

VHA Advisory Board Meeting - Minutes
Laurel Manor Recreation Center – February 12, 2020

Advisory Board Members- Present: Roger Akers, Dave Bedard, Andy Bilardello, Lu Bowen, Lorraine Britt, Mike Burke, John Conboy, John Dean, Barb Fielitz, Mark Gallo, Ray Glessner, Nicolas Hemes, Carol Hughes, Neal Kimball, Colene Makela, Irv Markley, Walter Martin, Kathy McKelvey, Sandy Mott, Jan Palmer, Linda Sanzone, Joan Sullivan, Phil Walker

Advisory Board Members - Absent: Joe Elliott, Anne Fielding, Bob Griffin, Jim Hipple, Greg Panjian, Bill Pope, Kathy Porter, Joan Testa, Roy Thacker

Guest: Mark Palmer-Voice Photographer

Call to order: President Phil Walker called the meeting to order at 12:29 PM and led the Pledge of Allegiance.

Announcements

Phil reported that **Neal Kimball** has moved up into the Asst VP South position.

Phil announced that **Anne Fielding** is now the Director of Merchants to Members (M2M). Carol Hughes, who is working with Anne, asked members to send names of merchants who have treated them well.

Previous Minutes: Motion made to accept the minutes from the January 8, 2020 Advisory Board Meeting. Motion was made, seconded and approved.

Treasurer's Report: Treasurer John Conboy referred to the financials that were attached to this meeting's agenda. John explained that the format is different and asked for members comments. Members requested the financials be sent in a larger font to which John agreed.

Q. Can you explain the \$1500 for IT services?

A. It is an invoice for work that was already completed.

Q. Can you explain the database amount?

A. This is for work entered into the VHA database and also includes repair work on the software.

Q. Will invoices for website work continue to be sent?

A. We are in negotiations with Tangent Media for new work in a package deal which will be presented to the Advisory Board (AB) when approved.

PayPay: Kathy McKelvey asked if PayPay is cost effective? Phil explained that it is not the best source for entering credit cards but the decision to keep using it is based on balancing the cost with convenience to members.

Lifetime Membership: Kathy M. made a motion to discontinue lifetime membership in order to bring in more revenue from VHA membership dues. After discussion of the topic, Kathy withdrew the motion. Phil asked Kathy M. to chair a committee that would also include Phil, John Conboy and Kathy Porter. A motion was made to have Kathy McKelvey proceed with a committee as stated toward the goal of collecting pros and cons of removing the option for lifetime membership, reporting progress at the March Advisory Board (AB) meeting and presenting a final recommendation at the April AB meeting, seconded and approved.

VHA North Area

Asst VP North: Kathy M. reported a meeting will be held with Neighborhood Representatives (NR) to review membership lists. Many of the missing email addresses are for lifetime members.

The North Region is preparing to present a program to members to meet officials from Lady Lake and Lake County. A meeting is planned for April 21 at Paradise Recreation Center and April 22 at La Hacienda Recreation Center.

Villages Grown: Kathy M. stated that every Tuesday around noon the Villages Grown airstream is in front of MVP in Spanish Springs. There needs to be better communication to keep the Villages Grown website up dated to inform members and residents. **Suggestion** made to contact Jennifer Waxman to discuss this.

Jan offered to place a note in the Voice that lists the link to the Villages Grown website.

Lost & Found Items: Kathy M. reported that items brought to the mail kiosks remain there with no notification to residents. **Suggestion** was made to contact the Post Master to discuss possible resolutions to this.

VHA Central Area

VP Central: John Dean reported that the Central region hosted last night's New Resident Night and 113 guests attended. John suggested that a checklist might be made to the outside table collect data showing where guests reside. Phil added this can also be done by a show of hands during the meeting.

John explained that February 24, 2020 at 7:00 in Sea Breeze Recreation Center a meeting for members is planned titled "Where Your Money Goes." Several District officials will offer information.

VHA South Area

Asst VP South: Neal Kimball reported that February 10th a meeting was held with NRs. Carol Hughes also attended. The meeting agenda addressed setting expectations and moving in a positive direction to "grow" the VHA membership in the South region. The NRs reported they want to be involved and purposeful. Another meeting is planned for February 24th to define what success looks like in the NR position. If this meeting works well, the outcome will be shared with the other regions.

