

Fairway Estates Board Meeting Minutes – Date: 04-10-2019

Meeting held at the Dunedin Golf Club and called to order at 6:32 P.M.

Unanimous approval to permit recording of FECA Board Meeting, said recording to be retained until the written meeting minutes are approved.

Board Members in Attendance (marked with X – in person or BP - By Phone):

BP	Matt Stevens, President	X	Todd Brooks, Vice President
X	Kelly Dixon, Treasurer	X	Ed Kelb, Secretary
X	Derrick Beland, Member At Large	X	Bill Greenwood, Member At Large
X	Mary Lyon, Member At Large	X	Jessica Parchman, Member At Large
X	Marilyn Parnell, Member At Large, Membership		

Non Board Member Committee Chairs (marked with X – in person or BP - By Phone):

X	Kathy O’Leary, Newsletter	X	Dianne Schuldt, Beautification
X	Diane Garcia, Newsletter		

Unfilled Committee Chair Positions (could be a board member but not required to be)

OPEN, City Liaison

Members/Guests:

None

Non Board Member Committee Reports

Beautification – Dianne Schuldt

New Monument Signs – Jessica Parchman

- Pursuant to President Matt Stevens’ written approval (submitted), **Signs USA, Inc.** will proceed with installation of new signage at the two Brady Drive Entrances (Mangrum and Sarazen). Jessica indicated that installation should begin before the end of April, 2019.
- Next Steps:
 - Bill Greenwood has agreed to prepare the application for the **Dunedin Martha Donald Neighborhood Enhancement Program Grant**.
 - Ref: <https://www.dunedingov.com/home/showdocument?id=3020>

- Matt Stevens will assist in obtaining the supplemental bids required for the application.
 - *“Expenditures greater than \$1,000 must get 3 quotes, with the award going to the lowest bid unless good explanation is provided.”*

- Jessica noted that time is of the essence since applications are evaluated on a first-come, first-served basis. Bill will reach out to the City of Dunedin for more clarification.
 - *“The program begins at the beginning of the fiscal year on October 1. Applications will be evaluated on a first-come, first-served basis. Projects will continue to be considered if funding is still available. Applicant will receive an official notification of whether the project has been approved. All projects must be completed by August 1.”*

- New signage to look consistent at all entrances:



Beautification – Dianne Schuldt

- In preparation of the new signage at the Brady entrances, the beds will be spruced up to add to the visual appeal.

Newsletter- Kathy O’Leary

- Online version of newsletter approved for publication to the FECA website (<http://fairwayestates.org/newsletter>). Kelly Dixon to send out electronic notification of newsletter to residents (Facebook, Nextdoor.com, E-Mail).

- Request to Kelly Dixon (webmaster) to confirm that newsletter@fairwayestates.org forwards to both Kathy O’Leary and Diane Garcia.

- Approximately 160 hardcopy newsletters will be mailed. Delivery should take place before Easter weekend. 115 of the 160 hardcopy editions will be delivered to residents who have not paid 2019 HOA dues. The FECA Board feels the hardcopy expense should be revisited in the fall. Matt Stevens would like FECA Board members to start considering pros and cons to changing this approach. The online version contains more content and photos without additional 'per page' expenses or postage fees.
- Next newsletter to be published in time for the 2019 Fall Festival. FECA Board members encouraged to continue sending thoughts and ideas during those summer months where formal monthly FECA Board meetings are not held.

Officers Reports

Secretary's Report – Ed Kelb

- Motion made to waive reading of March 2019 FECA Board meeting minutes by Kelly Dixon, 2nd by Todd Brooks. Motion carried.
- Motion made to accept March 2019 FECA Board meeting minutes as written by Mary Lyon, 2nd by Jessica Parchman. Motion carried.
- Ed Kelb will be unable to attend the May 8, 2019 FECA Board Meeting and requested a Board member volunteer to record May meeting minutes. Kelly Dixon has graciously agreed to fulfill my responsibility for May. The Secretary appreciates your help!

