

Dreamland Villa Retirement Community Board of Directors
May 2, 2017, Approved Study Session Minutes

Welcome: Pat Clark, President.

Pledge of Allegiance.

Call to Order: 8:57 a.m.

Roll Call: Ward Jennings, Secretary.

Present: Deb Rychlak, Janet Peterson, Pat Clark, Ward Jennings, and John Pawloski, Sr.

Old Business:

Gate in Farnworth Hall Fence: Ward Jennings, Treasurer advised that the Board of Directors at its April 11, 2017 meeting authorized the purchase of four bollards, not to exceed \$800. The actual cost was \$400 and the bollards have been installed.

Property Management System: Ward Jennings, Treasurer advised that the new system is up and running, currently revealing that 92% of the dwelling units in the Dreamland Villa Subdivision have positive evidence that at least one person 55 years of age or older reside each of the DVRC dwelling units.

New Business:

Pool Furniture Replacement: John Pawloski, Buildings and Grounds Committee Chairperson reported that a number of plastic tables and chairs have been removed or stolen from the pool areas. John requested authorization to spend an amount not to exceed \$3,000 to buy three new tables, 12 new chairs, six new handicapped chaise lounges and restring several chairs.

Read Hall Building B-East Roof Delamination: John Pawloski, Buildings and Grounds Committee Chairperson advised that the maintenance staff would repair the damage.

Review of Summer Projects: John Pawloski, Buildings and Grounds Committee Chairperson advised that the Art room would be remodeled to include new cabinets made by the wood shop, sound proofing in the side walls, drywall repair and painting, new sink and faucet with a relocated sediment drain being added. In addition the Farnsworth Hall kitchen shall receive a complete cleaning, the exhaust hood and vent to the outside shall be professionally cleaned and inoperative fan parts shall be replaced. Sometime during the summer the pools shall be acid washed, specific dates shall be announced at a later time.

Farnsworth Hall Marquee: Jackie Young, Farnsworth Hall Manager, advised that she had renegotiated a sign company's previously low bid for a new top to the marquee and received a new price of \$2,860 plus tax with an additional installation price of \$779. The new top shall state the Farnsworth Hall is available for rent and shall provide a telephone number.

Administrative Policy And Procedures Manual: Deb Rychlak, Policies Committee Chairperson presented a revised Administrative Policy and Procedure Subject: Facility Rental and Lease Rules and Fees Revision. The Directors requested that the DVRC Members Celebration rent be increased from \$200 to \$250. The policy should be revised to stipulate that this rate is for the kee cards hold only and not for extended family members. The Directors requested that the Policies Committee work with the Farnsworth Hall Rental Manager to review the existing Short Term Facility Rental Agreement (for a single event) with the intent of making the agreement shorter and more concise.

Mission Statement Revision: Ward Jennings, Secretary suggested the current mission statement is outdated and proposed four options. The Directors favored Alternative Four: “Our Mission is to offer events, activities and facilities for the enjoyment of our residents and maintain Dreamland Villa’s status as a 55 + age-restricted retirement community.”

Copper Heights: Request to Maricopa County to Rescind the Senior Citizen Overlay (55+ age-restriction.) Ward Jennings, Secretary, advised that the property owners of 152 N. 56th St., Mesa, have requested a zoning hearing to be held on Thursday, May 11, 2017, requesting Maricopa County rescind the property’s 55+ age-restriction status. The zoning request would permanently permit the facility to continue to offer drug rehabilitation services to its less than 55 year old open facility residents. The Board of Supervisors hearing for the requested zoning change is scheduled for June 7, 2017. The DVRC office has received more than 50 hand written and signed letters from concerned DVRC residents. Ward, on behalf of DVRC, shall be present at the hearings to present the letters and demonstrate how disrespectful and offensive these drug rehabilitation residents have been toward our community’s 55+ aged residents.

Dreamland Villa Revenue: Should the revenue continue to decline the result will be that Dreamland Villa will be unable to maintain the legal requirements to document its compliance with the 55+ age-restriction rules. Ward Jennings, Treasurer, presented several ideas for the Directors and attendees to consider addressing the declining revenue.

Photos of today’s Dreamland Villa were presented comparing it to a multi-aged subdivision. Ward suggested the Directors and attendees consider this negative messaging as part of the 2018 annual fund raising drive to residents who did not make a 2017 financial contribution to DVRC.

Two groups of Real Estate agents who advertised in the 2017 Directory have received no new listings from our residents. That raises the question: Will the 2017 Directory advertisers renew their ads for the 2018 Directory? Those real estate agents have demonstrated a strong interest in keeping Dreamland Villa a 55+ age-restricted Subdivision but residents have not been listing with them.

Ward presented a four page proposal for a new website homepage with four interior links. The proposed new homepage would include a drone video overview, with voice-over and captioning, presenting the community’s attributes to people not currently familiar with Dreamland Villa. One interior link would be for the existing website for DVRC residents. A second link would promote Farnsworth Hall rental to include the venue’s virtual tour. A third link would present the Directory advertisers’ names and advertisements which provide services for our residents and their homes. The fourth link would promote available rental properties and homes listed for sale wherein the listings properly reveal that Dreamland Villa is a 55+ age-

restricted retirement community with requested one time \$400 transfer fee and \$175 per person recurring annual fee; fees necessary to keep Dreamland Villa a 55+ age-restricted retirement community.

The cost of the proposed new homepage and proposed three new interior links would be paid for by increased revenue related to the new web pages.

Bingo Revisited: Charlene Grande, Fundraising Committee Chairperson suggested the Directors approve a new ad-hoc Bingo Committee to prepare a proposal to develop a new Bingo program to raise funds for DVRC. Charlene said would chair the ad-hoc Bingo Committee if it was approved by the Directors. Charlene also stated that if the Directors authorized a new permanent Bingo Committee she would NOT chair that committee.

Strategic Planning Committee: Deb Rychlak read the responsibilities assigned to this committee in the Administrative Policy and Procedure manual and suggested this committee be convened to focus on declining revenue issues. It was suggested that Deb coordinate a meeting with Bruce Gile, Strategic Planning Committee Chairperson.

Adjourned: 11:27 a.m.

Submitted by Ward Jennings, Secretary