

Holiday Shores  
Board of Directors Meeting Minutes

**Date:** February 10, 2021

**Board of Director Attendance: Present:** Anthony Harrell, Tony Harris, Jerry Allen, Matt Ressler, Dan Hopkin, Brian Wood

**Excused Absence:** John Crotty

Others Present: Rob Clarkson, Rob Frey and Karla Suttles from the Holishor Office

**Holishor Members Present:** 5

**Proceedings** Meeting called to order at 7:31pm Pledge of Allegiance recited

**Meeting Minutes – Minutes of January 27, 2021**

**Jerry Allen** - Motions to approve the minutes as amended.

**Tony Harris** – Seconds

**All in favor**

**Motion carries**

**Transfers of Property** We had 4 transfers of property which 3 triggered initiation fees.

**Bills & Salaries**

**Tony Harris** Makes a motion to approve Bills & Salaries as submitted

**Matt Ressler** Seconds

**All in favor**

**Motion carries**

**Profit & Loss**

Submitted for review.

**Manager's Report**

Read by Rob Clarkson

**Public Safety Report**

Read by Rob Frey

**Old Business**

**Roadway Improvement Proposal**

**Anthony Harrell** Jerry you want to give an update on that. **Jerry Allen** The committee is working on determining the actual end cost for each member on the property that they own. They're working on that right now. There's 2100 to go through so we hope to have it done by the end of the end of February.

**2021 Road Plan**

**Anthony Harrell** Rob supplied us with basically an overview of the five-year program. And the dollar amount on this is \$58,902. So all the roads that are going to be addressed in 2021 are highlighted in blue and the total for resurfacing those roads is \$58,902.48. **Rob Clarkson** That's estimated on last year's price. Just so you don't hold me to that. **Anthony Harrell** Oil prices might be a little different than they were this year. So it may change a little bit, but we have roads that we're going to address and an approximate number. So we just need to basically take a vote on this and approve the road plan for 2021.

**Tony Harris**

Makes a motion to approve the \$58,902 for the spending for the roads in 2021.

**Matt Ressler** Seconds

**All those in favor**

**Motion Carries**

**2021 Revised Budget**

**Anthony Harrell** Tony's put together some revisions for us. Tony, you just want to review. **Tony Harris** So you guys have a copy of that one. The biggest revisions are we had a \$246,000 carryover from last year, we've allocated that mainly to the same categories that it came from last year, which is \$35,000 for the restaurant and then a number of small items, the fish stocking carryover that we haven't spent yet, new marina keys, stop signs, and then \$131,000 for roads. That \$131,000 offsets the \$91,000

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we had budgeted to pull out of reserves. With the carryover we don't have to do that this year, so we'll leave that \$91 in reserves, and we'll fund our road plan with the carryover. That's the bulk of it.

**Tony Harris** Makes a motion to approve the revised budget.

**Matt Ressler** Seconds

**All in favor**

**Motion carries**

**Correspondence**

**Anthony Harrell** We have a letter from Elissa Almeter requesting to use the Shores clubhouse to have their Daisy Girl Scout meetings. Anybody have any comments or questions? **Tony Harris** Is Elissa here. Is this once a month, once a week? **Elissa Almeter** (398) So starting a new troop, our girls go to Midway and there's not a Girl Scout troop here. It's taken me several months to get them on board and as you know, we have lots of constraints so I'm trying to have the space to spread out, so we'd like to meet twice a month if possible, if not once a month As I understand certain Wednesday nights are available to meet, so it would be in correspondent to what's open. **Tony Harris** Yeah, we just need to coordinate that part with the office. Rob what are we doing for the other things that have meeting here as for as cleaning and stuff. **Rob Clarkson** They usually pick up after themselves. If there's an issue, we can always come back and contact them and say, hey. **Jerry Allen** How many Girl Scouts do you expect to have? **Elissa Almeter** So we went from three to nine and I anticipate we will probably stay that way for a little bit. We're doing Daisy, so just the kindergarteners.

