

VHA Board of Directors – Meeting Minutes
Lake Miona Recreation Center 1:00 PM August 25, 2022

Board Members - Present: Karl Arps, Russ D’Emidio, Mike Dollard, Peter Moeller, Greg Panjian, Vivian Stephens, Phil Walker

Board Members - Absent: Fred Briggs, Chuck Wildzunas

Invited Attendees: 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 the agenda. Motion made, seconded and approved.

Previous Meeting Minutes: Phil asked for a motion to accept the minutes from the July 28, 2022 meeting. Motion made, seconded, and approved.

Treasurer’s Report: Treasurer Mike Dollard referred to the financials attached to this meeting’s agenda. Appreciation was noted by the Board of the new format providing more clarification in the Treasurer’s report.

Q. Is it possible to determine number of membership by dividing by \$25 and \$100 for new and renewed two-year and lifetime memberships respectively.

A. Phil explained the number of household’s in the data system can be multiplied by 1.83 to determine actual number of members. Karl Arps noted the back-office of the VHA website contains the number of active and potential renewable memberships. Karl explained as North VP he periodically emails residents with expired memberships to remind them and request they renew.

Introduction – South Vice President

Phil introduced Ray Lammes who has volunteered to become VP South. Ray explained while volunteering with VHA Bingo he learned more about the VHA and the values of the organization. This encouraged Ray to apply as VP Central, a position that been filled by that time. Executive Vice President Peter Russell called Ray asking if he would work with the VHA South Region. Board members welcomed Ray as a new member of the Executive Committee.

Old Business

September General Meeting: Phil explained the General Meeting on September 14, 2022 at 7:00 PM in Lake Miona Recreation Center normally Members-only is revised to Open to all residents as Chief Cain and the District Government will discuss the Villages independent Fire Department if approved during the November 2022 election. The District will explain the anticipated cost per average household. A Q & A session will follow the presentation.

VP Far South Dave Fountaine will hold the same program Open to all residents October 24, 2022 at 7:00 PM in Ezell Recreation Center.

Both programs will be promoted in the Daily Sun, VHA website, Facebook and the Voice.

Merchants to Members Update (M2M): Phil reported the M2M list will be divided between the Area VPs who will work with their Neighborhood Representatives (NR) to learn which merchants are still active and seek new merchants to join the program. The updated list will then be prepared as a handout at VHA programs and updated on the website.

VHA Foundation Committee (FC): Peter R. reported a FC meeting will be held Monday August 29, 2022 replacing the first Monday of the month meeting in September as that is Labor Day.

Peter explained a Daily Sun photo op is scheduled with Shared Harvest Garden receiving the \$1000 Donation using the Big Check to promote the FC and its philanthropic efforts.

Promoting the VHA Update: Following last month’s Board meeting, Peter R. formed a small committee to focus on all aspects of the VHA as it is moving forward. This committee discussed the need for professional marketing guidance for the VHA. As Doug Smiley of Tangent Media has a vested interest in the VHA as creator of the new VHA website the group asked to meet with Doug to discuss its marketing potential. Peter asked the Board to support meeting with Doug to learn more about the website as this additional work will involve a charge. The website’s potential and proposed cost options from Doug will be brought to the Board for review and consideration.

Peter is also planning a meeting with the Daily Sun Director/Media Phil Markward and Dan Sprung to present a VHA “wish list” and learn what options are feasible.

Russ D’Emidio reminded Board members that moving the VHA forward involves examining the progress of the Strategic Plan developed during the 2021 VHA Workshop.

Russ also reminded members the purpose of the October 20, 2022 Board Annual Review is to review the Board Mandate for its progress and “still-need-to-address.” Board members will need to review the mandate before the September Board meeting. (Another copy will be sent to Board Members after this meeting.) If the September Board focuses on the Board Annual Review it will free up the October 20th meeting for Strategic Planning, which would therefore include the Executive Committee and Committee Chairs.

Phil will assign the Executive Committee and appropriate Committee Chairs to review the Strategic Plan documents to note progress for discussion at a meeting on September 14, 2022. Results from this meeting will be sent to Russ to review ahead of the September Board meeting.

New Business

New South VP: See above “Introduction – South Vice President.”

Members Comments

Website Prototype: Greg Panjian volunteered to create a website prototype of possible marketing ideas the VHA might want on the VHA website. When ready, Greg will send to members to review and consider.

Elevator Speech: Peter R. explained an elevator speech is being prepared for NRs to use when meeting residents. Russ reminded Peter of the Fast Facts Reference Guide included in the 2017 Policy and Procedures Manual. A copy of this will be sent to Peter.

Meeting adjourned at 2:39 PM

Respectfully submitted,

Joan Sullivan

Next Meeting: THURSDAY 1:00 PM September 22, 2022 Lake Miona - Resolute Room