

**VHA Board of Directors – Meeting Minutes**  
**Lake Miona Recreation Center    1:00 PM    March 25, 2021**

**Board Members - Present:** Karl Arps, Russ D’Emidio, Peter Moeller, Steve Printz, Peter Russell, Diane Spencer, Phil Walker

**Board Members - Absent:** Fred Briggs, John Conboy, Vivian Stephens, Chuck Wildzunas

**Invited Attendees:** Kathy Houser - VP VHA-CF, Joan Sullivan - VHA Secretary

**Guests:** Doug Smiley and Christy Smiley – Tangent Media

**Call to order:** President Phil Walker called the meeting to order at 1:00 PM and led the Pledge of Allegiance.

**Agenda Approval:** Phil asked for a motion to add the agenda item “VHA Helping Hands (HH) 2021 Budget” to the New Business portion of the agenda. Motion made, seconded and approved.

**Previous Meeting Minutes:** Phil asked for a motion to accept the minutes from the February 25, 2021 VHA Board of Directors Meeting. Motion made, seconded, and approved.

**Treasurer’s Report:** Phil referred Board members to the financial reports sent with this meeting’s agenda and read Treasurer John Conboy’s remarks sent in advance of the meeting. “February shows a loss of \$421.59 which is an improvement over January mainly due to an increase in dues collection and a lower cost for printing the Voice. Other expenses remained steady and the Year to Date as of February 28<sup>th</sup> is a loss of \$3,195.22.

## **New Business**

**Tangent Media – VHA Website:** Phil welcomed from Tangent Media Doug Smiley – Program Developer and Christy Smiley – Creative Director to provide an update on their work with the VHA website.

Doug referred to analytics of the front-end piece of the website, which was launched 3 months ago. Each month is averaging about 1100 users which includes 100 regulars and 1000 unique. Most viewed pieces include the Home page and the Join/Renew section where revenue is coming through from members. When complete the front-end will tie into the back-end office feature with the ability to track: joining, renewing, and membership status including expiration date. The ability to download a membership card will further reduce the need for manual office work.

Q. Out of the 100 regular users what is the percentage joining and renewing?

A. The past month showed 45% website traffic clicked on “Join/Renew.” Over past three months, 135 have filled out the form.

Q. Can the back-office data be made available in a comprehensive spreadsheet?

A. Yes. The data we are importing will be available as one report.

Q. Is there a prioritization of what has to be completed?

A. Yes. Priorities are entering data and creating specifics for management.

Q. With whom is the website being set up?

A. Set up is through Amazon web service.

Q. Once the back-office feature is in place will VHA officers be able to check specifics such as: membership in neighborhoods, names of Neighborhood Representatives, etc.?

A. Theoretically, anyone to which the VHA allows back-office access will be able to locate information.

Q. What is the “stickiness” of website hits?

A. The average duration is 1:50 min/sec mostly viewing home page and news stories.

Q. Is there something the VHA should be watching?

A. Analytics are set up for those with administrative access to see what is driving traffic and keeping the viewers engaged.

Doug suggested placing the Voice on the website the same day as the newspaper distribution. Phil stated Jan Palmer Voice editor is now working to send the Voice to Christy 2-3 days ahead of paper distribution in order to make this happen.

Doug suggested sponsorship sales may be one way to generate revenue. Also, consider asking merchants in the VHA Merchants to Member (M2M) program to pay a small fee such as \$10 monthly since posting their names is providing merchants with advertising. Digital marketing with emails to membership can drive people to the website using snippets of articles as teasers.

Phil explained that Tangent's contract requires one more payment for constructing the website and monthly payments for hours used to post information. Doug stated that originally 10 hours @ month was estimated. This has shown to be a sufficient amount.

Q. What kind of changes have been needed for Tangent to use those 10 hours?

A. Voice changes; setting up STRIPE, the program for receiving revenue; adding news-"Gala," Awards; graphics.

Q. Where will a repository of VHA documents be located?

A. The second phase is to add a document repository where those with access may upload a document. Officers will be able to customize emails sending to specific groups.

Q. Will there be a Log In on the main page header?

A. Yes. Members will be able to sign in to see their individual information. Staff will be able to login to the back-office.

Q. When will the back-end be completed?

A. The goal is 30-45 days.

Q. Can an email blast include a link to bring viewers directly to an article without needing to go through steps on the home page?

