

VHA Advisory Board (AB) Meeting Minutes

Laurel Manor 1:00 October 11, 2023

Advisory Board Members - Present: Phyllis Archibald, Karl Arps, Tweet Coleman, Shawn Dietrich, Peggy Fiore, Dave Fountaine, Nicolas Hemes, Dan Kapellen, Sandy Mott, Kathy Porter, Peter Russell, Sandra Rzepecki, Joan Sullivan, Mike Williamson

Advisory Board Members - Absent: Mike Burke, Mike Cullipher, Jim DeCastro, Marc Langroth,

Call to order: President Peter Russell called the meeting to order at 1:03 PM and led the Pledge of Allegiance.

Previous Minutes: Joan Sullivan explained the date of the Giving Clubs Expo has been corrected from October 20 to October 28, 2023 in September 13, 2023 meeting minutes. Peter asked for a motion to approve the September meeting minutes as corrected. Motion made, seconded and approved.

Introduction

Tweet Coleman introduced Phyllis Archibald the new Asst VP North who moved into the Village of Silver Lake in 2015. Phyllis worked in Import/Export, Chemical Industry, as an Administrative Assistant to a Department Head of inpatient services for recovering addicts, and a Systems Administrator for a merchandising company later acquired by Target Corp.

Dave Fountaine introduced Shawn Dietrich the new Asst VP South. Shawn is a Army veteran and a retired police lieutenant living in the Village of Monarch Grove. Shawn continues as a consultant to police departments. Shawn lives near the Village of Fenney which helps balance VHA presence on that side of the south region.

Peter introduced Mike Mihalik as resident in the Village of Marsh Bend who is assisting with the VHA website. Peter noted Mike's extensive background working with computers and the internet is an asset for the VHA. Dave noted Mike M. was the featured speaker for the recent South program talking about identity theft.

Peter reported South NR John Kerrigan is assisting with the logistics of the Voice in print form.

Monthly Reports

North VP: Karl Arps explained he has applied for the position of CDD 4 representative to the Architectural Review Committee. The candidates will be decided Friday. The responsibilities volunteering with ARC are the reason Karl is stepping down as North VP at the end of the year. NOTE: Following this meeting, Karl learned he is selected to serve on ARC. Congratulations, Karl!

Karl reported there is a VP North program planned for October 16 at 6:30 pm in the Savannah Center. Matt Armstrong is the speaker presenting information about the Villages Community Watch program.

Karl will hold his final meeting with North Neighborhood Representatives November 15 at 9:00 am featuring Mike Burke as entertainment during Karl's NR Appreciation Event.

Restructuring Areas: Peter explained since Karl is stepping down the decision to restructure the VHA regions has been reviewed, discussed and received approval at the September 28 Board of Directors meeting. As of January 1, 2024, the VHA covers two regions of The Villages: North includes Lady Lake/Lake Co, Regions 1 – 11 north of SR 44 and South includes all regions from 12 – 14, etc. south of SR 44.

Central VP: Tweet asked for the percentage of VHA members in the North region compared to the South region. Membership Chair Kathy Porter will send this information to Tweet.

Tweet reported she and Asst VP Dan Kapellan are calling all NRs to verify they wish to continue in this position. Team meetings of 8 – 10 NRs will be held to meet and gather information for the North region.

November 6, 2023 at 7:00 pm in Colony Cottage RRC, Tweet is hosting a program for NRs featuring Sumter County Administrator Bradley Arnold. The NRs have been asked to invite any neighbor interested in becoming an NR.

South VP: Dave reported October 23 the South program is "Estate Planning and Wills in Florida." This program filled in eleven (11) hours through pre-registration!

October 30 the South program is Open to all residents and will featured officials from Lake County and Leesburg. Villages Cars is offering four (4) free weekend rentals to raffle.

Foundation: Peggy Fiore reminded that the Foundation will participate October 28, 10am-2pm, at Ezell Recreation Center in the Giving Clubs Expo. Peggy reported to date the Foundation has distributed a little more than \$16,000 most recently to Villagers Veterans, Shared Harvest Garden and Operation Shoebox. The Hurricane Relief Initiative has only

raised \$6,450 with \$1000 of it received recently. Peter explained that timing to announce the Hurricane Relief Initiative / request for donations in the Daily Sun newspaper was delayed by the D.S. Further assistance from the D.S is needed. Suggestion: Consider reminding VHA members in December to donate to the VHA to prepare for 2023 income tax deductions.

Helping Hands: Peter asked Dr. Lester to speak to the Developer about providing a space for the VHA in Eastport similar to the VHA office in Spanish Springs. This will facilitate HH operations while providing the VHA presence south of SR 44. HH estimates over 10,000 contacts will be processed in 2024.

Resident Night: RN's poor attendance counted 35 attendees. Locations for this program will be analyzed for improvement.

