



BOARD OF DIRECTORS' MEETING MINUTES

Saturday, August 7, 2021

10:30 am

Solstice Room, Whyte Hall

Directors in attendance: Allan Baum, Gary Clinton, Tami Hausman, Chris Lovito, Chris Mai, Jay Pagano, Tad Paul, Leland Rechis, Henry Robin, Russell Saray, Eric Sawyer, Ed Schulhafer, Matt Teague, Jim Vandernothe

Directors in attendance by phone: Greg Henniger

Also in attendance: Karen McCutcheon (Community Manager), Sharon Bunting (Administrative Assistant)

Meeting called to order by President Henry Robin at 10:32 am. All board members were aware that the meeting would be recorded for the purposes of creating the first draft of the minutes and then be deleted.

Approval for meeting minutes

- Minutes for the July meeting will be circulated for approval later in the month

September Election

- Tad Paul will be discontinuing as a Board member because he is selling his house; another Director will be elected to complete the last year of his term
- Tami Hausman will not be seeking re-election; Henry Robin will decide when to appoint someone as Secretary
- Gabe Brotman presented the slate for the election
 - Nine people are running for five positions: Charles Archer, Allan Baum, Alan Brodherson, Ryan Espinoza, Chris Lovito, Rich Margolious, Steve McGee, Nate Pinsley, and Russell Saray
- The Board approved the slate

Website Redesign & Branding

- Tami Hausman and Chris Mai presented the strategy for selecting the top consultant
- 14 proposals were submitted; three consultants were shortlisted, and there were two alternates
- Each consultant was rated based on a set of criteria set by Chris and Tami
- The recommended consultant is Will Kim Creative
 - WKC will be working on the brand and web design at the same time
 - WKC will create a logo for FIPPOA and its subsidiaries, such as the Pines Foundation
 - The fee is \$50K
- A second phase of the project will look at other aspects of FIPPOA, such as Pines Party, Seashore Defense Fund, and the Pines Marina
- The Board discussed how to maintain the website, once it is finished; Chris Mai and Karen McCutcheon will be maintaining it
- The Board approved the consultant and the consultant fee

Multi-year Strategic Planning

- Henry recommended a consultant, Josh Mintz to investigate FIPPOA and its mission, as well as big picture issues such as transforming the Pines into a year-round community, and identifying the needs of the next five to ten years
- The consultant will lead up to ten focus groups in the fall with different constituents in the community; each group will include up to eight people
- After getting feedback, FIPPOA will issue a survey to the community
- The board approved \$25K for the consultant

Pines Party

- Total revenues for Pines Party are in the range of \$1.2 million
 - For Pines Party (July 24) alone, preliminary numbers show revenue between \$400,000 and \$420,000 (compared to \$205,000 two years ago); this is a new record
 - Tickets sales increased from 2,700 to 3,500; there were a record number of sponsors
 - The Journal raised \$40K
- Allan said that the Committee was the best that FIPPOA ever had
- The FIPPOA Board had almost 100% participation
- The Board approved a \$60K donation to the Stonewall Foundation (up from \$40K in 2020 and \$50K in 2019)
- The Board will decide on an allocation to the Seashore Defense Fund and possibly allocating some money to a particular project in the Pines
- The Board reauthorized the party for 2022 and approved the dates of July 22–24, 2022

Other topics (with remaining time)

- Wagon rack: 13 wagons were removed on July 28 and brought to Whyte Hall; five were discarded. Karen is working on fixing rotted boards

The meeting was adjourned at 12:14 pm.