

Fairway Estates Meeting Minutes - March 12, 2018 – Edited 3-28-18

Meeting was at the home of Marilyn Parnell and called to order at 6:38 pm.

Board Members in Attendance:

Steve McCarver, President

Matt Stevens, Vice President

Kelly Dixon, Treasurer

Bill Greenwood, Member at Large

Dianne Schuldt, City Liaison/Beautification

Marilyn Parnell, Membership

Mary Lyon, Member at Large

Jessica Parchman, Member at Large

Non Board Members/Committee Chairs:

Kathy O'Leary, Newsletter

Absent

None

Non Board Member Committee Reports

Beautification Committee

Dianne reported that the monuments/butterfly garden have been tidied up and new plants planted, mulch put down. They are checking with a botanist about the Brady plants to see how they can/should be trimmed. Discussion about how often the sprinklers should run.

Yard of the Season has been picked. Vickey Sare is doing the interview with the winner and it will be announced in the next newsletter and on Social Media.

Sharon Herman is speaking with some sign makers to get some quotes on new signage for our entry monuments.

Newsletter

Yard of the Season winner will be spotlighted. Glen Gaither has been working hard on additional FECA history to report. Kathy has asked Zack James-Booth to provide an update on Neighborhood Watch. Kelly suggested to interview Jenni McKay about the Fairway Estates DUCKS kids club for a future article

Officers Reports

Secretary Report

Kelly Dixon filled in as Secretary until a new Board Member is elected to fill this Officer position.

Reading of the minutes of the Annual Meeting was voted on and waived. The minutes of the Annual meeting were approved as submitted.

Reading of the minutes of the January Board Meeting were voted to be waived and voted to be approved as edited on Jan 21st

Treasurers' report – Kelly Dixon

In addition to the Treasurers written report always distributed with the P&L's and Balance Sheet the following were discussed:

CPA - It was decided to keep using Folsom Accounting for Tax Return Prep as they are familiar with our method of accounting and comfortable with our handling of sponsorship money and directory ad sales as offsets to the expense accounts rather than income.

Eagle Scout Project Excess Funds – the Scout raised funds to complete his projects assuming he would have to pay for everything out of funds raised. Some materials were in fact donated to the project after the funds were raised which caused a surplus and protocol is typically that the excess funds are donated to the recipient/beneficiary of the project so in this case there were roughly \$800 in excess funds. These funds were deposited to the general checking account March 12th and credited toward future beautification projects.

Matt Stevens suggested that it might be helpful to update the way the CD account is labeled on Quickbooks Balance Sheet to better reflect that this is “contingency fund reserves” for the HOA. The board all agreed with this plan. We will review the bank balances in the fall before year end to determine if we wish to move any additional funds to the CD.

President's Report – Steve McCarver

No Report

Vice President Report – Matt Stevens

No report

Committee Reports

Membership Committee - Marilyn Parnell

Met with the Foree's on Snead, Wendy & William Horne on Middlecoff, and she tried two other homes that are owned by flippers.

Special Events Committee – Kelly Dixon

Spring Fling is coming up on March 24th. Sponsorships were discussed and the board decided to modify them again to encourage more participation. Kelly will send out an email blast tonight with the new terms. Food will be provided by the board and a couple of residents suggested an activity for the kids would be to buy little pots and soil and let them plant seeds or seedlings. Whitney Kiehn and Sarah Aldrich are working together on this. Patti Jo Autore offered up Tomato Seedlings for the project.

The board agreed that it would be nice to do a dedication for the Eagle Scout project – the Picnic Table and Butterfly garden. Steve will reach out to the Matt Betzing and his family to see if they can be at the event for it. Matt will reach out to City Officials to see if any of them want to be present for it.

City Liaison Committee – Dianne Schuldt

The city is discussing options for the new City Hall. There was land donated for a sail center out on the Causeway and there is a controversy over some nesting birds. Hotel has been started by Frenchy's and there is talk of another one in the lot across the street and behind the Walgreens. The new parking garage downtown across from the Brewery is open.