**Tony Harris** makes a motion to approve the request with them coordinating with the office to get the available days.

**Dan Hopkins** Seconds

**All in Favor**

**Motion carries**

**Open floor**

**Jennifer Gillian (2037)** I'm sure you remember you approved a past vendor fair to be held here. So I have another letter for you guys. "Dear board members, with the success of the 2020 Holiday Shores Sip n Shop, we are asking you again to allow us to host a vendor fair in the clubhouse to help out local vendors and for our community. Our 2020 event had a great turnout with over 300 shoppers supporting nearly 35 local vendors. We received great feedback from the shoppers and vendors on the event and all are anxious to attend again. We are requesting the use of the clubhouse ballroom to include the use of chairs and tables, kitchen, and available decorations to host the 2021 Sip n Shop Spring Vendor Fair. We are also requesting to use the facility on April 24, 2021, from 8am to 5pm with time following to clean up the facility. The 2020 event, the board was gracious enough to grant a full-page ad in The Holiday Times to promote the event as well as waive all fees with the exception of security and cleanup. We would greatly appreciate it if the board would grant us the same generous offer again for the spring events. Due to COVID restrictions, we plan to address any and all concerns and take the appropriate measures to ensure all participants can safely enjoy the events. We also plan to take care of the security costs and clean up the facilities immediately after the event as has ended. And I'm available for any questions you guys have. **Anthony Harrell** This is April 24? **Jennifer Gillian (2037)** Yes, April 24. Again, a Saturday, the event we were planning to do from 10 to 4, but have the building open long enough for vendors to set up. And I know that we'd also talked about trying to do this twice a year kind of thing for spring and in the wintertime. And one of the things we talked about which we're still waiting to see, you know, depending on your decision, is also having a small section set aside for just businesses and services. So in case there are people out here, like contractors or other small businesses that may not have something to sell but have services they want to offer we'll have a small section there too. **Matt**

