

MINUTES

Dreamland Villa Retirement Community Board of Directors Study Session
January 2, 2024, 9:30 am, Read Hall

Welcome: Steve Malone, President

General Announcements: Steve mentioned that the Office will be open until 7:00 pm on Wednesdays January 10th, 17th, 24th and 31st and Saturdays from 9:00 am to 1:00 pm on January 6th, 13th and 27th. The annual membership meeting is 9 am, Saturday, January 20th at Farnsworth Hall. The annual Activities Fair will be Saturday, February 24th from 9:30 am to 1 pm at Read Hall. All residents are encouraged to stop by and enjoy refreshments furnished by the Singles Club. This month's Pot Luck is Thursday, January 18th at Read Hall. The next Music Bingo is January 20, 2024.

Call to Order: Steve Malone, President

Roll Call: Joyce Canino, Secretary. Directors present: Steve Malone, Ward Jennings, Joyce Canino, Kevin Brueback and Sonny Wendell. Betty Mazza had an excused absence.

Financial Report: Ward Jennings, Treasurer stated 659 members paid the 2024 annual fee by December 31, 2023 compared to 688 members paying the 2023 annual fee by 12/31/22.

Payment Plan: Steve stated the office is now able to accept ACH progress payments for the annual fee renewal.

OLD BUSINESS: None

NEW BUSINESS:

Dreamland's Brand/Logo: Much discussion ensued about how to address DVRC's declining membership. A question was asked if any New Resident 2024 renewal tracking has been done. Answer: Not yet, will be done in late January 2024. There was no meaningful discussion about Ward's proposed 2024 Marketing Strategy to create the architecture for a consistent marketing message, brand identity or logo or an Enforcement/Compliance Division within DVRC's existing structure.

DVRC's Revenue and Expenses: In lieu of a discussion on this subject, a substantial amount of time was spent discussing Sonny's efforts to address compliance issues and the need for the results to be publicized within the Community. Discussion also took place regarding the City of Mesa's sanitation district road work in the Nature Trail from 64th St to 61st.

Farnsworth Hall: Steve mentioned that T2 Presents, LLC has been notified that the existing lease with the existing lease amounts will not be renewed. A February 2024 meeting with T2 Presents will address DVRC's proposed revised lease terms.

Compliance: The Directors announced they are meeting with the Maricopa County Planning and Development Compliance Director at Read Hall, Thursday, January 4th at 10:00 am to obtain updated information about possible enforcement action. Members may attend. Other compliance issues, including feeding pigeons, were discussed at length.

Absentee Voting: Steve requested the Policy and Procedures Committee propose a By-Law change allowing members who are not in the area to be able to vote for topics presented at regular/special membership meetings.

Membership: Currently DVRC has one membership level for everyone regardless of how they use Dreamland Villa's social and recreational activities. Having a separate membership or surcharge was discussed; with the intent to help DVRC recover the \$250,000 recently spent remodeling, repairing and operating the swimming pools and hot tubs. The members who use the swimming pools and hot tubs were not in favor of paying more.

Insurance Coverage: The current insurance company providing the Directors and Officers (D & O) policy has declined to renew the policy expiring February 1, 2024. The DVRC independent insurance broker, representing a several companies, projected a \$30,000 2024 renewal premium, a substantial increase from the 2023 premium of \$2,940. Ward stated the need for a D & O policy was mute if the Directors conducted DVRC's business in accordance with the governing documents, specifically DVRC's By Laws, the Arizona Revised Statutes, and the IRS requirements. The insurance policy renewals shall be discussed again when the new rates are provided.

CPR Trainings: Rural Metro will provide free CPR training to members of Dreamland Villa. Sonny shall request two dates for the training to be provided.

Study Session Adjournment: 11:10 AM.

Submitted by: Ward Jennings, Assistant Secretary