



**The Village Farms
Homeowners
Association Board
Meeting**

Tuesday, July 20, 2021* 7:00 pm EST

**The Village Farms Board Members met in person, the option to meet virtually for residents and board members were available via Zoom due to current Coronavirus and social distancing recommendations from the CDC.*

Call to Order: 7:00 pm EST

Approve Minutes for May and June 2021:

- **Motion for May and June – Weston**
- **All in Favor – I’s**
- **Approved**

June Financials – No comments

Motion to Approve June Financials –

- **2nd Motion - David**
- **All in Favor – I’s**
- **Approved - Motion Carries**

Motion to Adjourn: 7:56 pm EST

- **Kirk – Meeting Adjourned**
- **2nd David & Maggie**
- **All – I’s**

Roll Call: A Quorum was present.

Name:	Title:
Jennifer Trenner	Director, Social Events
Tiffany Liss	Secretary
Dan Traub	Director, Technology
Maggie Browning	Vice President
Kirk Farley	President
Maureen Schriener	Property Manager
Steve Castel	Common Grounds
Rebekah Meldrum	At Large
David Gill	Recreation
John Mueller	Lakes and Dams
Stephen Breslin	Treasurer
Patrick Moyer	Communications
Westen Pigott	At Large



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Absent:

Name:	Title:
Emily Baker	Planning and Development
Jen Froman	At Large
Tracey Toombs	At Large

Guest Business / Attendees:

- No Guest Business

Name:	In-Person/Virtual	Address:	Comment:

Board Report

Property Manager: Maureen Schriener -

- Emailed to BOD
- Landscape Lighting is in
- Sundown Gardens is roving stakes holding trees from last year
- Westfield Fire Dept – Signed a contract for each year to have extinguishers and other safety items reviewed
- LED Lights are in the pool

Clarification for the Pool: Rebekah Lepper

- July 4th, people drinking but not in the pool – sitting on the edge of the pool.
- One lifeguard approved it
- Another lifeguard did not
- Maureen: We all have to lead by board members by example
 - No drinking cocktails in the pool
 - Have to be within a foot of the pool
 - This is a health department item not just the Village Farms
 - Maureen will send an email to clarify rules
 - Rules are posted clearly
 - Put this in the August Newsletter
 - Forward people to the BOD or Maureen via email for issues to be addressed directly



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Complaints / Comments / Concerns

- Emailed to the BOD
- **OPEN ITEMS (JUNE 2021)**
 - Requesting attorney letter to go out.

Requested Guest Discussion (Email)

- None

Clubhouse/Apartment/Maintenance

Rental Report - Emailed to BOD

Common Ground: Steve –

- Treated railroad ties going in, ends capped off – Brighview is handling (In-Process)
- Fenceposts Need to be fixed around the common grounds
- By the lake – around the parking lot, there is a rail broken
 - Some at the pool
- Rebekah – Can the Common Grounds be Rented?
 - Kirk – Outdoor events, family reunions, etc. would be nice. A pavilion
 1. Area in grass area, the problem is the restroom.
 2. The main drain would have to be tapped
 3. Concrete pad, sink, washrooms – study of clubhouse and pool area.
 4. Parks – eco friendly bathrooms?
 5. (Maureen) Bylaws – can rent but need special permission from the Board.
 - Residents use for resident use only?
 - Coverings with Benches and Tables?
- Lakes & Dams –
 - Floral was an issue a year ago, now with all the color it is amazing
 - Watch at somepoint, if overgrown will need to prune.
 - **OPEN ITEMS (May 2021)**
 - John Mueller– rip rap at Adios and clubhouse
 - Jeff Boller & John Mueller - Did you try the solar lights?
- Snack Shack / Pool
- OTHER-Budget 2021
- Office Information - Welcome Packets
 - 2 packets delivered.
- Transfer Letters/Closing Letters - Emailed to the BOD



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IT: Dan –

- Currently 1,053 Emails in Mailchimp
- **OPEN ITEMS (June 2021) -**
 - Dan – did Mail Chip get updated?

Recreation: David -

- No new business to report.

Communications: Pat –

- Wecan meeting?
 - Nothing from associate to discuss
 - Kirk to reach back out for follow-up
- No new business to report.
- **OPEN ITEMS (June 2021) -**
 - Social-If you are interested in helping with Village Farms events for 2021 please contact Jennifer Trenner at social@thevillagefarms.com

Treasurer: Stephen –

- June Financial Reports – Sent to BOD for review.
- Annual assessment collection status.
- Letter for late fee's to go out

Vice President: Maggie –

- Verbal complaint about swimming pad in the lake.
 - Resident has been notified (Maureen)
- No new business to report.



