



**The Village Farms  
Homeowners  
Association Board  
Meeting**

**Tuesday, August 17,\* 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**

**Maggie Browning called to order**

- **Approve Minutes for July 2021: David Gill**
- **Tracey Toombs, Second**
- **All – I**
  
- **July Financials**
- **Motion to approve 0 Gill**
- **2<sup>nd</sup> – Tracey Toombs**

**Motion to Adjourn: 8:13 pm EST**

- **Motion to Adjourn: David Gill**
- **2<sup>nd</sup> - Maggie Browning**
- **All – I’s**

**Roll Call:**

- A Quorum was present
- A Quorum was not present

Name:	Title:
Tiffany Liss	Secretary
Maggie Browning	Vice President
Maureen Schriener	Property Manager
Tracey Toombs	Director At Large
David Gill	Recreation
John Mueller	Lakes and Dams
Stephen Breslin	Treasurer
Emily Baker	Planning and Development
Dan Traub	Director, Technology
Steve Castle	Director, Common Grounds
Jennifer Froman	At Large
Jennifer Trenner	Director, Social Events
Rebekah Meldrum	At Large

**Absent:**



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Name:	Title:
Kirk Farley	President
Patrick Moyer	Communications
Westen Pigott	At Large

**Guest Business / Attendees:**

Name:	In-Person/Virtual	Address:	Comment:
Dan Blankemeier	Virtual		N/A
Mike and Tami	Virtual		N/A
Becca Thomas	Virtual		N/A

**Board Report**

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**Property Manager: Maureen Schriener -**

- See BOD Repot
- Pool Closes after Monday, Sept. 6, 2021
- Proposals for Work - Received

**Complaints / Comments / Concerns**

- Emailed to the BOD
- 3 Attorney letters going out 8/18

**Requested Guest Discussion (Email)**

- None

**Clubhouse/Apartment/Maintenance**

**Rental Report**

- Emailed to BOD
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**Treasurer – Stephen Breslin**

- July Financial Reports
  - Annual Assessment and Collections Procedures
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Page Break

**Secretary – Tiffany Liss**

- July Email Stats

**August 2021 Agenda And Call-In Information**

940 Recipients



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- 937 Delivery
- 827 Opened (45.7% Open Rate)
  - 21% Decrease from July's Open Rate
- 37 Clicked (4.7% Click Rate)
  - .025% Decrease from July's Click Rate

**The Village Farms August 2021 Newsletter**

- 939 Recipients
- 936 Delivery
- 525 Opened (56.1% Open Rate)
  - 30% Increase over July's Newsletter Open Rate
- 78 Clicked (57.9% Click Rate)
  - 6.2 % Increase over July's Newsletter Click Rate
- 3 Bounced

**2021 Village Farms Splash Bash**

- 939 Recipients
- 936 Delivery
- 479 Opened (51.2% Open Rate)
- 110 Clicked (57.9% Click Rate)
- 3 Bounced

- Social Media Stats (**Facebook**) *July 21, 2021 – August 16, 2021*

**Successful 2021 Swim Season**

- 411 Reach
- 18 Post Clicks
- 37 Reactions, Comments & Shares

**A Friendly Reminder**

- 398 Reach
- 86 Post Clicks
- 12 Reactions, Comments & Shares

**Splash Bash**

- 337 Reach
- 22 Post Clicks
- 9 Reactions, Comments & Shares

- Pageviews are down 31%
- Page Likes are down 70%
- Post Reach is down 67%
- Post Engagement is down 84%
- Added 3 New Followers



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**How we Rank among other communities around us:**

1. The Village of West Clay (3.3k Likes)
  2. The Village Farms (695 Likes)
  3. Springmill Crossing Neighborhood (290 Likes)
- Plan – 1 post a week
  - Solar Panels on Rooftops (New Item)
    - Maureen – discussed with an attorney, cannot stop solar panels, green, it is governmental regulation.
    - The government encourages “green.”
    - We do ask that the residents reach out to the Board Directors - [BOD@thevillagefarms.com](mailto:BOD@thevillagefarms.com) with any questions to have included in the meeting/minutes.
    - Emily – Can we determine where the panels sit on a house?
      - No
      - Some people have on stands, as long as it is not in an easement, within their property, it is allowed.
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**Social Events – Jennifer Trenner**

- Splash Bash Update
    - **Looking for the relatives of Gavin Kruse - please email [socail@thevillagefarms.com](mailto:socail@thevillagefarms.com)**
    - Thank you to those that helped!!!
    - New signage for the Splash Bash 2022
  - Neighborhood Garage Sale
  - Why Cook Wednesdays
    - Closer to dates will be posted on NextDoor and Social Media
  - Sponsorships
    - With a Board Member, desire to have, look at from a Village Farms participation?
    - Discuss with the Attorney?
      - Maureen – Yes, pass through the attorney
      - Be careful of Real Estate agents, or one person needs to be fair for everyone.
      - How we advertise – we are tax exempt
      - Stephen – Donating to the Village Farms
        - Bring up at next board meeting for discussion
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**Common Grounds – Steve Castle**

- Ties finished by the pool/ Arborvitaes
- Brightview meeting next Thursday for a 3-year contract
  - Steve and Maureen