Webmaster/Social Media Committee – Kelly Dixon

Kelly has asked beautification for some input on how they would like to update their part of the website. Kathy O'Leary asked again that we also consider updates based on the work that Glen Gaither is doing on history. It was reiterated again however that the website is meant to be static information and that our Social Media pages are where to go for the non-static stuff that is more interactive.

Kathy brought up questions about who is the backup person for website access and other access to Treasury documents etc. if anything were ever to happen to Kelly. Steve has always been the backup person for all of this as the HOA President, as was Margie, our prior president. Kelly has always practiced triple redundant backups of all files and uses Dropbox for document sharing with the President, in addition to important association static content published to our website (meeting minutes, treasurers documents, newsletters etc.)

Social Media page (Facebook/Nextdoor) were discussed and Steve said the position of the Board is that for the most part we take a hands-off approach to the admin of these pages. Matt & Kelly are the Leads/Admins of the Nextdoor account for Fairway Estates and they do their best to comply with the Terms of Service (TOS) established by Nextdoor. In many cases as Leads/Admin their opinion may not be the only one considered when removing reported posts/content that may be controversial or violates TOS. Nextdoor allows neighbors in Fairway Estates to participate in discussions with neighbors in many surrounding communities. Each surrounding community also has their own Leads/Admins to weigh in on reported posts.

Old Business

Directory – Kelly Dixon – First proof received today, Kelly made initial edits but would like a second look this week if possible from another board member. Matt said he could likely help. Kelly & Sir speedy were able to work the format to allow for a second phone number to be listed for the second resident of a household. This meant that the phone number will only be listed in the Directory by Name section however. The Directory by Address section will advise at the top of the page to look in the name section for phone numbers. Should still be on track for receipt of final printed directory's to be delivered the last week of March.

New Business

Neighborhood Watch – As a new Board Member, Jessica Parchman discussed her interest in Neighborhood Watch and what our involvement is as the Board. Steve reiterated that it is a Pinellas County Sheriff's Office program not a Fairway Estates Homeowners Association program. Zack James-Booth has been off and on

about leading “The Watch” as he refers to it. Kathy talked to him recently in the context of the Newsletter. He would love to find a replacement because he doesn’t have any time to really head it up. Steve and Matt both reiterated that we don’t want this to be a board function and clear lines need to be set that people are to work through the Sheriff’s Office for any issues of crime or safety. Jessica will follow-up separately with Zach to discuss the current status of Neighborhood Watch Activities. Marilyn suggested that the "Block Captain" program that was in place in Fairway Estates in the past might be a way of increasing communication throughout the neighborhood, particularly when there is a need to share critical information and/or check on neighbors during situations like hurricane Irma last year.

Board Member Nominations – An email blast and social media posts were made after Sharon Herman stepped down from her board position. A nominating committee was formed to review the candidates. The nominating committee interviewed John Pierre Amsellam, new resident. No other candidates responded to the request that was sent out on Social Media and via email. Todd Brooks is not on Social Media and does not get our newsletters by email so he was unaware we were looking for candidates. Kelly Dixon suggested him but the committee didn’t have a chance to interview him yet before this meeting so the vote for the new board member to replace Sharon Herman, will be held in April.

Election of Officers

Three officer’s positions were renewed by unanimous vote for 1 year terms

President – Steve McCarver

Vice President – Matt Stevens

Treasurer – Kelly Dixon

The board asked Jessica Parchman, new board member, to consider accepting the nomination for the position of Secretary. She asked if she could think about it and let us know in April. Kelly said she would get with Jessica about Meeting Minutes and format etc. to help her better understand the duties.

Discussion again about the expiration of board member 3 year terms and having all either renewed this year (2018 – 5) or next year (2019-4), leaving 2020 with no renewals. The concern is the lack of more staggering and the potential disaster it could be if too many members decide to not stay on the board at the end of either of those 3 year cycles. Over the last few years there has not been a mass exodus at the same time of year and as Board Members vacated positions during the year due to leaving the neighborhood or other reasons, the board has been able to successfully find new members to fill the remaining 3 year term. No clear answer to how we can correct it without breaking the Bylaws/rules. Topic tabled for now.

Mary made a motion to adjourn, Matt seconded. All in favor. Time 8:28.

Next meeting is April 9th location at Mary’s House.

Minutes Prepared By – Kelly Dixon