

## Minutes MEC Meeting 9/28/18

Meeting was called to order at 8 am.

Present— All Committee members, Benjamin Levine, Courtney Murrell, Christina Schwartz

The minutes of the 8/23/18 minutes were approved unanimously.

Discussions:

- 1) Status of STR regulations and Governing Documents -no action taken. Rich relayed discussion yesterday with Laura Lindgren (chair). Her committee preference is to have STR changes in “RULES” vs. “CCRs” unless there is a legal requirement. Still awaiting CCR draft back from Legal.
- 2) Should requests for preferred communication vehicle be included in the December dues invoices to members? - No as Christina indicated this was recently done by the Marketing team.
- 3) By unanimous vote Chair will recommend to the Board at 10/27/18 meeting to set the date for a vote on the Governing Documents on Sept 1,2019 assuming the final draft of the Governing Documents are received by the 4<sup>th</sup> quarter of this year.

A working session commenced relative to ideas to engage members for what we anticipate will be a difficult marketing pitch to vote on the Governing documents.

a) The committee by unanimous vote determined that our present rough estimated cost to engage members as a result of the foregoing discussions is \$50,000 broken down as follows:

- 1) Direct mailers/outreach - \$15,000
- 2) Phone bank --\$20,000. (This work will be outsourced through a third party as well as recruited member /volunteers). Rich will reach out to vendors to get a better cost guestimate.
- 3) Motivators to vote- (free -bees) - \$10,000
- 4) Staff costs, marketing overhead including Website, TD News, emails etc.- \$5,000

Multiple other avenues, methods and ideas were explored and negated for cost effectiveness.

Discussion was had regarding publication of MEC minutes – Chair will send to Megan for inclusion on the Web Site Committee page.

Future meeting will take place preferably the 1<sup>st</sup> Thursday of  
Each month as needed at 2 pm. Chair to schedule rooms for 2018/2019.

The committee then completed a review of its pending topic

Work in progress as follows -referencing any new information or action needed:

- 1) Governance - still awaiting draft back from legal.
- 2) Election Committee - Discussed 9/1/19 Govdoc vote; they agree. They are not back in session until December 2018 and Mary will reach out to their Chair to participate.
- 3) Risk- Good progress has been made - Approaching final Docs re evacuation/preparation.
- 4) GPC- Some progress with 2 apparent focuses – a new lodge verses primarily a simple code upgrade.
- 5) STR- see notes above
- 6) ASO/ASC -0
- 7) The Board to articulate HOA V Resort issue request-Greg will follow-up with the Board

Meeting Adjourned at 10:15 am