

MINUTES

Dreamland Villa Retirement Community Board of Director Meeting
January 9, 2024, 9:30 a.m. Read Hall

Welcome: Steve Malone, President

General Announcements: Steve mentioned that the annual membership meeting may be attended by current kee card holders only and shall be at Farnsworth Hall, Saturday, 9:00 a.m., January 20, 2024. A voter pamphlet is available on the website detailing the proposed By Law changes. Absentee ballots are not available for this meeting. Also a free concert shall be at Farnsworth Hall, 3 p.m., on Saturday February 10th. All residents and their guests are welcome.

In addition Steve mentioned the forthcoming activities at Read Hall: January 17th evening Card Bingo, January 20th Musical Bingo, February 4th, 5 p.m., Neighborhood Watch & ice cream social, February 24th Activities Fair and the March 16th Sock Hop. February 29th shall be a trip to Organ Stop Pizza.

Pledge of Allegiance

Call to Order at 9:37 am: Steve Malone, President

Roll Call by Ward Jennings, Assistant Secretary. Directors: Steve Malone, Ward Jennings, Dan Martens, Kevin Brueback, Betty Mazza, and Wendell (Sonny) Allison were present. Joyce Canino had an excused absence.

Ratification of Minutes: The Directors voted unanimously to ratify the December 12, 2023 Board of Director's meeting minutes, the December 18, 2023 Executive Session Minutes and January 2, 2024, Study Sessions minutes.

Treasurer's Report: The December and year-end financial statements are available on the website.

Directors' Statutory Indemnity (D&O Insurance): Four Directors voted not to renew this policy on February 1, 2024. Sonny and Kevin voted to renew the policy. (Assistant Secretary's note: The reason for not renewing the D & O policy: the renewal premium increased from \$2,940 to \$16,000+. Directors have statutory indemnification if their administration of Dreamland Villa complies with the requirements set forth in the Arizona Revised Statutes.)

Office cell phone: The directors voted unanimously to acquire a cell phone and plan to be used by the paid office staff when responding to verification code requests sent by websites used to administer DVRC's business.

Office Manager's Report: 15 homes closed in December and paid the transfer and disclosure fee. One home closed, the owner(s) did not pay the transfer or disclosure fee and did not complete the required age-affidavit. Ward shall determine why at closing the buyer's realtor and title company failed to provide to DVRC the required Verification of Age Affidavit.

Standing Committee Reports

Nominating Committee: Chair Jeff Clapham announced four candidates: Heather Canterbury, David Warren, Beth White and incumbent Ward Jennings. Voting shall be at Read Hall, Tuesday, February 13th, from 8 a.m. to 7 p.m. Absentee ballots for directors shall be available in the office starting February 5th.

Nature Trail Committee: The Directors unanimously authorized Chair Mel Brown to obtain pricing from three contractors to haul away Nature Trail debris.

New Membership Committee: During 2023 Marcia Malone along with members Patti Rockwood and Dave Warren handed out 97 new resident packages. New residents were invited to Read Hall for a tour and were signed up to receive the weekly email blasts. At the end of January, the committee will follow-up on all the kee cards that were given to new residents to see how many renewed for 2024.

Meeting Information: Attendees were provided information regarding the Directors' meetings with the Maricopa County Planning and Development Compliance Director and the Arizona Department of Forestry & Fire Management, Invasive Plant Program Coordinator. The Directors unanimously voted to tentatively hold a February 21st Town Hall 6 p.m. meeting at Farnworth Hall if available and if the requested speakers are available.

AGENDA - continued
Dreamland Villa Retirement Community Board of Director Meeting
January 9, 2024, 9:30 a.m., Read Hall

OLD BUSINESS:

2023 Audit Committee: With the Directors' unanimous approval Steve appointed Nancy Schnoor as the audit committee chair. The prior chair approved by the board is no longer available.

By Law Change - Summer Board Meetings: The Directors unanimously approved Steve's motion to rescind the December 12, 2023 Board of Directors motion to amend Article V, BOARD OF DIRECTORS, Section 5: A member of the Board must be available for all Board Meetings from October-May. By approving this motion the Directors agree to leave unchanged, the existing Article V, Section 5's By Law language.

NEW BUSINESS:

2024 Marketing Strategy (copy attached): Five Directors voted to table this subject until the next study session. Ward Jennings abstained from voting.

Compliance Committee Chair: The Directors unanimously approved Steve's appointment of Sonny Allison as the new Compliance Committee chair.

Neighbors Helping Neighbors Coordinator: The Directors unanimously approved Steve's appointment of Ward Jennings as the Neighbors Helping Neighbors coordinator.

Special Events Details:

Free Concert: The Directors gratefully acknowledge the T2 Presents, LLC 3:00 p.m., February 10th 90-minute concert to be held at Farnsworth Hall and open to all Dreamland Villa residents and guests.