VHA Far South

VP Far South: Andy Bilardello reported the construction south of SR 44 continues to grow. Andy stated he developed a Facebook page inviting people to join as they answer 3 questions: "Are you a current resident of The Villages?" "Do you live south of SR 44?" "Are you a VHA member?" Andy explained that many ask, "What is the VHA?" making it paramount that the VHA get their message out to everyone.

Other VHA Meetings and Reports

Community Foundation: Phil reported the VHA Community Foundation (CF) has been interviewing groups to select one to provide some monetary support from the CF. The first group select for this philanthropic effort is a group that provides a recreation time for both the client and the care giver.

Q. Is it correct that the Advisory Board may advise the VHA Board?

A. Yes, the Advisory Board (AB) can send a suggestion to the VHA Board. Suggestions may not be sent by the AB to the VHA Community Foundation and the VHA Helping Hands. However, individuals may bring suggestions to these boards.

New Resident Night: See report above: VP Central.

Membership: Kathy Porter's monthly membership report will be combined with next month's report.

Golf Cart Safety Clinic: Mark Gallo reported a total of 86 guests attended. This is a combined number from one regular clinic and two Villages Insurance sessions. Mark stated he has sent an article for the March issue of the Voice about the Villages Insurance and the VHA 2019 Partner Award.

Voice: Jan Palmer announced the revised deadline is February 14th for the March issue of the Voice.

Jan introduced her husband Mark Palmer again to AB members reminding them that Mark is available to take photographs at VHA meetings and events. Contact Mark directly at marko.palmer@gmail.com

Q. Can a listing of Urgent Care locations be added to the Voice when space becomes available for a small feature?

A. Several small features are used to fill in as needed. It would be ideal to have a full article written about the available Urgent Cares for Villages Residents.

Merchants to Members(M2M): Carol reported that Anne Fielding has checked our listings for M2M with Seniors vs Crime to see if any names have come up in their reports. Anne is working on making M2M grow.

Facebook, etc: Dave Bedard reported that from January 15, 2020 – February 12, 2020 the VHA Facebook page received 5 million posts which is up 26%. Dave encouraged AB members to sign into the FaceBook page and click "like."

Dave is available to attend club meetings to explain our FaceBook page.

ARC: Irv Markley reported that 441 new applications were made in January to Community Standards/Architectural Review Committee. This committee also handles complaints and violations. It is noted that out of 248 complaints only 10 were found to be in violation. The recent trolley tour of the new construction south of SR 44 provided ARC committee members with a better understanding of new designs. This helps learn the differences if requests are made to northern area supervisors to consider revisions to restrictions.

Old Business

Hoedown Update: Phil reported 1257 guests paid at the gate and 1197 tickets were purchased through the box office. These numbers are up from last year. Expenses are still coming in for calculating 2020 profit. A request was made to show a separation between Hoedowns 2019 and 2020 when final numbers are reported.

Tangent Media Update: Phil reported that Tangent presented a proposal to the VHA Board in January. Tangent was asked to provide more detail and then the amount will be considered for approval. Development and Marketing will be noted in a complete package. NOTE: Work on Marketing will begin extensively at a later date after the website is up and running if the proposal is approved.

New Business

VHA Awards: Phil reported that Kathy M. is assisting with Angel Snugs our Volunteer award and Mark is assisting with The Villages Insurance our Partner award in preparation for the March 11, 2020 VHA Awards Night at 7:00 PM in Lake Miona Recreation Center.

Lu Bowen volunteered to organize 50-50 for this evening.

Hoedown Volunteer Appreciation Dinner: Phil announced that the Hometown Cloggers will perform at the 6:00 PM February 27, 2020 Appreciation Dinner at Rohan Recreation Center. Each year this group offers to perform at the Hoedown but polo field restrictions prevent this.

VHA Tax Exempt Certificate Soon Filed: Phil explained that now all three VHA groups: The VHA and the two arms, VHA-CF and VHA-HH are now 501c3 organizations. Before 2020 only VHA-CF was a 501c3 organization.

Phil added that VHA-HH is now using Amazon Smile to purchase items are a significant benefit. VHA-HH is now using a computer software program to enter pickups and distributions. Previously they worked with paper documents. This has added increased efficiency to their service.

Evening With The Developer: Phil announced that Mike Burke will be handling requests and distribution of tickets to this event. VHA officers and NRs may request 2 tickets before they are available free to VHA members through the box office. Box office tickets are usually sold out before noon of the first day.

Meeting adjourned at 2:16 PM

Respectfully submitted,

Joan Sullivan