

Fairway Estates Board Meeting Minutes – Date: 11-14-2018

Meeting held at the Dunedin Golf Club and called to order at 6:31 P.M.

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

X	Steve McCarver, President		Matt Stevens, Vice President
X	Kelly Dixon, Treasurer	X	Bill Greenwood, Member At Large
X	Jessica Parchman, Member At Large	X	Todd Brooks, Member At Large
X	Marilyn Parnell, Membership	X	Mary Lyon, Member At Large
	Open Board Seat, Secretary		

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

X	Kathy O’Leary & Diane Garcia, Newsletter	X	Dianne Schuldt, Beautification
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Members/Guests: Ed Kelb

Non Board Member Committee Reports

Beautification – Dianne Schuldt

Dianne asked if there were funds available to buy some poinsettias for the monuments. Kelly responded that it would depend on where the money for the tree trimming was coming from. Was it coming from Beautification or from retained earnings? There was also still confusion over what Steven’s did – they did a thorough trim but of only half the park vs. what most board members thought we had asked which was to match the bid that O’Neill’s gave us which was intended to cover the entire park, although not as in depth of a trim.

Steve recalled it as – Steven’s was doing what O’Neills promised for the same price (\$2,000)

Dianne recalled it as – Steven’s would do what O’Neills promised in two phases but at double the price (\$4,000)

We will not bring Steven’s back for Phase 2. We need to find another contractor. Steven’s has been paid the \$2000.

New Monument Signs

Jessica presented a package to the board with options for the board to consider for new signage or repairs to the existing signage.

Repairs needed for existing monuments – broken letters on Brady and bubbling paint on Palm. Beautification would like for our entry signage to be consistent at all 4 monuments. Photos were shared of inconsistencies and damages.

- Costs were shared about replacing letters and repairing paint estimated at \$1650 over a ten year period. This is Option 1 (Maintenance) as proposed.

Brady Monuments – from Signature Signs in Safety Harbor – replacing letters costs \$65 per letter for less than 12 letters (45 per letter if over 12 are needed) + install fee

\$500 to repaint Palm Monument

- Option 2 - New signage (Flat Panel Printed) to show midcentury modern look of our community (Signs USA - Tampa)

Color Printed signs to permanently affix to brick monuments to fit the available space

Aluminum composite with UV coating

Last for 7 to 10 years only needing touch-up paint

\$2,000 cost for all monuments

- Bring two choices to the Annual Meeting in February – Maintenance or Upgrade

Beautification Committee recommends upgrading to new signage with midcentury modern font

Jenny McKay will create a few more mock-ups.

Talk again of how this will be funded. Should we raise fees? Ask for sponsorships?

Newsletter- Kathy O'Leary/Diane Garcia

- Winter Newsletter – timing to be based on Annual Meeting (Tues, Feb 5th). Hopefully published 22nd of January
- Over Budget for Fall – bigger issues, trying to reduce the number of copies (but under budget for the year)
- Interested in Topic Ideas to keep the newsletter interesting to FECA
- Articles for Winter
 - Explaining where dues go – will run by the Board
 - Yard of the Season
 - Dunedin Museum
 - All communication channels we use to get information out.
 - Wrap up of the Fall and Winter Festivals
 - Street Name History
 - Photos will be in the on-line version only
 - Include notice about voting on the signage.

Officers Reports

Secretary Report – Kelly Dixon (temp)

Motion made to waive reading by Mary, 2nd by Jessica, Motion carried.

Motion made to accept them as written by Mary, 2nd by Todd, Motion carried.

Treasurers – Kelly Dixon

Refer to full monthly report online. \$160 above goal for dues. We are still ok budget-wise for the year even with tree trimming. \$160 surplus from Fall Festival. No expected extraordinary expenses

Proposed Budget for 2019

- Do we need to set aside money for reserves for capital maintenance (signs/trees)? Yes
- Previous Dues – 1998 it was \$20. In 2002 it was \$30. It was raised to \$40 in 2005

- Presented two scenarios for budgets – both based on present income (dues)
 - One bare bones/no beautification/newsletter/special event (\$9,767 fixed expenses)
 - One with “Fluff” – fluff is at a deficit at present just for discussion purposes
 - Beautification stays the same but tree/sign/bench maintenance becomes its own line item
 - We can cut some corners at existing expenses by
 - Reducing food at some events based upon guest participation
 - Limiting children’s games/activities
 - Annual meeting snacks and drinks – provide coffee service only.
 - Newsletter going back to 4 page printed
 - Stop mailing newsletters to non-dues paying residents (email and online options available)
 - Discussed using different formats for printed newsletter and on-line newsletter
 - Would be under budget if we print 6-page newsletters but only send it to dues-paying residents - \$1.35 cost per mailed newsletter – 95 residents did not pay dues last year who also have not provided email address. Of those, 35 have not paid dues in 7 years.
- Discussed raising dues in the 2019 budget or wait until next 2020 -Consensus was to raise dues to \$45 for 2019 to establish a capital maintenance account and then make no cuts - no opposition
- Dunedin Grant for Neighborhood Enhancement that was applied to the entrance signs – does it still exist and can we apply for it again? Kelly will research it and provide an update for Bill Greenwood to follow up on.
- Budget will be updated based upon raising the dues and discussed again at December meeting
 - Winter newsletter remains at 6 pages at the same mailing level
 - Spring newsletter will be at 8 pages

Presidents report – Steve McCarver Nothing new to report

Vice President report – Matt Stevens

Public usage will be discussed at the December meeting

Need to budget money for attorney to review usage agreement

Board Committee Reports:

Membership – Marilyn Parnell

Three new residents visited. Six more to add to the list. Two more have not hit public record

Special Events – Kelly Dixon

- Fall Festival – Great Success with everything, more attendance, more kids – people did not linger
- Garage Sale – no updates

- Winter Festival (Saturday, December 1st from 2 to 5 pm) – sign up-grade, adding extra hour for steel drum, changing pizza caterer from Bambino’s to Rizzoli’s, renting snow machine instead of face-painting, cookie bake-off, families are still invited to bring something to share, children’s character parade
- Decided to renew publishing that dogs are not supposed to be at community events

City Liaison - Open Position

Old Business:

- Secretary and Board position are still open – want to fill them at the December meeting
- Speeding – no emails have been sent
- Traffic Concerns/Code Enforcement for intersections with foliage interfering with view
 - If residents are concerned, they need to contact Dunedin Code Enforcement
- Neighborhood Watch – Joe Piteo was approached about being chairman
- Lights at monuments being changed to solar/LED – referred back to VP
- Neighbors in Need – liability waiver has been completed, need to address medical issues for those in need and can we fill them.
- Dunedin Goes Carting (Friday December 21st) – wants to spend more time in Fairway Estates
- No objections to “Luminaries at the Lake” – Friday before Christmas

New Business:

- Expiring Board Member Terms – Kelly, Steve & Marilyn
- Will form a nominating committee in December for all three positions
- Presentation/Speaker for the Annual meeting
 - Potential changes to Alt 19 – this would need to be a state representative
 - Sherriff’s department about Neighborhood Watch
 - Talk about the Committees on the Board to drum up more community interest/participation

Residents comments:

No resident comments

Adjournment:

Motion made to adjourn at 8:31 P.M. by Kelly, 2nd by Bill, motion carried.