March 16th: T2 Presents offered March 16th as the date for DVRC's annual spring fling. The Directors declined this offer since the Sock Hop is on the same date. The Directors decided too little time remained to negotiate a new date and coordinate the band, sponsors and volunteers.

Volunteer Appreciation Luncheon. The Directors, recognizing the importance of thanking the hard working volunteers who help keep our Community vibrant, unanimously approved having this year's luncheon on Wednesday, March 6th at noon in Read Hall.

Rural Metro training: Rural Metro will provide a one-hour training class on how to use a defibrillator at Read Hall, 10 a.m., Wednesday February 7th. A four hour certification class is available for a fee. Please sign up by calling or visiting the DVRC office.

Repair/Maintenance: The Directors unanimously agreed to have Dan, Maintenance Committee Chair, obtain three quotes to reseal/recoat the Farnsworth Hall main auditorium flat roof and reseal the Farnsworth Hall parking lot. Kevin said it will cost less than \$2,500 to replace the light bulbs in the parking lot lighting; therefore it is a routine maintenance item requiring no Director approval.

By popular request from the women attending this Board meeting, the Directors unanimously agreed to obtain the cost to replace the existing sink and countertop in Read Hall's inside women's bathroom with a new countertop having two sinks.

Adjournment at 11:50 a.m.

Open Forum: During the official Board of Directors meeting and open forum, attendees made numerous comments. These minutes document the actions taken by Directors, not the attendees' comments.

Submitted by Ward Jennings, Assistant Secretary

2024 MARKETING STRATEGY

Proposed by Ward Jennings, Director and Treasurer

Appoint a Chief Marketing Officer/Czar (CMO) who sets up guidelines and starts executing a 2024 Marketing Strategy to include all of DVRC's architecture for logo, brand identity and marketing strategies. In addition, separate from DVRC's social and recreational activities and facilities management, a new Enforcement/Compliance Division, initially chaired by the CMO.

Goals: (1) Increase the number of residents who financially support the Corporation. The 2024 goal shall be to increase by 50% 2023 \$100,000 55+ Compliance revenue. The 55+ Compliance revenue shall be used for its programs, not to support activities and facilities. In addition the Directors need to require **EVERYONE** to use a consistent social and recreational activities Marketing Message, brand and logo.

The Enforcement/Compliance Division's MARKETING STRATEGY: show our Community's residents it is the Corporation known as Dreamland Villa Retirement Community that keeps our Community quiet, safe, homes well maintained with residents who are 55+ years of age or older.

Appoint Sonny Allison to chair the Compliance Committee. Responsibilities: investigate all complaints from the residents, keep them informed about the investigation and publicize the **specific** addresses having complaints, provide detailed information about the complaints and report on the changing investigative status using a newly created Enforcement & Compliance website. (The website, a new page on the existing website or a new website linked to the existing website maintained independently of the current webmaster.)

Neighbors Helping Neighbors (NHN) should be recreated, initially with Ward Jennings the Coordinator. NHN cleans up the properties that have become abandoned and assists those whose lives no longer can provide their own personal involvement in their property's management.

The initial Enforcement/Compliance Division's 2024 budget shall be the sum of excess funds generated by the 2023 55+ fees and the transfer and disclosure fees (once the dollar amount of reimbursable expenses is agreed upon: \$1,000 to \$1,500 for office space and support and 65% to ? percent/cost of office payroll.) One of the first priorities: clean up in the "yellow hoarder's house". The marketing focus: "**This is what the Corporation does for you, Dreamland's residents!**". Another priority is to address underage children living in the Community and advertise/publicize the accomplishments.

In addition, the Enforcement/Compliance Division responsibilities shall include:

1. Interaction with the Realtors, title companies and new home buyers when obtaining the names, ages, contact information and Age-Affidavits for new property buyers.
2. Monitoring real estate new listings for properties for sale. Contacting the Realtor's broker and the Realtor when the advertisement fails to disclose Dreamland Villa's 55+ age-requirements.
3. Retaining legal counsel to address properties with under-aged children. Ask the residents to report and document any DLV address with children residing for more than 90 days.

Marketing: (1). Since 19% to 20% of DVRC's 2023 revenue was from the 55+ program, one-half to two-thirds of one Citizen page should be dedicated to reporting the Enforcement/Compliance Division's involvement in maintaining the clean, quiet, well-maintained and age-compliant Community. (2). All future publicity, *Citizen* articles, website information, etc shall report separately social and recreational articles from Enforcement/Compliance. The residents need to feel by financially supporting Enforcement/Compliance they are not maintaining the swimming pools and hot tubs.

FACTS: Dreamland Villa Corporation, initially chartered to provide social and recreational activities to the residents of DLV, made NO mention of age-requirements. The 1980 MC Senior Citizen Overlay was the first writing setting forth age-requirements. This proposal identifies DVRC's TWO separate legal responsibilities.