

**VHA Board of Directors – Meeting Minutes**  
**Coconut Cove Recreation Center 1:00 PM June 23, 2022**

**Board Members - Present:** Karl Arps, Fred Briggs, John Conboy, Russ D’Emidio, Peter Moeller, Greg Panjian, Vivian Stephens, Phil Walker, Chuck Wildzunas

**Board Members - Absent:** none

**Invited Attendees:** Al Arnold – VHA Helping Hands President, Peter Russell- VHA Executive Vice President, Joan Sullivan-VHA Secretary

**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 approve adding the topic “Position Change” to the agenda. Motion made, seconded and approved.

**Previous Meeting Minutes:** Phil asked for a motion to accept the minutes from the May 26, 2022 meeting. Motion made, seconded, and approved.

**Treasurer’s Report:** Treasurer John Conboy explained that May financials attached to this meeting’s agenda showed a profit attributed to the VHA Bingo games and membership dues.

Q. Are people being turned away from Bingo?

A. No, put the events are almost filled with many familiar faces.

## **Old Business**

**Promoting the VHA Update:** Phil reminded members the VHA was on the front page of the Daily Sun newspaper three (3) times in the past month and a podcast of the VHA was aired featuring Executive Vice President Peter Russell.

Peter R. explained an organizational meeting was held recently to discuss marketing the VHA moving forward. Key points covered:

- Discussion to create a Merchants to Members (M2M) app. Decision was declined due to the ease of attaching M2M on a smartphone screen without creating an app.
- Define “What are we marketing?” This is still to be determined and a major topic at the next meeting.
- Decide how to drive membership.
- Create an “elevator speech” to present at every VHA educational forum to encourage pro-VHA residents in all CDDs to consider becoming a CDD supervisor. The goal to create a spreadsheet of names for each CDD to prepare for open seats ahead of elections.
  - Peter Moeller distributed a draft of bullet points for this Candidate Solicitation Speech. SEE APPENDIX
  - Peter M. reminded members as VHA is a 501(c)(3) organization we cannot support particular candidates who are on a ballot.
  - Peter R. stated the goal is to have at least one supervisor on each CDD board who is pro-VHA. Further discussion of the CSS will occur at next month’s Board meeting.
  - Send suggestions for additions / revisions to the CSS to Peter M. at [pamoeller@gmail.com](mailto:pamoeller@gmail.com)

Peter M. and Fred Briggs will continue to work on this effort to prepare for the 2024 election cycle. Fred noted he saves names of those who express interest to get involved but are still new to The Villages but not yet ready to get involved.

**VHA Foundation Committee (FC) Update:** Foundation Committee consultant Peter R. reported the July 4<sup>th</sup> FC meeting has been moved to June 27<sup>th</sup>. The next meeting will discuss two (2) possible recipients “Shared Harvest” and a group who provides support for homeless children. Vivien Stephens requested to step down as Co-Chair and Peggy Fiore is Chair.

The 2021 taxes have been filed for the VHA Community Foundation Inc., which is effectively dissolved.

Q. Are donations provided more than one time?

A. The two (2) groups currently being considered have not received cash grants from the VHA. There is nothing to prohibit providing donations more than once. This will be a topic for the FC to discuss.

## **New Business**

**Position Change:** Phil announced Treasurer John Conboy handed in his resignation as of the end of July 2022. Phil interviewed Mike Dollard who accepted this appointment. Mike asked to step down as VP South to take on this new position. Mike will work with John and attend the July Board meeting.

Board members and invitees applauded John for all his work for the VHA.

**New VHA Facebook Page:** Phil reported Jim DeCastro has built a new VHA Facebook page and is aggressively getting information posted. Jim lives south of SR 44 and has noted that about 40% of new residents in this area are employed.

**VHA Membership Blasts Coordinator:** Phil explained that many membership blasts are sent each month. VP Far South Dave Fountaine temporarily handled this extra responsibility. Jim DeCastro has also agreed to take over membership blasts.

**Solicit Permit:** Phil reported a permit from the state is required to solicit donations. The VHA has applied for this and now has the required permit. As FC is within the VHA it is now covered to solicit donations. The VHA Helping Hands Inc. may accept donations but will need to complete the application process with the state in order to solicit donations.

## **Members Comments**

**Voice listing BoD:** Concern was stated about the absence of listing Board members in the Voice. This was done to save space but decision was reversed to now include listing Board members in Voice issues.

Suggestions for the Voice included: 1) Ask one question in each issue to encourage readers' responses. 2) Expand the Voice to more pages and figure ways to fund it. 3) Feature rumor control articles as done in CDD 4 monthly newsletter and District Government's Weekly Bulletin.

**Hosting Candidates:** Cautions were presented for hosting elections candidates as past experience has shown the audience is often seeded with tough questions to put candidates on the spot. Additionally there is no way to provide immediate Fact Checks for candidates statements.

**Board Self-Evaluation:** Russ D'Emidio suggested that Phil and Peter R. review the list of items previously developed of what the VHA needs to improve / work on to prepare for the Board self-evaluation process. Russ will email this list.

## **Meeting adjourned at 2:25 PM**

Respectfully submitted,

Joan Sullivan

**Next Meeting: THURSDAY 1:00 PM July 28, 2022 Lake Miona - Resolute Room**

***Candidate Solicitation Speech***

- Residents of The Villages live in 13 Community Development Districts.
- You live in one of these Districts.
- Community Development Districts are formed under Florida law.
- Each is governed by 5 Supervisors who are residents and neighbors just like you.
- Supervisors are elected by you and serve a 4-year term.
- They meet once a month for a few hours and normally have no additional commitments.
- Your District is always looking for new Supervisors.
- If you are interested in governing your community, either speak to me or call \_\_\_\_\_.

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***Next Steps***

1. Develop Candidate Interview Suggestions
2. Identify 2 person teams to conduct interviews
3. Develop Generic Campaign Suggestions
4. Identify Campaign Mentors