

Valley Village Homeowners Association
Board Meeting October 16, 2017
Minutes

I. Call to Order

The meeting was called to order by Vice President Fagin at 7:10 p.m. In attendance were Fagin, Shorr, Kaysing, Meyer, Wilhelm and Woersching.

II. Officers' Reports

- A. **President:** Hatfield was absent.
- B. **Vice-President:** Fagin reviewed the plans for the Halloween Contest. It is being promoted in the TVV, DVV, Nextdoor.com and flyers have been posted at Harvest Moon, Starbucks and Menchies as well as other places. The cut-off date for entries is November 1. On the evening of November 1, the committee will meet at 7:00 pm at Wilhelm's home to review the entries and choose the winners. Fagin will inform the membership about the contest at the general meeting on October 18th.
- C. **Treasurer:** Meyer noted that, according to Mail Chimp, 40% of the membership opened the recent DVV. He was very pleased with this statistic. He has asked for recommendations of businesses for his 91607.info website. The bank balance is \$24,326.00 with roughly \$500 in outstanding checks. Revenue is up 12% and the average member pays in the \$25 category. Meyer mentioned he had to spend a great deal of time converting the recent issue of *The Valley Villager* so he could distribute the email version. **MOTION:** Meyer proposed that the Board purchase the current Microsoft 365 program for the editor's use. Kaysing seconded. The current newsletter relies on old programming that conflicts with new programs. Shorr agreed that she needs help with the layout and was grateful to Kaysing for her assistance, since Sanchez was unavailable. Shorr also mentioned she will check with Sanchez as to his willingness/wish to proceed as Publisher. Motion passed. 5 in favor; one abstention.
- D. **Secretary:** Wilhelm reminded the Board that new meeting dates must be chosen. Dates for next year's Board meetings will be: **JANUARY 22, 2018; APRIL 9, 2018; JUNE 11, 2018; SEPTEMBER 17, 2018; AND NOVEMBER 5, 2018.**

III. Committee Reports

- A. **Membership:** Wilhelm advised that letters were mailed to new homeowners (addresses provided by D. Apple) and only one homeowner joined. This was not a profitable venture; however former members responded positively to a mailing directed to them.
- B. **Outreach :** Rynew was absent. See Treasurer's report for TVV update.
- C. **Specific Plan:** Woersching stated that he has had no progress moving forward with the 2009 changes to the Specific Plan due to insufficient support and interest from the Neighborhood Council and from City Hall. Kaysing noted that

Department of Building and Safety representatives have indicated that Specific Plans will be incorporated into Community Plans. Wilhelm mentioned that Hatfield was supposed to prepare a letter to Krekorian on this matter and she will remind him of this.

D. **Hospitality:** Shorr has confirmed with the school's janitor that the auditorium will be open for the general meeting on October 18. Fagin will pick up a fruit & cheese tray from Jon's Market. Meyer has arranged for cupcakes from Déjà vu, a new bakery in the Village. Fagin mentioned that former president Lori Dinkin had telephoned him and informed him that she intended to argue for VVHA making a donation to a charitable organization assisting survivors of the fires in Northern California. The Board agreed that as individuals members should be encouraged to donate however the Board is restrained by its bylaws and cannot make a donation.

E. **Events:** There are no upcoming events.

F. **Political Activism:** No report.

IV. **New Business**

A Amend Bylaws: Kaysing suggested that the Bylaws include a provision for the removal of an Officer/Board member who neglects his/her duties. Shorr volunteered to see what is included in the Studio City's Residents Association and Sherman Oaks Homeowners Association bylaws. Kaysing encouraged the Board to be more politically active in city matters. Further action on this matter is postponed until the next Board meeting.

V. **Unfinished Business**

A. Next Step: Welcome to Valley Village Sign at Starbucks on Laurel Canyon at Burbank Blvd.: Shorr advised that she thought the NCVV was now pursuing a sign on Riverside Drive by the 170 Freeway instead of the Starbucks location. Kaysing thinks that the 170 Fwy. location is a poor choice because visibility is inadequate. Wilhelm said she would draft a letter to NCVV stating that VVHA supports enforcing Starbucks' original commitment.

VI. **Old Business**

A. Update on Search for Officers Insurance Policy: Goldzweig was not present to provide an update.

VII. **Adjournment.** Meeting was adjourned at 8:25 p.m.