

PALM-AIRE COMMUNITIES COUNCIL, INC. MEETING MINUTES

April 17, 2024
Palm Aire Country Club

Present were Officers and Representatives:

President: Lesa Hartigan, Links
Vice President: David Brand, Lakeside Woods
Treasurer: Mike Grubbs, Country Lakes
Secretary: Cathe Snyder, Gardens at Palm-Aire

Representatives:

Cathy Allen, Avista; Donna Hampton, Broadmoor Pines; Marguerite Puca, Club Villas II;
Barbara Robinson, Clubside; Dan Reeves, Fox Point; Guelda Wooldridge, The
Preserves

Absent were:

Condo B/Sarasota @ PA, Nick Barbi; Jean Pacholek, Eagle Creek Condos; Ray
Toothaker, Eagle Creek Villas; Van Hayhow, Fairway Point; Fairway Six, Frank Scianni;
Golf Pointe, Lois Cohrt; Laurie Lawrence, Misty Oaks; Greg Martzolf, Palm-Aire
Country Club; Pine Trace, Gayle Schmidt; Rosewood at the Gardens, Tom Schwartz;
Timberlake Village, Julie Jacques; Woodlake Villas, Maryann Mitchell

The meeting was called to order at 3:30 by President, Lesa Hartigan. A quorum
was established.

MINUTES

The minutes of the March 20, 2024, meeting had previously been emailed to all PACC
directors.

No changes were suggested. Lesa Hartigan acknowledged motion to approve the
minutes was made by Guelda Wooldridge, seconded by Barbara Robinson, and
approved via voice vote.

FINANCES

Mike Grubbs reported there were no expenditures from the checking account in March.
Beginning checking account balance was \$20,212, gaining an interest of .86, plus the
CD interest of \$132, by month end the balance was \$20,213. The CD is \$31,355 giving
a combined balance total of \$51,568.

April Activity:

- 4/1/2024: Association dues invoices mailed (to date, 5 communities have paid)
- 4/1/2024: MTSU/Manatee County check received for reimbursement of \$2,942.50 for the holiday palm tree lights, at the island on Whitfield and University.
- 4/1/2024: Mailed the annual report, listing the new officers to the Department Florida of State. \$61.25.
- 4/8/2024: Paid taxes (from the interest on the CD) of \$245.00. Mike has registered PACC online for future billing and payment.
- 4/8/2024: Paid insurance \$496, which covers liability and officers liability, no change from the previous year.

Mike suggested that we develop an Audit Committee, to review financials (including reviewing the checking and CD accounts). Lesa Hartigan will be set-up as an additional signature for financials.

MUNICIPAL SERVICES TAXING UNIT (MSTU)

Lesla received an email from Ogden, indicating it will be 2-3 weeks before landscaping will be completed due to Patrick's prior commitments. Barbara and Lesla reviewed Patrick's proposal with the county's proposal, and they do not see a correlation with the proposals. They will speak with Patrick before the implementation. Per Barbara, the MSTU Committee should review before planting commences.

Lesla received an email from Carmine indicating the painting of the curbing and bike lane designations, should be occurring by the end of April.

Donna was concerned about the quality of plantings on the main island. Barbara said the ground cover should fill-in the island in time. The County planted the annuals, but are not responsible for maintaining the plants. Lesla is meeting with Hunter and David Schner next Tuesday to discuss maintenance and planting.

Lesla received an email from a Palm-Aire resident, regarding concern of golf carts prohibited to drive in the bike lane. Lesla provided the ordinances and DMV information to the resident regarding the restrictions.

NEWSLETTER

Dan Reeves reported the newsletter was a week behind schedule due to the printing company losing the file. Preserves newsletters are on Dan's Lanai. Guelda will pick the newsletters for distribution.

Fall's newsletter deadlines: November 8th, is the deadline for copy and the publishing date is 11/15. Cathy will write an article for the upcoming newsletter.

Lesa volunteered to write an article, if the land acquisition for new homes in the Links is approved in the fall.

Barbara has most of the previous issues of the newsletter dating back to the 1990's. She noticed that typically, there was an article regarding the Palm- Aire Women's Club about fundraisers and scholarships. She will contact that person for future articles.

Newsletter committee: Dan Reeves, Mike Grubbs and Marguerite Puca.

Eagle Creek has not responded about participating to be the spotlight community.

Online newsletter has been free, however, if we keep previous newsletters and keep the current newsletter's size, the company will charge of fee of \$20 per month. Discussion was to discontinue the published newsletter, due to cost. Barbara suggested the digital newsletter be sent to each community director, and the director can then distribute to their community, through email or management's portal. Mike was concerned about the struggle of technology with some of the elders of the communities. Cathy stated for those who do not have access to email, perhaps print the newsletter and hand-deliver to those residents.

Barbara stated the Palm-Aire mailing is approximately 1800-1900.

Mike stated mailing of 1,258. An additional 270 copies were printed for in-person delivery. There are some communities who do not belong to PACC, so they do not receive the newsletter including the communities of Avalon, Carlyle and Treymore.

Received payment for advertising for the spring issue from Donna, PA Country Club. Pascal and Functional Fitness.

THE WEBSITE

Cathy Allen reported that the website was up to date. She added the new officers. She attached the new agenda onto the site. Past newsletters are on the site in a PDF format. She needs updates of directors, board members and any links or descriptions of all communities.

OLD BUSINESS

FIRE HYDRANTS:

The county is in the process of painting all fire hydrants yellow.

NEW BUSINESS

MTSU COMMITTEE

Lesia is looking for volunteers for this committee. Meetings are as-needed or when implementing a new project, the meetings are not held on a regular basis. David Brand and Cathe Snyder volunteered to be on the committee. Lesia is the point-of-contact.

NEWSLETTER

Donna expressed concern why there aren't more businesses advertising in the newsletter. She has not received one call from the ad, and has zero return on her investment. Barbara said the Functional Fitness has been advertising for years, and it works for that company. Advertising in the newsletter is important for branding purposes, and promotes the company name, in addition to what services the company has to offer, placing their business visibly in front of everyone. Donna stated that if the newsletter goes completely digital, the response on the ads will be far less.

Lesia inquired about the cost of the mailing. Mike shared that postage was \$475 (.38 per unit).

Dan is searching for an easier way to find addresses for each community. Barbara said the mailing list can be accessed on the county's website. Dan said it is one continuous list; not delineating to which community the addresses are located. Cathy suggested that each director provide a listing of the addresses within their community and share with Dan.

Lesia said there are options out there to reduce the cost. Current issue is 12 pages, and by decreasing the number of pages, this would reduce the cost. Also, reduce mailing costs by hand delivering the newsletters to certain communities

Fairway Pointe has discontinued their membership with PACC. Dan drove through the community to list the streets/addresses and removed them from the distribution list.

DIRECTORS COMMENTS

Guelda stated there is a new District Commissioner and recommended that he attend a future PACC meeting. Lesa emailed him 4/17/24, asking which meeting (May, June, September, October or November) he would prefer to attend.

MEETING ADJOURNMENT

The meeting was adjourned at 4:22 p.m. Barbara motioned and Mike seconded.

The next PACC meeting will be May 15th, 2024 at 3:30 p.m. at the Country Club.

Respectfully submitted,
Cathe Snyder....