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**Ressler** How many people did you have come through the last time. **Jennifer Gillian (2037)** We had 300 roughly. About 300 I would say estimated which I thought was great considering the pandemic crisis. It was not all at one time, it was pretty much steady the entire day. **Anthony Harrell** So how long was that one, nine to five? **Jennifer Gillian (2037)** We did do nine to five. **Anthony Harrell** And this one's gonna be different. **Jennifer Gillian (2037)** Well, we saw that it was kind of kind of trailing off by four o'clock. And I think the weather had something to do with that too, because it was rainy that day, and starting to get cold, but we figured since by four o'clock, it was just a few stragglers came in but other than that, I think some of the vendors were a little ready to pack up after that long of a day just sitting around. **Anthony Harrell** So you're thinking 10 to 4 this time. **Jennifer Gillian (2037)** I think 10 to 4 would probably be better. We're not gonna kick anybody out at four o'clock, of course. **Anthony Harrell** How do you work that with the people who come, do you guys just let them come in and set up for free? **Jennifer Gillian (2037)** Everybody paid, we had like some entertainment and we had costs. We had Wiggles come for the sipping part of the shopping, so we had to pay them for their bartender and their services. And then we had the vendor setup and for a small fee that kind of covered up our costs for the security and cleanup and paying for Wiggles. We also had entertainment that we had to pay for. Since it was our first event in years, we wanted to keep the cost low for vendors that way we could entice them to come back. And we weren't sure really what the response would be in the community since it's been a few years. **Matt Ressler** Did you charge the vendors? **Jennifer Gillian (2037)** We charged \$35 I think it was last time. **Kenneathia Hagen (1991)** We also provided packets for them as well. So in the packet, we have printing costs, each person got a coupon. And I'm trying to remember what we provided, bottled water, pens. I mean, there's a lot more that went into it than just the entertainment but we also had all the door prizes that we contributed part of that. We also paid someone to work the front door so they could give them the information when they came in on how to shop. If you want to wear your mask you can, here's you know, the different things to do. **Jennifer Gillian (2037)** And we also paid for a few young teen boys to come and help clean up. **Kenneathia Hagen (1991)** Yes, they helped put up and take down the tables, **Jennifer Gillian (2037)** Put up tables, vacuum, you know, put them to work to. **Jerry Allen** What kind of entertainment did you have? **Kenneathia Hagen (1991)** Piano Joe came in and he was here from two to four. **Jennifer Gillian (2037)** I think it was longer than that. **Kenneathia Hagen (1991)** No, he came in to set up and then came back and played. I think it was like two to five. And of course I always negotiate pricing on that. And it's just for the people shopping, that's part of what we like to do is offer as many amenities to come in, bring your friends, bring your mom. This is 10 days before Mother's Day so it should be a good time for shopping as well. **Anthony Harrell** Of the 35 vendors that you had, I know you probably don't know this exactly, but what percentage were actually Holiday Shores businesses? **Kenneathia Hagen (1991)** I would say that it was probably 70%. And I just emailed all 35 vendors yesterday with a questionnaire and basically it's just a form for them to fill out. If you were to grade the sales that you had, from a one to five, five being the best, grade that for us, would you attend another one if we did it in the spring? What would you change if anything? Were you a Holiday Shores resident or not? Were you only a vendor or were you also a customer? Do you want entertainment or no entertainment? 100% of those that came back in said they wanted entertainment, 100% that came back in gave us all a five rating on their sales. That's huge. Because I'm a vendor, I travel all over and if I don't do good at a show, then I don't go back, you know, you kind of learn where your demographic and your market is and you want to be a part of their shows. But we had, I would say probably 90% of the vendors that were here came to us and said this is the best show we've had, and we would like to come back to future shows. That's why we decided, you know, to come and ask about this spring. And we did do one, I think it was like seven years ago, that was actually out on, the weather was nice enough that we did it out on the big deck. And we had like 50 vendors at that event. And it was a great event. But again, weather permitting, we have to plan it for inside. **Brian Wood** So are you planning on the \$35 fee again for vendors? **Jennifer Gillian (2037)** Well, that depends mostly on you. But yeah, we were hoping to keep it low just because a lot of people who are vendors are very small vendors. And I know that you've been places where you probably

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get charged hundreds of dollars and I don't want to do that to people here, you know. **Kenneathia Hagen (1991)** And the reason that we charge a fee, and I completely understand this, is because if they do not have money in the game, let's say they wake up and go, it's raining today, I don't want to show up. I can't have an event where 50% of the people that didn't pay anything at all just doesn't show up. So when you have money involved, then you're going to make every effort to come in and at least make up for what you've paid. That's why we try to keep it super low. **Jennifer Gillian (2037)** I think it also reflects better on the event itself if we make sure that all of our tables are full because people walk in and there's a bunch of empty tables I don't think that would help. That's why we have to charge some kind of fee. Because otherwise, you know, we don't want to have people just not show up. And then our vendor fair doesn't look like a success story. **Anthony Harrrell** How are you going to handle the people who have services, though? I mean, are you going to charge them the same amount of someone who's selling things? **Jennifer Gillian (2037)** No because we were gonna give them like a, let's say you two had services you wanted to do? You guys can split a table and then you could split the cost for that, or we could even do something different. That's still kind of in a planning phase. But I think it would be a great thing to offer because there were people who reached out to us with services but then they kind of backed off because they're like, well, I really don't know what I would put on the table. So that's why we thought that'd be a good choice, too. Because I know there's a lot of upcoming businesses in the area. **Brian Wood** What's the cost typically for the page in The Holiday Times? **Karla Suttles** Full page color would be \$250. **Matt Ressler** Could I ask you guys, next time you guys bring this to the board to submit it ahead of time instead of coming in and catching us of guard. **Jennifer Gillian (2037)** Oh, of course, that wasn't my intention. **Matt Ressler** You did that the last time too. **Kenneathia Hagen (1991)** No we didn't, we submitted a letter before, the letter was there the week before. And the reason why we came tonight is because it is open floor. **Matt Ressler** Well, that way we get a way to research it. **Jennifer Gillian (2037)** Yeah, sure. **Anthony Harrrell** Well, I think it sounds like it was a great event, promoted local businesses at a time that local businesses are struggling so I don't have an issue with this. **Jerry Allen** I was just thinking that we just allowed a group to create a Welcome Wagon type of thing when people come to our community. I wonder if they'd be interested in at least having a table or being at the event? **Jennifer Gillian (2037)** That's a good idea. **Kenneathia Hagen (1991)** I've already reached out to Linda. Yes, she's very interested in that. **Jerry Allen** That's awesome. **Dan Hopkins** Makes a motion to go ahead and accept it.