Membership: Kathy noted that over 50% of RN attendees had already joined. Kathy stated there appears to be no difference in attendance from mailing invitation letters and marketing RN online and through the Daily Sun newspaper. Paying for postage has been removed creating savings. **SEE APPENDIX** for the September membership report.

Golf Cart Safety: Mike Cullipher's report states "We had 50 in attendance for the Sept golf cart safety class. Oct class is scheduled for Oct 18 at Colony Rec Center. Stan Heist will be teaching the class. Phil Walker obtained a laptop for Stan to use for the class he teaches in the future. I have been working on setting the laptop up for him to use."

Social Events: See North VP above.

Bingo: Attendance poor in September at La Hacienda RC.

Marketing: Peter explained quarter-page teaser ads are scheduled in the Daily Sun for the November 14 VHA Health & Wellness Expo with marketing through the month to the day of the event. The script for the radio station promotion is set and the ad is in "Healthy Living" magazine now in physician waiting rooms. The marketing process is evolving with Mike M.'s help.

Voice: Suggestion: Add the VHA phone number as other option for contact.

Facebook: Jim DeCastro's report states "E-blasts and FB event posts are routine at this point. The FB metrics have improved slightly. We have a new banner, replacing the previous banner which heralded the "new" FB page since it was on the previous FB page. I suggested to Peter we develop a new banner as events come (this was for the Health Expo) or create a refreshed permanent banner.

Doug, Dave, and I had some discussion regarding closed captioning on FB Live or pre-recording segments of Residents' Night (both not really feasible). I offered to assist Doug with some video ideas so we can get them developed and approved for posting."

Website: Peter explained he meets with Doug Smiley – Tangent Media every 4 – 6 weeks to keep website progress on track. Doug is working on transitioning the former Merchants to Members platform into a Resource Hub. Sandra Rzepecki and Sue Langroth are developing the list of resources. Mike M. stated he reminds neighbors about the VHA programs to keep them aware. Peter explained everyone needs to generate ideas of how to promote the VHA to residents.

AAC: Sandy Mott reminded AAC members to think about candidates for the Board of Sumter County Commissioners. Candidates need to be willing to support Villages residents along with surrounding area residents.

CDD 1: Kathy explained there are alternative solutions to the safety issue on Morse Blvd north of CR 466 in addition to those offered through the Kimberly-Horn study.

Old Business

Health and Wellness Expo Updates: Peter reported Sandra R. and Marc Langroth have requested 20+ volunteers from the AVPs. A few more are still needed. Banners have been sent for printing. Villages Health is offering a great deal of help as well as Dr. Curtis. The six (6) Speakers Series are set. Villages Grown has donated 2000 canvas bags to distribute to attendees. The Daily Sun editorial staff and reporter Keith Pearlman have all provided assistance.

Q. Is there a list of time for the Breakout / Speaker sessions?

A. Yes, they will be promoted soon and printed on the attendee handout.

A room reservation has been locked in for future H & W Expos.

Safe Mobility for Life: The October 9 program was poorly attended. FDOT presented a great program but marketing needs to be improved. VHA will work with FDOT to schedule programs that will work best.

Initiative – VPSD as Dependent District: VHA is taking a stand to support this Dependent District. Providing accurate information for the public to understand the tax bill is key in order to proceed successfully. A percentage of .287 of the tax bill plus \$124 is the cost for both residential and commercial fire and safety services. Having a Dependent Villages Public Safety District will allow Villages residents transparency of spending.

Leadership Forum: Peter emphasized the importance for all VHA Leaders and Neighborhood Representatives who are available to attend the quarterly Leadership Forum to meet with the VHA Partners and Chief Twiss. Meet & Mingle at 9:15 ahead of the 10:00 meeting.

New Business

Board of Directors Oversight: Peter invited Strategic Planning Chair Russ D'Emidio to report. Russ explained the BoD is an oversight Board. Initially the process developed through Strategic Planning asked programs leaders to attend a Board meeting annually to report progress and goals. As this added extra meetings to volunteer efforts, the process has been revised to ask program leaders to provide a year-end report of progress / accomplishments and the goals planned for the next year. This report may include their request for resources or funds needed. The Board receives a copy of the AB meeting minutes and report would provide additional information to learn how programs work and how the Board might help. Russ will prepare a form for program leaders to use for annual reporting. These reports will also provide the President with details to use in the annual State of the VHA while relieving the need for Strategic Planning Workshops every year.

Meeting adjourned at 2:19 pm

Respectfully submitted,
Joan Sullivan

Appendix

MEMORANDUM

To: Peter Russell, President

From: Kathy Porter, Membership Chair

Date: October 11, 2023

Re: September 2023

Total Number of new and renewal memberships for September:

- 47 – 2 year
- 7 – Lifetime
- 8,080 households
- 14,544 members

We had 1 new member at Resident Night and 2 complimentary members awarded.

I will be out of town for the Nov. 14 Resident Night at Ezell. Karl Arps has graciously agreed to set up the table in my absence and Walter Martin will also man the table. Many thanks to them both.