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- What needs to be replaced, warranty – identified 146<sup>th</sup> Street and Adios Pass, two trees / are thinking should be replaced but not under warranty – est. \$1600 to remove/replace.
    - Maureen – Do we need the trees? Packed/too much?
      - HOA – were not placed by Brightview, originally.
      - Commonground Fence, posts need to be replaced – quote coming.
- 

**Lakes & Dams – John Mueller**

- Quote from Tiffany's on Rip Rap by the tennis courts
  - Tiffany's would deliver and dump
    - John Mueller – can take care of, Maureen advised about having Tiffany's do the work.
  - Roles and Responsibilities
  - Meeting with Jeff on Solar Lights
  - Looking at rotten timber in the wall – 2<sup>nd</sup> or 3<sup>rd</sup> one down (See Report in Email)
    - Aquatic control may have a recommendation
  - Maureen – New common grounds access to lakes
    - For People who do not have direct access to the lake(S)
    - Map – Highlight where residents can access
  - **OPEN ITEMS (May 2021)**
    - John Mueller– rip rap at Adios and clubhouse
    - Jeff Boller & John Mueller - Did you try the solar lights?
- 

**Recreation – David Gill**

- Pool closes Sept. 6th
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**Communications – Patrick Moyer**

- **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](mailto:social@thevillagefarms.com)
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**Vice President – Maggie Browning**

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**Planning and Development - Emily Baker**

- Sidewalks – full reconstruction in 2024
  - Working on a grant to be approved for funding/city funds
  - Questions about roads in disrepair –
    - Sidewalks on Oak Ridge
    - Next to Viking Medows – they own two lots back to back, cannot access the back lot.
    - Oak Ridge / Macmiere Court – Can extend the sidewalk?
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## The Village Farms Homeowners Association Board Meeting

- Benches – Wait until someone individually purchases one
  - Resident Survey – Out in August
    - Need input from the BOD
    - What do residents think?
    - Why are we doing a survey?
      - There are a lot of different avenues in planning and developing in Village Farms, helpful to know if the residents feel something is worth doing. If the residents do not want something, people have constructive feedback.
      - Trying to focus the Board of Director's efforts on what we should focus on
    - Comments from Guest – Dan Blankemeier (Virtual) – “Benches are too expensive. Trees are more environmentally friendly.”
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### Director, Technology – Dan Traub

- Dan - SE Corner or Oak Ridge – Pipeline, Cell Tower. Noticed they took down the wood fence and placed up a barbed wire, chain link fence.
  - It may be too far off our property
    - Check with City of Westfield, Zoning standards, i.e. “Appearance”
    - For a need to go to the City
    - Mike Johns is counsel for this area
  - Web server performance updates made (Periodic maintenance)
  - Concerns for emails going into SPAM
    - Anti Spam measures for emails to be delivered internally and externally
  - CondoManager – Master record keeping and accounts, on file – source data
    - Import to Excel to clean the data
    - 938 Active Subscribers
      - Moved residents have been removed
      - Unsubscribed – legal opt-out (SPAM Laws)
    - 1,002 Subscribers – a net gain of 64
      - 44 moveouts were removed from the list
    - If missing a newsletter or notification, Residents please let us know so we can add you to the proper list.
    - Patrick is updated, too via Maureen
  - Emily – verification is going to the wrong phone number (Still going to Dougs)
  - Sept Newsletter – Reminder to sign up for Village Farms notifications.
  - **OPEN ITEMS (June 2021) -**
    - Video – 20 min historical video of VF – post to the website
      - Forward to Tiffany for next newsletter (July)
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**President** - Kirk Farley



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- **OPEN ITEMS (April 2021) -**
    - Village Farm's trademark – Tanner is working on this with Kirk Farley 5-12
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**Directors at Large: –**

- Jennifer Froman –
  - No Updates
- Rebecca Meldrum –
  - Touching base with Kirt on potential pavilion items for the Common Grounds
    - Coordinate with Maureen as she is the Property Manager
      - Any quotes, W9, Insurance, on file
      - Everything goes through Maureen (Property Manager) / Need multiple quotes for work
      - Any Quotes for Bid/Purchase must go through the Property Manager's Office (Village Farms)
      - The Directors at large or other board members cannot just do alone, Maureen has to have a hand with quotes and money.
      - Maggie – these must be brought to the board for review/discussion
      - Maureen – off by the tennis courts? Open Shelter rather than a pavilion, i.e. picnic, lunch, etc.
    - Statement - What the residents want, not exactly what the Board Members want.
    - Newsletter -> September:
      - How to get involved with the Board
      - How to Email the Board
      - Proxy vs....
    - Mary Blankemeier – Not everyone is "Digital."
      - Mailer? Hard Copy?
- Tracey Toombs –
  - "Why Cook Wednesday"
  - 4 trucks coming
  - Next Door and Surrounding Areas to show the Food trucks, good turnout, feedback, etc.
  - 5 pm – 7 pm
  - 55 People Voted for this event from the survey in the August Newsletter said "Yes, they would participate."

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**Motion to Adjourn: 8:13 pm EST**

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- All – I’s

Secretary Signature		Tiffany O. Liss
President Signature		Kirk Farley