

MINUTES FOR THE REGULAR MEETING
OF THE BOARD OF DIRECTORS OF
VG&RC COMMUNITY ASSOCIATION, INC.
AUGUST 20, 2019
AT THE VENETIAN RIVER CLUB
VENICE, FLORIDA

Board Members in attendance:

Diane Maskol – President
Tom Long – Exec VP
Jerry Jasper – VP
Nancy Spokowski - VP
Tom Jones - Secretary
Roger Efron
Michael Wendroff

By phone: Lew Perry

Call to order: Diane Maskol, President, called the meeting to order at 3:00pm.

Secretary's report: The minutes from the July meeting were previously circulated to the board for comments and they were approved unanimously.

Treasurer's report: Fred Baughman, treasurer, was absent and there was no report.

External Affairs issues:

1. External Affairs issue #1 – Laurel Road Apartments: Jerry Jasper reported that there is a proposal for an apartment complex of 276 units on Laurel Road between Publix and Laurel-Nokomis School. Due to the distance from VG&RC, Jerry recommended that this board not get involved and there was consensus to follow that advice.
2. External Affairs issue #2 – Pre-hearing conference for Border & Jacaranda: Jerry Jasper gave an update on this 80 acre property and he recommended no board involvement. There was consensus and agreement.
3. External Affairs issue #3 – SW corner of Laurel & Knights Trail: Jerry Jasper and Michael Wendroff will attend a public workshop on this property, where it is believed that a hotel is planned.

4. External Affairs issue #4 – meeting with Council candidate Joe Neunder: Jerry Jasper reported on a meeting with this City Council candidate. Joe made a commitment to us to support the public-private partnership to widen Laurel Road to 4 lanes.

5. External Affairs issue #5 – upcoming Neal presentation to Council: Jerry Jasper said Pat Neal will make a presentation to City Council on Sept. 10 with his proposal for a public-private partnership to widen Laurel Road.

Other business:

6. Membership: Nancy Spokowski reported that we have 942 members. She said that 44 homes were sold in VG&RC in the 2nd quarter of this year, and there was discussion on ways to reach new homeowners about membership. She recommended maintaining our current dues structure in 2020 and there was unanimous board approval to do so.

7. Marketing: Michael Wendroff presented his report on possible marketing steps.

- Overall there was agreement from the board with his marketing strategy that we need to forge a distinct positioning for our organization given the confusion with other Venetian organizations.
- Agreement to leverage the equity and awareness from *Parcels from Paradise* by incorporating the tagline "Preserving Your Paradise" into all communications, including a new logo design.
- Agreement to reinforcing the organization's commitment to "outside the gates" issues, including actions taken in regards to development, water quality, and property values. Repeat and highlight in all communication/forums that these initiatives set us apart from the community's other organizations.
- Agreement to update/organize the web site, as well as the brochure.
- Agreement to survey on meeting topics of interest and preferred days/times. Survey to go out in the Spring.
- Test a "members only" or "members discounted" event, but not Bike-O-Rama or the astronaut event. Perhaps a bonus event, like "dog day afternoon", if that occurs.
- Delay a "refer a member" incentive.
- Consider a "Welcome Back" event for snowbirds, updating them on what has occurred while they were away, and what is coming up.
- Agreed to continue sending *Parcels* to all residents, but may include verbiage in the cover note like: "We hope you are enjoying *Parcels*. There is a cost to producing this, so if you are not a member please help us out by joining. It's just pennies a day for this and everything else the organization does to preserve your paradise."
- Include in one issue (October) a listing of all member names.

A motion was unanimously approved to provide a budget of \$2,000 for marketing materials and services around the repositioning.

8. Candidate Forum: Diane Maskol discussed the plans for the Candidate Forum scheduled for Tuesday, October 1 at the River Club.

- 3 candidates for Mayor, 2 for Council Seat #5, and 1 unopposed (as of now) for Seat #6
- The room has been reserved as a “private” event at a cost of \$75, and the event will be for Venetian residents only
- There was a discussion on taking questions for the floor and an improved sound system
- A police officer has been hired
- The board approved \$500 for event costs

9. Seminars: Roger Effron reviewed ideas for seminars in the upcoming season. There’s a possible dog event with a photographer, and Roger will look into the cost and a possible sponsor.

10. HRT: Tom Long showed the HRT t-shirts which will be given to each 2 year volunteer.

The next board meeting will be held on Tuesday, September 24 at 3pm at the River Club.

The meeting was adjourned at 5:02pm on August 20, 2019.

Respectfully submitted,

Thomas Jones, Secretary