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Social Events: Jen –

1. Splash Bash 8/7:

- Sign up link has been generated and forwarded on to Tiffany and Dan to publish.
- All vendors are confirmed
- Tents and tables/chairs will be delivered by Friday evening.
- Tracy (and I plan on it but at limited capacity) will be at the event for the day but with everything going on and how new everyone on the board is we will need board volunteers to assist with the following:
 - 1 additional from 12-2pm for decorating/any additional set up (this is somewhat flexible).
 - 2 from 4:30-6pm to man the check in table
 - 2 from 6 - 7:30pm to man the check in table
 - 1 from 7:30pm to 9pm to man the check in table (assist in clean up)
 - 1 @ 7:30pm to run the duck race - children will put their names on rubber ducks at check in and they are not needed to be present to win.
 - Lifeguards will help as much as possible with trash
 - 2 additional dunk tank slots - THANK YOU Patrick for volunteering for a slot. The slots are 5-6, 6-7, 7-8 (Patrick please, pick your time slot)
- Stephen - I will have invoices for vendors to you as soon as they send them my way.

2. Fall Garage Sale:

- Maureen, to post in Indy Star (When?)
 - Yes, posted for 2nd week in Sept.
- This information can be posted in August communications

3. Why Cook Wednesdays:

- Thank you, Tracy, for all your hard work on confirming food trucks for our new event - if this is a success, I would love to continue doing this each September and potentially having a sort of "food truck festival" associated with our Craft Fair in November.
- I will be getting H Frame signage to advertise in front of Club House
- In the August and September communications - after the Splash Bash (newsletter/VF/Facebook) please, post the following:
 - 9/8 - Samanos Food Truck - www.samanosmexicanfood.com
 - 9/15 - Bearded Bagel - <https://www.beardedbagel.com>
 - 9/22 - Grace Truck - www.gracetruck.com
 - 9/29 - Bacon Station
- https://www.facebook.com/BaconStation1/photos/?ref=page_internal
- Tracy or I will post on NextDoor the Sunday before each truck comes to visit to highlight that week's vendor.
- All trucks are visiting from 5pm - 7pm



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Secretary: Tiffany –

Email Stats:

- Splash Bash Email Announcement sent 7/19
 - 939 Residents
- Aquatic Control Email Stats (6/22)
 - 942 Residents
 - 66% Open Rate (620 Opens)
 - 0 Clicks (No Links to Click)
- July Newsletter Stats (7/1)
 - 942 Emails sent to VF Residents.
 - 52.4% Open Rate (435 Opens)
 - 6.9% Open Rate Decrease over June
 - 10.7% Click Rate (5 Clicks)
 - 53.25% Click Rate increase over June
- July BOD Email Stats (7/14)
 - 940 Emails sent to VF Residents.
 - 46.3% Open Rate (420 opened)
 - 4% Open Rate increase over June
 - 0.5% Click Rate (6 Clicks)
 - 18.18% Click Rate Decrease over June

From June 19 – July 19, no new subscribers, no opt-outs.

Social Media Stats – Facebook:

June 21, 2021 – July 18, 2021 Stats:

- -21% Page Views
- +158% Post Reach
- +298 Post Engagement
- -17% Page Likes
- -9% Page Followers

Top 5 (Five) Posts:

1. 4th of July Bike Parade – 1,002 Reach
 - 39 Likes/Comments/Shares
2. Successful Swim Season – 391 Reach
 - 37 Likes/Comments/Shares



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3. 11th Annual Fishing Tournament Winners – 474 Reach
 - 24 Likes/Comments/Shares
4. Village Farms Pool Hours – 320 Reach
 - 14 Likes/Comments/Shares
5. A Friendly Reminder – 352 Reach
 - 12 Likes/Comments/Shares

Engagement is high on events happening in the Community and Impact Residents.

Planning and Development: Emily –

- **Drainage:** Steve Baitz- Drainage Inspector from Hamilton County Surveyor's Office
 - If resident has drainage issue please reach out to Hamilton county Surveyor's Office ([317\) 776-8495](tel:3177768495) with the following information: Address, contact information, issue they are having, & where the issue is located
 - They will then determine if the issue is because of the county owned drain or a private drain
- **Memorial benches:** Backordered for 8-10 weeks- would BOD consider budgeting to buy in advance and have a small stock available to dedicate?
 - Is there a waiting time?
 - Hold off as price to come down?
 - Money not be taken out of the funds.
- **Pedestrian infrastructure:** Greyhound pass is slated for repaving in 2024, possibility of creating more traditional sidewalks at this time; more info to come
- **Neighborhood survey:** *Would each board member send me 2-3 questions related to your role that you would like to have residents answer?* I would like to send out a survey to residents to help direct us on where we need to focus our efforts

Drainage Issue:

- Maureen -> Emily - Post when meetings are for Hamilton County for residents to attend.
-

Technology: Dan -

- No new business to report.
- **OPEN ITEMS (June 2021) -**
 - Video – 20 min historical video of VF – post to website
 - Forward to Tiffany for next newsletter (July)



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President: Kirk -



- No new business to report.
- **OPEN ITEMS (April 2021) -**
 - Village Farm's trademark – Tanner is working on this with Kirk Farley 5-12

Directors at Large: –

- Jennifer Froman –
 - No new business to report.
- Rebecca Meldrum –
 - No new business to report.
- Westen Pigott –
 - No new business to report.

Adjourned: 7:56 pm EST

- Kirk – Meeting Adjourned
- 2nd David & Maggie
- All – I's

Secretary Signature		Tiffany O. Liss
President Signature		Kirk Farley