**Jerry Allen** Seconds

**Anthony Harrrell** Any further discussion? Comments? **Kenneathia Hagen (1991)** And we are right here if there's a comment, I mean, we're happy to answer any questions you have. **Brian Wood** I think one thing of concern, because it's the communities, you know, this belongs to the community it doesn't want to us, is just making sure maybe we can document your guys costs. Because if you guys, and I'm not saying you did, but if someone were to come in and request this, and they'll put \$1,000 in their pocket, but we're given everything for free, well, then that would cause some concern for us. So if maybe you guys could document your costs of what you're paying for entertainment and to Wigglers, and all that on this one, then in the future that would you know, if it shows you guys didn't make any money at all, which we're not saying you did on the last one. But that would you know, it would be just a document that will look better, it would make us more at ease. We saw it on paper and said, yep they didn't make anything, then we're good to go. **Kenneathia Hagen (1991)** So is that the biggest concern is that you think that we've made money off of it? **Brian Wood** No, we don't think so, but we have to do this for every person that comes in and requests this, we have to make sure people aren't coming in here and making a profit because we're donating it for free. And we're not saying you did, but we have to ask those questions for everybody because if we don't, then people will take advantage. **Kenneathia Hagen (1991)** I mean, we'd be happy to turn this over to someone else to actually organize and put it all together and we will help coordinate it if that's what you want. **Brian Wood** No, nobody's saying that. **Tony Harris** That's not really the issue. It's just, you know, if you're charging for the vendors, and the money's coming in, then it just raises the question of if we're then donating the space, the rental, and the

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ads and the different stuff. Are we donating money, and then a member is making a profit off it?

**Kenneathia Hagen (1991)** Right no, I understand that. **Brian Wood** Just show us the cost versus what you made, and you know, cover your cost. **Jennifer Gillian (2037)** OK sure. **Dan Hopkins**

We're covering the cost of your party. **Kenneathia Hagen** Right, right. No I get it. **Matt Ressler**

That's my concern. **Kenneathia Hagen (1991)** We have no problem doing that then. **Brian Wood** I'd say after this one, if we could just keep track of that. And then when you submit the proposal, just

with a page saying, this was our cost, this is what we made, this is what came in and we actually lost 20 bucks or something like, you know, 100 bucks **Jennifer Gillian (2037)** Sure **Brian Wood** If we had

that with the proposal, it'd be a no brainer. **Jennifer Gillian (2037)** Easy enough. **Kenneathia**

**Hagen (1991)** Absolutely. And one other request is, if we could get it on the marquee like before, so

those who don't read The Holiday Times will see it. **Rob Clarkson** I won't guarantee that, depending on room, we got Meet the Candidates and all that stuff in April. If there's room, I'll get you on it.

**Kenneathia Hagen (1991)** Okay **Anthony Harrell** Okay, so we got a first and a second, any other discussion.

**All in favor**

**Motion carries**

**Anthony Harrell** Anything else for open floor?

**Tony Harris** Makes a motion to adjourn to Executive Session

**Jerry Allen** Seconds

**Meeting adjourned at 8:00 p.m.**

**Meeting Minutes submitted by Karla Suttles**