Treasurer's Report – Kelly Dixon

- Refer to full reports online.
- Effective April 10th, 359 homes have paid their 2019 HOA fees. This represents nearly 70% participation!
- The FECA Income Tax return was prepared, filed and paid for (\$175)
- The remaining 2019 Homeowners HOA Insurance Expense balance of \$931 has been paid (see Jan 2019 FECA Board Meeting Minutes for additional detail)
- \$665 in sponsorship funds was received for the 2019 Spring Fling. As the FECA Spring Fling budget was limited to \$125, sponsorship is greatly appreciated and proving critical to the success of our neighborhood celebrations.
- The FECA Board budget for the upcoming Fall Festival and Holiday Party have been adjusted to \$400 and \$575 respectively.
- \$183 was reimbursed to Kelly Dixon for 2019 Spring Fling expenses (groceries and children's craft materials) which were purchased with the Dixon's personal funds.

President's Report – Matt Stevens

- Community Outreach – Matt hopes to investigate the FECA Board level of interest in a “Meet n’ Greet” at the Golf Course or possibly “Street Town Halls” where we could engage various segments of our community at different intervals.

Vice President's Report – Todd Brooks

- Speeding and rolling through stop signs in FE – Todd will attempt to reach out to the Department of Public Records to see if we can obtain data regarding infractions or warnings issued in our subdivision.
- Observed violations submitted to Todd to-date: 9
- Common problem areas:
 - Fairway and Middlecoff (both eastbound and westbound traffic on Fairway Dr)
 - Hagan (eastbound) right hand turn onto Mangrum. Ignoring stop sign.
 - One complaint specific to the Pinellas Trail
- The following address can now be used to forward complaints to Todd:
ReportBadDriving@FairwayEstates.org

Board Committee Reports:

Membership – Marilyn Parnell

Marilyn welcomed Terry and Marsha Brehm (2349 Jones) to the neighborhood. Kelly noted that we have several home sales closing in April and May (i.e. new neighbors!).

City Liaison - Open Position

No updates

Old Business:

- Matt Stevens is planning to work with Marilyn Parnell to prepare and provide a short summary of ***Roberts Rules of Order*** to refresh FECA Board members, committee chairs and guests on procedures.
- Resident request for street signs to be researched at a later date.

- Positive Reinforcement for residents who pay their annual dues:
 - Todd Brooks researched costs for various items that could be distributed to members who paid HOA dues. For example, the following mailbox sticker was proposed as one possibility:



Cost summary for different options:

Marketing Item	Quantity	Cost	Total	Provider
Yard Signs 12" x 18"	300	\$0.73	\$219.00	imprint.com
Car Window Decal 5" x 5"	300	\$0.90	\$270.00	carstickers.com
Custom Desk Flag	???	\$2.49 to \$5.99		deskflags.com
American Flags 4" x 6" Economy	300	\$0.46	\$138.00	northstarflags.com
Custom Sticker 2" x 2"	300	\$0.33	\$99.00	stickermule.com
Custom Sticker 2" x 2"	300	\$0.27	\$81.00	stickeryou.com
Business Card Magnet	500	\$0.18	\$90.00	4imprint.com
Car Magnet 4" Round	500	\$0.54	\$270.00	4imprint.com
Plastic Window Sign 5" Round	300	\$1.23	\$369.00	4imprint.com

- Discount Cards (for residents who pay HOA dues)
 - Todd Brooks completed some research on the possibility of a discount card (e.g. ½ price appetizers, 5% discount, etc.).
 - Some thoughts ...
 - Can we promote participating businesses in our newsletter?
 - Are there consequences to taking the discount card away down the road?
 - Todd is requesting that the FECA Board table this discussion until the May 8th meeting so that Board members have adequate time to consider pros and cons.
- Matt Stevens would like the Board to also consider altering the incentive each year.

New Business:

- Question as to whether the Board should consider meeting in July and August; however, the Bylaws state that the FECA Board will not meet in those months unless an emergency meeting is called.

 - Recommendation from Dianne Schuldt to discuss a game plan for tree trimming at Lake Sandra during the May, 2019 FECA Board Meeting
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Resident's comments:

None

Adjournment:

Motion made to adjourn at 7:27 p.m. by Kelly Dixon, 2nd by Mary Lyon. Motion carried.