

VHA Advisory Board (AB) Meeting Minutes

Laurel Manor 1:00 August 9, 2023

Advisory Board Members - Present: Karl Arps, Mike Burke, Tweet Coleman, Mike Cullipher, Peggy Fiore, Nicolas Hemes, Dan Kapellen, Marc Langroth, Sandy Mott, Kathy Porter, Peter Russell, Sandra Rzepecki, Joan Sullivan, Mike Williamson

Advisory Board Members - Absent: Jim DeCastro, Dave Fountaine

Call to order: President Peter Russell called the meeting to order at 1:00 PM and led the Pledge of Allegiance.

Previous Minutes: Peter asked for a motion to approve the meeting minutes from the July 12, 2023. Motion made, seconded and approved.

Monthly Reports

North VP: Karl Arps attended the recent CDD 4 meeting and reported that CDD 4 has a proposed a one-time 25% maximum increase in the annual non-ad-valorem maintenance fee. Short-term rentals are causing a great deal of concern among residents as homes are being rented for young people to use the home to “party.” An alert was given to residents that insurance companies are cutting back or moving out of Florida.

The AAC meeting reported that the Developer is in negotiations with the District Government for turning over the employment of people who operate the golf courses to the District. The Developer has agreed to continue to provide championship course perks to the Ambassadors and Starters, who will also gain the standard benefits that now only District Government employees get.

Central VP: Tweet Coleman thanked Asst Central VP Dan Kapellen for stepping in days before the quarterly NR meeting to prepare a presentation on Artificial Intelligence to the Neighborhood Representatives as the featured speaker needed to cancel last minute. Tweet and Dan are working on a survey for NRs with the goal to prepare methods to improve NRs’ understanding of the position.

Asst South VP: Mike Williamson reported that an extra program is scheduled 6:30 pm November 2nd at Everglades Recreation Center featuring officials from Lake County and Leesburg. Announcements of this program will be sent to the south region and will also include the Villages of Pine Hills, Pine Ridge and Lady Lake.

Foundation: Chair Peggy Fiore reported \$12,500 was donated by the Foundation in the first half of 2023 to groups including Best Buddies, New Horizon Service Dogs, Our Moment Café, Tutors for Kids, Angel Wigs for Hope, Girl Scouts of The Villages and Operation Homebound. With a remaining balance under \$7000, the Foundation is looking to make donations to Operation Shoebox, Villagers for Veterans and the Kathryn Leigh Turgaland Foundation.

Foundation Co-Chair Marc Langroth has requested a dedicated email address for correspondence related to hurricane relief. An article will be in the Daily Sun newspaper August 24th announcing the hurricane relief initiative with periodic articles reporting the progress. The four (4) organizations previously vetted to receive hurricane relief donations will be contacted to learn their current need status. A fifth group on Sanibel Island will be considered before reaching out to other organizations to provide donations for hurricane recovery.

Helping Hands: Peter reported HH estimates 10,000 contacts will be made this year. Peter noted Marc sits on the Board of HH and Sandra Rzepecki is the Lead Coordinator. Marc noted that excess equipment is donated to other organizations.

Resident Night: Peter announced 137 guests attended last night’s event needing more chairs to be added. Changes made to RN layout included reducing VHA membership to one table allowing the addition of a table for Villages Health.

Membership: Kathy Porter reported the details of the combined June and July 2023 Membership Report.

SEE APPENDIX

Q. Will there be a membership table at the HW Expo?

A. The HW team will make that decision.

Golf Cart Safety: Instructor Mike Cullipher reported that he and Phil Walker worked on updating the GCS video which includes the new law and will be used at the August 16th meeting. Forty people attended that last clinic.

Social Events: Social Events Coordinator Mike Burke reminded members Tom Gourlay is scheduled to present “Family Feud” at the 6:30 pm August 14, 2023 at Ezell Recreation Center. Mike will consider if future social events need to be Members-only. Needing two volunteers, Nick Hemes and Mike W. volunteered to assist. Charter Research is the sponsor and will provide the prize money.

