

Woodlands Board Meeting Minutes-7/11/15

Board Members Present: Adrienne Robillard, Bill Gilmyers, Erik Ehlers, Jan Gall

Not Present: James Goudy

Call to order by Adreinne @ 8:10 AM

Secretary Report: June meeting minutes to be approved at August meeting

Financial Report: Income flat in 2015 compared to 2014 expenses up by about \$1,379.62. Given robust demand for advertising, discussed raising rates beginning in January 2016, including for color inserts which are proving to be popular.

Newsletter Update: Ran out of newsletters in July, will increase order size to 935 copies going forward. In order to cover costs, board to consider offering advertisers the opportunity to buy additional newsletters to distribute to clients and other interested parties. Jan to create proposal for pricing structure for this, with targeted implementation of policy in January 2016.

Jody Gilmyers and Mark Graves to be removed from masthead given that neither are active Board participants.

Turbo Tidy to run column in August newsletter. Agreed that if proprietor wanted to run an 'advertorial' we'd need to charge for the add and mark it as an advertisement. Will run non-promotional version of column instead.

Welcome Committee: Discussed ways to most effectively implement welcome committee. Agreed to create flyer that could be distributed to new neighbors. Bill will work on this. Once flyer is ready, will create a blurb in newsletter asking new residents to contact the Association via e-mail and we will provide flyer. Other enhancements to welcome committee can then be designed based on that.

BBQ Update: BBQ attendance was 50 to 60. Difficult to estimate headcount in advance, Facebook 'likes' ran very high in advance of the event but did not turn into significant attendance. May use e-mail RSVPs for future events.

Board Elections: Jan Gall unanimously re-elected as Treasurer with 18 votes. Bill Gilmyers unanimously re-elected as Vice President with 18 votes.

Newsletter Survey: Good response so far, some have provided e-mail addresses indicating an interest in helping out, contributing content to the newsletter, etc. Survey will remain open until 7/31.

Speeding Complaints: Several options, including speed bumps and portable radar sign have been investigated previously and are not deasible. Adrienne to contact Sandy Mulligan re-other options, including possibly a permanent solar powered "your speed is" sign.

August Newsletter Content:

Police Calls- Talia

School News- Danielle

Back to School – Drive Safely- Julie Rattaro
Fourth of July Parade- Jan to provide pictures, Erik to write
Safeway Update- Adrienne
Hot Water Article (optional depending on space): Bill
Cabana Club: Joanne Waltham
Board Election Results Blurb- Erik
Outdoors Article: Erik (already written)
Letters to the Editor- Bill and Board
Letters to the editor: Bill

September Newsletter Content:

Solar Power Article?
Garage Sale Safety?
Survey Results

Next Meeting: August 1, 8 AM at Denica's.

Meeting adjourned at 9:03 AM

Respectfully submitted by Bill Gilmyers, Vice President