A. Yes, this is a great marketing tool.

Russ D'Emidio stated there is a need for a strategically responsible person to oversee a staff of people who can assist website maintenance.

## **Old Business**

**VHA Triad:** Recently the three VHA presidents met with the lawyer to work out answers to questions brought on through the restructuring of the VHA. After discussion and listening to the lawyer's suggestions, it was agreed the VHA Community Foundation (CF) would no longer be a separate entity. CF will become a committee under the VHA with HH remaining a separate arm of the VHA. A fund raising committee will be formed allowing CF to focus on its mission of philanthropic work. Details still need to be finalized and approved by the VHA Board of Directors and the VHA Community Foundation Board. This is the previous structure of the VHA keeping HH separate to reduce liability as much as possible. Efforts are being made to find a volunteer to assist fundraising. HH President Bill Gottschalk has agreed this is the right way to proceed. CF Vice President Kathy Houser stated this is a "good thing" as it clearly defines responsibilities.

Q. Will this require a separate database?

A. All the information for all parts of the VHA will be in one place.

**VHA Initiatives:** Phil stated the membership application is being reviewed to include a place where new members may note their willingness to volunteer for a VHA position. Available positions are also being listed on the website.

Barbara Gudgel, who has a background in retail, is the new Director of M2M.

**VHA Golf Scramble Update:** This event was set for March but there were issues getting tee times so the Golf Scramble is moved to April. Program Director Mike Burke will place an article and the entry blank in the April Voice. The entry fee for VHA members will be less than for non-members.

**VHA Poker Run:** Mike Burke and Kathy Houser ran the Poker Run for 52 players. VHA profit is \$355 and \$250 was paid out: 1<sup>st</sup> place -\$100; 2<sup>nd</sup> place -\$50; Worst hand - \$50. Kathy stated the new residents loved it and want to do more.

## **New Business (cont'd)**

**VHA Town Hall:** Phil: An email blast will be sent to members for Town Hall questions, which are due Tuesday April 13<sup>th</sup>. The Town Hall meeting will be the first face-to-face meeting since the pandemic and is scheduled for 10:00 AM Tuesday April 20<sup>th</sup> in Laurel Manor Recreation Center – the Washington room.

**VHA New Resident Night (NRN):** Phil: NRN will be held for the first time this year 7:00 PM Tuesday April 13<sup>th</sup> in the theater in Colony Recreation Center. Doors open at 6:00 PM. Some vendors are still cautious sending representatives. To reduce Covid concerns, guests will not receive nametags before entering.

**VHA-HH 2021 Budget:** Phil referred Board members to the 2021 budget distributed during the meeting and asked if there were any questions for Bill.

Q. What does the \$2100 for PPE include?

A. Sanitizing equipment and materials.

Bill explained there are currently over 1000 pieces of equipment valued at \$97, 000. We are trying to reduce the quantity to cut down on storage costs. At one point equipment had to be purchased to handle requests. An influx of returns and donations, which we do not turn away, has created a surplus. HH is now considering donating equipment within The Villages and requesting a monetary donation at that time. Since the VHA office conference room is being used to store equipment HH is now paying a fair share of the rental. Equipment is condensed on tiers to store more in that space. Following discussion a motion was made to accept the HH 2021 budget, seconded and approved.

Phil noted that Bill works very hard and is ready to welcome someone to step in and take over this responsibility. A photo of the magnetic side panel for the HH van was distributed. A decision was made to not allow other advertising to be placed on the van.

## **Members Comments**

**Board Member – Vivian Stephens:** Phil reported he had spoken to Vivian and she is in good spirits as she is doing rehabilitation. Vivian faces at least six more weeks of physical therapy. Vivian said she is looking forward to coming back to Board meetings.

**VHA Organization and Board Involvement:** Q. How is the VHA is energizing Neighborhood Representatives (NR)?

A. The pandemic and changes in VPs have prevented this effort. A meeting is in the works for July where VHA officers, NRs and volunteers can begin a dialogue of VHA positions and possibilities. Building VHA visibility in the Far South is also being addressed.

Suggestion: Bring the VPs to a Board meeting to ask VPs how the Board can help.

Discussion included finding ways Board members may help strengthen the VHA.

## **Meeting adjourned at 3:30 PM**

Respectfully submitted,

Joan Sullivan

**Next Board Meeting: THURSDAY**      April 22, 2021    Lake Miona Rec Center – Resolute Room