77,520.60. Since our last Advisory Board meeting on March 17th, new income included \$175.00 in membership dues, \$15,146.00 in the final 2025 Modernism Week Home Tour payment, and \$210.00 in donations. Expenses included \$632.35 in membership meetings, \$105.00 in Postage, and \$250 for Modernism Tour expenses.

Larry noted that we currently have in the 2025 budget about \$28,000 remaining for Community Grants and Community Initiatives.

Communications/Meetings

Mike reported that he has now secured administrative access to our Facebook page. He suggested that we close our Facebook page and concentrate on our Instagram account. Everyone agreed that this was long overdue, and directed Mike to make this change.

Mike also suggested that we produce a Welcome Packet for new residents to let them know about the neighborhood and what we do.

Larry distributed copies of the Calendar Worksheet of Events/Meetings/Communications for FY 25-26. This worksheet is a helpful tool to get an overview of the coming year and to see on one page the flow and interaction of meetings and events.

March General Membership Annual Meeting Recap

The Board briefing discussed the recent General Membership Annual Meeting. Carol said the feedback was positive. The meeting ran smoothly, and was both informative and interesting. Attendance was slightly lower than in past years. Meeting set up and take down went well thanks to participation by a number of Board members.

Election of Officers

Per the By-Laws, officers for the coming year are elected by the Advisory Board within 30 days of the Annual Meeting. Carol said she had contacted all the current officers and all were willing to serve another year.

It was **Moved, Seconded and Carried** to elect the following officers for FY 2025-2026: Chair, Carol Munro; Vice Chair, Jeff Hoffman; Secretary, Tony Vardaro; Treasurer, Larry Johnson; and Communications Officer, Michael Faulkner.

Discussion of Objectives/Goals for 2025-2026

Carol said that every year at this time the Board reviews the past year's Objectives/action steps, and revises them for the coming year. As a starting point, she handed out a worksheet for FY 25-26 with suggested changes from the past year.

The Board discussed each of the four key objectives and made no changes in the objectives themselves. The Board then looked at the action steps for each objective.

Based on the discussion, the Board tentatively agreed to the following FY 25-26 Objectives/action steps:

Encourage neighborhood identity

- Explore participation in Fall 2025 and February 2026 Modernism Weeks
- Support complementary guided walking tours for residents
- Develop a plan to fix three existing neighborhood entry signs and/or new signs
- Maintain the Little Free Library
- Repair and update the Krisel Exhibit

Build a sense of community within the neighborhood

- Actively promote and encourage membership in TPNO
- Develop "welcome" packets and an outreach plan
- Hold a minimum of 3 membership meetings—October, January (social) and April
- Expand efforts to enhance/highlight the role and visibility of all Board members

- Monitor/enhance/promote communications plan including applicable social media outlets
- Evaluate and implement best Board communications technology solutions
- Operate Community Grants and Neighborhood Initiative Programs and make grants
- Develop a membership data-base
- Explore/promote best options to improve traffic control within the neighborhood.
- Strengthen relations with HOAs and businesses within the neighborhood

Follow organization By-Laws and best business practices

- Develop/Monitor 2025 and 2026 Budgets, and provide periodic financial reports
- Finalize and implement corporate/tax exemption status
- Maintain an effective and efficient leadership structure per by-laws
- Elect officers
- Hold a minimum of 6 Advisory Board meetings
- Recruit new board members as needed; establish Ad Hoc Task Groups and standing committees as needed.

Facilitate interaction with the City of Palm Springs

- Foster relations with city officials, police, and fire, and invite them to attend TPNO events as appropriate
- Ongoing participation in ONE PS

Carol said she would revise the draft to incorporate today's discussion. Members were encouraged to review the reviewed draft version and come prepared to the next meeting to finalize the FY 25-26 objectives.

Community Grants and Neighborhood Initiatives

Given our current balances in the Community Grants and Neighborhood Initiatives Budget line items, Carol said that it was important that we focus on ways to best utilize these funds over the next 18 months.

Suggestions for Community Initiatives included the Krisel Exhibit mentioned earlier in today's meeting by Tom, and Larry suggested that we explore the possibility of building a second neighborhood entry monument sign at the Fire Station #4. This is a very high visibility location. Given the impact of inflation since building the first one in 2021, he estimated that this might cost upwards of \$10,000.

Suggestions for Community Grants included Michele Johnson suggesting the Adopt a Bridge campaign for the Oswit Foundation. Carol suggested underwriting the cost of expanding the

Palm Springs Public Library's architectural books collection.

Carol reported that Evelyn at Modernism Week has requested that we submit content for their annual press release on how neighborhoods are spending a portion of their funds for community projects. The due date for our submission is June 1st.

Included in today's pre-meeting packet was an application submitted by Carol for renewal of the \$2,500 Community Grant to the Palm Springs Modern Committee for the BEAM program. She noted that funding this application today would enable us to include this grant, along with our funding for the Plaza Theatre, in our response to Modernism Week.

Larry said that he had contacted Evelyn asking what the time frame was for grants to be included in the June press release. She said that many neighborhoods were including all the grants they made since the last similar press release in 2024. So she said we could include the current BEAM grant in our new submission, since the program was funded from July 2024 to June 2025.

Larry raised two process concerns. First, our normal review process calls for sending Community Grant applications out for review by Board members and the Grant Review Advisors. Second, it would be setting a precedent to fund the same program activities for a second time.

This led to a discussion of the Community Grant process itself. Do we need criteria for renewal funding? What is the value of having Grant Review Advisors? Do we need to individually rate applications?

It was agreed that we need more time to adequately discuss these questions before taking any action of the current application. Carol said she would include this discussion on the agenda for our next meeting. In the meantime, Larry suggested that he send out the BEAM application for individual review. Reviewers can also use the Rating form to share their initial thoughts on whether renewal applications should be permitted, and if so, what the review criteria might look like.

Krisel Exhibit

Tom recapped the information he emailed to everyone on his current thinking on next steps for improvements to the Krisel Exhibit. He estimated that cost as somewhere between \$4,000 and \$6,000. He said at the next meeting he would bring in a more formal plan/request for moving forward.

501 (C) (4) status

Jeff Hoffman said he has still been unable to talk with IRS staff about our status and how and

when to submit a new online application. He said he would continue attempts to get them on the phone for guidance.

Neighborhood Advocacy

Carol said we have not heard anything new about the potential housing development between E. Palm Canyon and Twin Palms. The Board will be kept in the loop of any new actions by the developer.

Next Meetings

The next meeting of the Advisory Board was set for Monday, June 30, 2025 at 3:30 pm.

The date for the Fall Membership meeting will be set at our next meeting.

Adjournment

The meeting was adjourned at 4:50 pm.

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