Q. Is the VHA promoted at social events?

A. Yes. At the beginning of the event, Mike B. promotes the VHA followed by the representative from Charter Research.

Suggestion: Distribute the small 3” x 5” VHA handouts. Mike W. stated he will bring these.

Q. What social event is scheduled for November 13?

A. Mike will decide after seeing how the “Family Feud” program is received.

Bingo: Peter reported a little over \$1000 was made at the July bingo. Requests will be made to add an additional bingo in January, February and March.

Marketing: Peter is working with Doug Smiley – Tangent Media to have a sponsor page on the VHA website. Goal is to take the website to next level.

Communications/Voice/Website: Peter explained Website Content Editor Beth Musser has resigned due to challenges working with website technology. Voice Editor Jan Palmer has resigned declining a revised position as a featured writer. Jan prefers working with layout and design. Peter is working with the Daily Sun to prepare the Voice focus months ahead. September with focus on the startup of VHA’s partnership with the Safe Mobility for Life and the first SMFL program scheduled for October. October’s Voice will focus on the Health & Wellness Expo scheduled for November.

Q. How many words are needed for articles?

A. Word count of 250.

Mike Burke volunteered to be a writer.

Facebook: Peter has asked Facebook Coordinator Jim DeCastro to prepare a Facebook boost. Suggestion made to use ads rather than the boost.

AAC: Sandy Mott reported AAC is working on an analysis of the gates to learn what equipment is needed to complete upgrades. When all gates are completed long distance readers will be included.

PWAC: PWAC will also work on the analysis of equipment to upgrade gates.

CDD 1: Kathy reported there will be a Town Hall meeting 6:00 pm August 30 at La Hacienda Recreation Center for residents input to the findings from the Kimberly-Horn study of traffic flow of golf carts and vehicles on Morse Blvd north of CR 466.

Old Business

Town Hall: Peter noted the new format for VHA Town Hall included one question to Partners and the featured speaker Heather Long CEO UF Health Central Florida. The featured speaker for the October meeting is Chief Twiss. Peter has asked Dr. Lester to have speakers from the Developer’s office to speak at the January meeting. The Meet & Mingle is a great way to meet other leaders and NRs. Following Tweet’s NR meeting procedures, Peter will ask Town Hall attendees to introduce themselves to people they are meeting for the first time.

Q. Is the name “Town Hall” being revised?

A. This is on the agenda for the Board of Directors meeting.

Health & Wellness Expo: Peter reported the H & W Expo team is moving forward to prepare a professional level event. UF Hospital, Villages Health, Florida Blue, Humana, and United Health Care have all agreed to be gold sponsors. Peter is working with Villages Health marketing department and the Daily Sun newspaper to develop advertising for HW Expo.

Safe Mobility for Life: Board member Chuck Wildzunas is the team leader for the VHA partnership with the FDOT Safe Mobility for Life program. A meeting will be held with Stephanie Hartsfield to prepare for the 1:00 October 9th VHA SMFL event at Colony Cottage RC. To learn more about this program go to www.safemobilityfl.com

New Business

Communications Coordination: Peter will act as the conduit for all emails for Voice, Website and Facebook forwarding them to the appropriate place. A goal is to have more articles in the Voice with “read more...” mid-article to drive readers to the VHA website for the complete article.

General Discussion

Advisory Board Enthusiasm: VHA Past President Sandy Mott noted the impressive level of Advisory Board members’ energy!

Meeting adjourned at 2:08 PM.

Respectfully submitted,

Joan Sullivan

Appendix

MEMORANDUM

To: Peter Russell, President

From: Kathy Porter, Membership Chair

Date: August 9, 2023

Re: Combined Report June and July 2023

Total Number of new and renewal memberships for June and July:

- 72 – 2 year
- 9 – Lifetime
- 8,144 households
- 14,659 members

We had 6 new members and 1 renewal at last night's New Resident Night with 135 attendees and 45 staff.