

VHA Senior Staff (SS) and Advisory Board (AB) Meeting Minutes

Laurel Manor 12:30 PM October 13, 2021

Advisory Board Members - Present: John Dean, Mike Dollard, Dave Fountaine, Barbara Gudgel, Nicolas Hemes, Roger Kass, Beth Musser, Kathy Porter, Joan Sullivan, Roy Thacker, Phil Walker

Advisory Board Members - Absent: Dave Bedard, Mike Burke, John Conboy, Bob Griffin, Walter Martin, Sandy Mott (medical leave), Jan Palmer, Mark Palmer

Guests: Andy Bilardello – Past Far South VP

Call to order: President Phil Walker called the meeting to order at 12:30 PM and led the Pledge of Allegiance.

Previous Minutes: Motion made to approve the meeting minutes from the May 12, 2021 and August 11, 2021, seconded and approved.

Treasurer's Report: Phil referred to the financials sent by Treasurer John Conboy attached to this meeting's agenda. Cash on hand is \$83,683. About \$19,000 of this money came over when the VHA Community Foundation (CF) was dissolved as an independent arm of the VHA. CF is now a committee within the VHA.

Q. Does CF still support the Florida Youth Ranch?

A. No, not for a while. They now provide support to the Wildwood Soup Kitchen and The Moment Café.

Q. What is The Moment Café?

A. It is a lifestyle group that provides activities for the caregivers and those with memory loss.

Also included in the total cash is \$1500 from the recent VHA Bingo. The VHA is running at a deficit on a monthly basis but the amount of deficit is decreasing.

Introduction of New Members

Phil asked the Advisory Board (AB) to introduce themselves as they also heard from the four new Advisory Board members:

Roger Kass – Interim VP Far South. Roger is a previous Past VHA President who is filling in until a new VP is appointed. Roger has been involved in the VHA for 20 years. RogerK@KNG-Marketing.com

Dave Fountaine – Asst VP Far South. Dave moved into the Village of Hawkins only 6 months ago and is now in training to become VP Far South. dfountaine4760@gmail.com

Beth Musser – Website Content Editor. After joining the VHA, Beth worked with Ray Glessner and the previous VHA data system. Beth started again after Tangent created the new website working to edit website content. Beth also works with VHA Helping Hands to edit its website content. Bmusser9297@aol.com

Barbara Gudgel – Director of Merchants to Members (M2M). Barbara and her husband live in The Villages as seasonal residents spending summers in their home in Idaho. AB members met Barbara briefly in the spring and now Barbara is back ready to move forward with M2M. Barbara stated she will be contacting current merchants and visiting merchants in the new areas. Please send any recommendations or updates to Barbara. Barbarajm1@hotmail.com

Andy Bilardello – Past Far South VP explained that he continues to collect VHA membership south of SR 44. Andy works to promote the VHA with his CDD 12, 13 Facebook page, which includes a link to the VHA website. People viewing the page are asked if they are VHA members. The VHA is also promoted with Andy's BOGO food drive Andy coordinates weekly deliveries to the Wildwood Soup Kitchen. People are asked to donate the free item from their BOGO purchases.

VHA North Area

Phil reported that Karl Arps a member of the VHA Board of Directors and a resident in the Village of Woodbury is leading a meeting with north area Neighborhood Representatives (NR) on Wednesday October 27, 2021 at 9:00 AM in La Hacienda Recreation Center. The secretary will be assisting Karl while the north area is looking to recruit a North VP.

VHA Central Area

VP Central: John Dean reported there is a program planned on October 19, 2021 at 7:00 PM in Lake Miona open to all residents featuring Community Watch Chief Nehemiah Wolfe speaking on “Community Watch: Who We Are and What We Do ...and Don’t Do.” Region 5 Director Nicolas Hemes will stand in for John D. that evening as John will be preparing for a 24 hour day as the Head of the Medical Team for the Honor Flight to Washington D.C.

Q. Andy asked, “How does someone become an escort for the Honor Flight?”

A. John Dean will send the application information to Andy.

Barbara Gudgel offered to assist at the October 19 program in Lake Miona by promoting the VHA as people arrive and handing out membership applications to those who wish to join.

Director Region 5: Nicolas explained that there was a rush of people applying to become members at the “Cutting the Cord” program on October 11 at Colony Recreation Center. Kathy Porter and her assistant took in 37 new members while checking membership for many others.

Director Region 7: Roy Thacker reported there continues to be many utility bills placed in the VHA mailboxes where he collects.

Phil explained he has spoken to the District Finance Department about using the same labeling on the utility bill envelope on the respective mailbox to avoid confusion for residents.

VHA Far South

Interim VP Far South: Roger reported a Big Cash Card Game is scheduled in Everglades on October 18, 2021 at 7:00 PM. This event will be open to all Villages residents for socializing and promoting the VHA.

Roger stated he and Phil are still working out the details of a meeting to be held in Riverbend Recreation Center October 25, 2021 at 7:00 PM. “What is the VHA?” will be the topic to introduce, explain and promote the VHA south of SR 44.

