

UNIVERSITY HILLS ASSOCIATION OF HOMEOWNERS
MONTHLY BOARD OF DIRECTORS MEETING
February 2, 2016

The meeting was called to order at 11:30 A.M. by the president, Tom Hopwood.

Other board members present: Charles Schmidt, Jim Wells, Anna Walther, Kathrine Pennington, Nell Anne Hunt, Eva Klassen, Claudia Bracero, Terri Roan, Suzannah Cronenwett, and John DeMarco.

Board members absent: Rick Lindsey and Pat Naylor.

Tom Hopwood opened the meeting and noted that Arnold Martin, Past President of UHAOH, went into hospital last week. All wished Arnold a speedy recovery.

John DeMarco presented the minutes of the January meeting. Charles Schmidt made a motion to approve the minutes as presented. Nell Anne Hunt seconded and the motion passed.

Jim Wells presented the Treasurer's Report for the YTD period ending January 31, 2016. Total Assets are \$ 32,620 and the Net Income is \$ 9,601. Jim commented that neither the Electrical Contractor's charges for DTH nor the cost of mailing the Membership Dues letter were booked as yet.

Charles Schmidt motioned to approve the Treasurer's Report as presented. John DeMarco seconded and the motion passed.

Jim Wells referred to the summary of the membership dues receipts through January 29 circulated by email. Comparison with the same date last year indicated total receipts are increased. However, the number of paid memberships is less by 9 %. No ready explanation for this lower response rate could be offered.

Tom Hopwood advised that a second Membership Dues solicitation letter has been prepared. It will be mailed this week to those residents of University Hills and Alto Vista who have not remitted dues payment as yet. There was a consensus that an email be sent as well. These communications will serve to remind all residents of the importance of membership dues in sustaining the activities and programs UHAOH produces throughout the year.

Jim Wells reported on the status of this year's Residential Directory. Kathrine Pennington and Charles Schmidt are re-writing the textual content. Jim is entering the data as new information on residents, their addresses, telephone #'s, and emails come forward. Wolfgang Walther will avail of his expertise in making improvements to the directory layout and cover page.

Respecting the directory's information content, Jim Wells initiated discussion about whether or not the Block Captain Network ought to be included this year. Block Captain Network data and text take up about one-third of the directory's pages. Cost savings would be obtained if these sections were to be removed.

Anna Walther lamented the current state of the Block Captain Network noting that it was not for lack of trying; it was for lack of staffing to attend to its operation and maintenance. Kathrine Pennington graciously offered to work with Anna in the recruitment of interested parties who might spearhead an effort to re-invigorate the network. With the agreement of Jim Wells, a deadline of end February was established. By then a decision will be made to include (or not) the Block Captain Network in this year's directory.

On a related matter, Tom Hopwood advised that Rick Lindsey will report at the next meeting on his discussions with IPD about developing a Neighborhood Watch Program for University Hills.

Terri Roan reported on her plan to secure ad placements for the 2016 Residential Directory. Jim Wells encouraged Terri to make full use of board members and others who have direct relationships with directory advertisers in seeking renewals and new ad sales.

Anna Walther relayed a message from Wolfgang Walther, Web master for UHAOH: On December 15, 2015, 91 hits were made at the UH website. This is a record.

Tom Hopwood led a review of the additional revenue opportunities for UHAOH apropos discussions at the last meeting:

Commemorative Bricks: Tom advised that the ceramic bricks are no longer being pursued. Don McGee noted considerable deterioration in the appearance of the commemorative bricks installed at Wingren Park. Instead, Don will investigate the use of bronze or brass plaques.

Commission on Club Memberships: Charles Schmidt advised that the Sports Club at Four Seasons Hotel is most willing to host an open house exclusive to UH and Alto Vista residents to promote club membership. This could be done in April or May; food and beverages will be included. The commission rate for any Sports Club memberships sold through this event is still being considered.

Eva Klassen provided an update on her review of various communication channels for use by UHAOH. Twitter is not recommended. Eva proposes that we focus on use of email, Next Door, and the UH website. Respecting the latter, Eva continues to search for news items to display at the UH website to attract more views by our residents. In addition Eva is giving consideration to the publication of a monthly newsletter sent via email to UH and AV residents.

Tom Hopwood conducted a review of UHAOH's Goals and Objectives for 2016 as follows:

Education: Jim Wells briefly reiterated the lack of promising developments and vowed to report at length at the next meeting.

Quality of Life: Henceforth Charles Schmidt will be the champion of this objective.

Membership: Tom Hopwood conveyed a recommendation from Rick Lindsey, champion of this goal: The board ought to establish a numerical goal to facilitate measurement of progress.

Spring Fling: On behalf of Rick Lindsey, Tom Hopwood solicited the date preference from board members for the 2016 Spring Fling. May 7 was selected.

Respecting the arrangements for the Spring Fling, Terri Roan and Suzannah Cronenwett inquired about procedures for the intake of attendees at this event. Inasmuch as these appeared to be nominal, a suggestion was made to have a fully staffed reception table at the entrance to record member's attendance and to check against the dues paid listing.

Respecting developments in the City of Irving's study about Residential Rubbish Collections, Jim Wells referred to the email from the City Manager dated February 2nd and the indefinite time line cited therein. (This email was circulated to board members on that same date.)

Nell Anne Hunt distributed a Realtors Report dated January 26th. Currently 9 homes are listed for sale in University Hills. (No report was available for Alto Vista.)

Tom Hopwood announced that # 3105 Coronado Street (Rosemary Robbins) is awarded Yard of the Month for February.

Jim Wells advised that he and Nell Anne Hunt will be meeting on Friday with staff at the City of Irving's Office of Emergency Management to review recent developments in the on-going study about the impact of seismic activity in this area.

It being 12:59 PM and with no further business to conduct John DeMarco made a motion to adjourn the meeting. Nell Anne Hunt seconded and the motion was carried.

The next meeting of the UHAOH Board of Directors will be held on March 1, 2016; same time and same place.

Respectfully submitted,
John DeMarco, Recording Secretary

02/02/2016