



REGULAR MEETING OF THE UNITED REVENUE AD HOC COMMITTEE*

**Thursday, July 18, 2024 – 1:30 p.m.
24351 El Toro Road, Laguna Woods, California
Board Room/Virtual Meeting**

Laguna Woods Village owners/residents are welcome to participate in all open committee meetings and submit comments or questions regarding virtual meetings using one of two options:

1. Join the Committee meeting via a Zoom link at: <https://us06web.zoom.us/j/85040223813> or by calling 669-900-6833 Access Code: 85040223813
2. Via email to meeting@vmsinc.org any time before the meeting is scheduled to begin. Please use the name of the committee in the subject line of the email. Name and unit number must be included.

NOTICE OF MEETING AND AGENDA

This Meeting May Be Recorded

The purpose of this meeting is to discuss the desired goals of the Ad Hoc Committee and to open discussion on revenue generating ideas.

1. Call Meeting to Order/Establish Quorum- Director Anthony Liberatore
2. Acknowledgement of Media
3. Approval of the Agenda
4. Approval of Meeting Report for July 3, 2024
5. Chair Remarks
6. Member Comments (Items not on the Agenda)
At this time Members only may address the Board of Directors regarding items not on the agenda and within the jurisdiction of this Board of Directors. The Board reserves the right to limit the amount of time allotted for the Open Forum.
7. Items for Discussion and Consideration
 - a. Review previously submitted Revenue Generating Ideas
 - b. Discuss new ideas
 - c. Discuss updated meeting Calendar

Anthony Liberatore, Chair
Steve Hormuth, Staff Officer
Telephone: 949-597-4201

- Thursday, August 1, 2024 @ 9:30 am – Cypress Room
- Thursday, August 15, 2024 @ 4:30 pm – Board Room
- Thursday, August 29, 2024 @ 1:30 pm - Cypress Room
- Wednesday, September 11, 2024 @ 9:30 am – Board Room
- Thursday, September 26, 2024 @ 1:30 pm – Cypress Room

July 2024							August 2024							September 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6					1	2	3	1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14
14	15	16	17	18	19	20	11	12	13	14	15	16	17	15	16	17	18	19	20	21
21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28
28	29	30	31				25	26	27	28	29	30	31	29	30					

8. Future Agenda Items

- *None*

Concluding Business

9. Committee Member Comments
10. Date of Next Meeting- Thursday, August 1, 2024 at 9:30 am
11. Adjournment

*A quorum of the United Board or more may also be present at the meeting.



**REVENUE AD HOC COMMITTEE MEETING
REPORT OF THE REGULAR OPEN SESSION**

Wednesday, July 3, 2024 –3:00 p.m.
Hybrid Meeting

- DIRECTORS PRESENT:** Anthony Liberatore- Chair, Nancy Carlson, Vidya Kale, Thomas Tuning (alternate).
- DIRECTORS ABSENT:** None.
- ADVISORS PRESENT:** Richard Rader
- STAFF PRESENT:** Steve Hormuth, Karina Vargas
- OTHERS PRESENT:** GRF – Juanita Skillman
United – Sue Quam

Call Meeting to Order/Establish Quorum

Director Anthony Liberatore, chaired the meeting and called it to order at 3:06 pm.

Acknowledgment of Media

The meeting was made available via Zoom for members of the community to participate.

Approval of the Agenda

Hearing no objections, the agenda was accepted unanimously.

Approval of the Meeting Report for June 27, 2024

A motion was made to approve the agenda as presented. Hearing no objection, the motion to approve the agenda passed unanimously.

Chair Remarks

None.

Member Comments (Items not on the Agenda)

None.

Items for Discussion and Consideration

- a) Review Redline Mission statement- Director Tuning made a motion to amend the first sentence of the statement. Director Kale seconded. Hearing no objections, the motion passed unanimously.

- b) Review previously submitted Revenue Generating Ideas- Director Liberatore provided a brief overview on some of the proposed ideas. Discussion ensued.

Report of United Ad Hoc Committee Open Meeting

July 3, 2024

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- c) Discuss new ideas- Director Tuning presented five additional revenue generating ideas. Director Carlson joined the meeting at 3:53 pm and proposed two new ideas. Questions and discussion ensued to be further examined.
- d) Discuss proposed meeting Calendar- Steve Hormuth, Director of Financial Services provided a brief overview of the proposed schedule for the 90-day Ad Hoc Committee.

Future Agenda Items

Foundation forming to be further investigated.

Committee Member Comments

Advisor Rader recommended adding instructions for members at the front desk or Team Up Calendar on how to access the meeting room if held on the second floor.

Date of Next Meeting

Thursday, July 18, 2024 at 1:30 p.m.

Adjournment

The meeting was adjourned at 4:24 pm.

Anthony Liberatore, Chair

Non-Profit Revenue Streams

1. Membership Dues + Fees
2. Events
3. Selling Merchandise
4. Individual Donations
5. Major gift
6. Corporate Giving
7. Sponsorships
8. Cause Marketing
9. Peer to Peer Fundraising
10. Crowd Fund Raising
11. Grants
12. Loans and Program Related Investments

United Revenue & Cost saving possibilities that do not result in additional costs to members if they participate.

13. Raise the assessment the amount of the cost to process the members monthly assessment. Discount the equivalent amount of member assessment for auto pay participation or annual prepay.
14. Raise the monthly assessment the amount of the cost to print & distribute the annual financial packers to a member. Discount the equivale amount of member assessment to opt out of the printed version and receive the electronic version.
15. Calculate the United estimated cost over the life of a united owned appliance. Provide an incentive beyond the current replacement allowance and replace the United owned appliance with a member owner appliance. Only provide this incentive to designated appliance & fixtures; e. g. exclude water heaters, etc. Note; include United costs due to mutual owned appliances causing water intrusion damage or discontinue at sell of memberships.

Additional items proposed 07/03/24

16. Utility Bill Auditor- Possible if the auditor works as on a percentage basis of dollars recovered or saved over the next 6-12 months. (Director Tuning)
17. Laundry room vending machines? Pilot programs? (Director Tuning)
18. Will an increase in preventative maintenance for specific areas save money in the long term? (Director Tuning)
19. Member: United real Estate Office or Contract (Director Tuning)
20. Member Epoxy Lining- verify if it is working as designed (Director Tuning)
21. Donating of estate as legacy (Director Carlson)
23. Members that have laundries inside their unit should be charged an additional assessment fee in form of additional water cost. (Director Carlson)