Other VHA Meetings and Reports

Merchants to Members: See above “Introduction to New Members” – Barbara Gudgel

Community Foundation (CF): Phil: The Community Foundation Committee is being developed.

Helping Hands (HH): Phil: HH continues to grow. Past President Bill Gottschalk has retired and Al Arnold is the Interim VHA HH President.

New Resident Night (NRN): Phil: Total of 213 attended, which includes 181 guests, agency representatives and VHA officers.

Membership: Kathy explained the membership report is coming through the new back office feature of the website and data is presented in a different form. **SEE APPENDIX**

Kathy explained she has transported 11,236 records to Tangent for the back office from 2017 going forward. Of the 20,200 members listed in 2017 only 14,754 are active members. This is from 8,514 households.

Q. What are active members?

A. Their memberships are current.

Only 13 of the guests at NRN signed up to become VHA members.

Q. Can we provide an incentive to join the VHA at NRN? E.g., Handing out an extra Bingo board to VHA members has helped bring more people to Bingo.

A. We will look into repeating the raffle drawing. Members are encouraged to suggest other options.

NOTE: Phil explained that training to work with the back office will be provided next week. The VPs, the secretary, and Beth are asked to send days that they are available for training.

Golf Cart Safety: Phil: Harlan Trailkill presents the monthly program in the recreation centers but needs to resign at the end of the year. Harlan is training two new people to become GCS instructors. Stan Heist is continuing to present the video and explain GCS to small groups 1-2 times each month at The Villages Insurance office.

Voice: Deadline is October 18 to send articles for the November issue of the Voice.

Facebook: Phil: Tangent provides support to Facebook by sending articles being posted on the website to Dave Bedard who handles postings on the VHA Facebook page.

Website: See above “Introduction to New Members” – Beth Musser.

PWAC: Phil: CDD 7 blocked adding PWAC 2 south of SR 44.

Q. Is this an issue the VHA can get behind?

A. Further discussion is needed since this issue deals with a single CDD.

Old Business

VHA Town Hall Attendance: Phil: AB members need to support VHA Town Hall by attending and meeting with the Partners at the quarterly Town Hall meetings.

Ambulance / Transporting – Update: Phil: The Sumter County Commissioners did vote to approve the move to make VPSD an independent fire department. There was a great deal of resident support for this. The District is looking to place this recommendation on the 2022 ballot.

New Business

VHA Hoedown 2022: Phil: Many discussions were held with the Hoedown Committee, Hoedown Captains and VHA members regarding Hoedown 2022. Concerns about presenting the Hoedown include the unsettled status of the pandemic, the possibility of financial loss, and the concerns that attendance may be low while the virus is still a threat. The Sumter County Tourism Board grant is no available as it was for the past 4 Hoedowns. Therefore, the decision has been made to cancel Hoedown 2022. We will look into it again for 2023.

Meanwhile, the VHA needs income to support the Voice, VHA Helping Hands, and office expenses. Mailings for NRN are almost 700 each month.

Q. Does HH do fundraising?

A. No. They do request donations and have a donation box set up in the office.

Suggestion: We need a workshop to develop fundraising ideas. Phil agreed and asked members to send ideas and suggestions as soon as they can. Watch the newspaper for ideas.

General Discussion:

VHA Board of Directors: Phil reported that the BOD annual self-evaluation meeting is scheduled later this month. The Board of Directors has asked to meet with different VHA officers to learn more about VHA operations.

Meeting adjourned at 1:58 PM

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Respectfully submitted,

Joan Sullivan

Appendix

MEMORANDUM

To: Phil Walker, President
From: Kathy Porter, Membership Chair
Date: October 13, 2021
Re: Membership Report

We are moving to the new database so this report is different until the move is complete.

I exported the following:

Talley of Database Exports to Tangent				
Active				
CDD	Households	Households	Members	Active Members
LL	684	489	1,140	906
1	662	519	1,124	884
2	687	532	1,159	906
3	688	544	1,195	948
4	892	705	1,548	1,236
5	1,196	929	2,199	1,781
6	1,342	1053	2,405	1,102
7	904	693	1,641	1,279
8	981	753	1,787	1,377
9	1,183	899	2,213	1,682
10	1,121	777	2,122	1,478
11	349	209	639	395
12	466	331	874	626
13	81	81	154	154
Totals	11,236	8,514	20,200	14,754

Only memberships from 2017 forward were exported. No entries have been made to the old database since 9/23/21. I'm running the new and renewal memberships on a spreadsheet that matches the exported records. I will be training on the new database with Doug Smiley on Monday.

Cutting the Cord on Tuesday: We took in 37 memberships with 108 attendees. Thanks so much to Sandra Rzebecki my new assistant membership person and Nicolas Hemes for being there. The lack of staff for this event was appalling. We must have reps there to check memberships, answer questions, and generally help with getting people in the door.