



**REGULAR MEETING OF THE UNITED REVENUE AD HOC COMMITTEE\***

**Wednesday, July 3, 2024 – 3:00 p.m.  
24351 El Toro Road, Laguna Woods, California  
Cypress 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](mailto: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**

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 June 27, 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 redline Mission Statement
  - b. Review previously submitted Revenue Generating Ideas
  - c. Discuss new ideas
  - d. Discuss proposed meeting Calendar

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

- Thursday, July 18, 2024 @ 9:30 am -Cypress Room
- Thursday, August 1, 2024 @ 9:30 am – Cypress Room
- Thursday, August 15, 2024 @ 1:30 pm - Willow Room
- Thursday, August 29, 2024 @ 1:30 pm - Cypress Room
- Thursday, September 12, 2024 @ 9:30 am – Willow 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- *To be determined*
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**

Thursday, June 27, 2024 –10:00 a.m.  
Hybrid Meeting

**DIRECTORS PRESENT:** Sue Quam - Chair, Mickie Choi Hoe, Maggie Blackwell, Thomas Tuning, Pearl Lee, Nancy Carlson, Anthony Liberatore

**DIRECTORS ABSENT:** Georgiana Willis, Ellen Leonard, Vidya Kale(excused), Alison Bok (excused)

**ADVISORS PRESENT:** Richard Rader

**STAFF PRESENT:** Siobhan Foster, Carlos Rojas, Steve Hormuth, Karina Vargas

**OTHERS PRESENT:** GRF – Ivonne Horton, Juanita Skillman

**Call to Meeting to Order**

Director Sue Quam, First Vice President, chaired the meeting and called it to order at 10:00 am.

**Acknowledgment of Media**

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

**Approval of the Agenda**

Director Quam amended the agenda to add the following items: Naming of the Directors and Selection of the Chair followed by moving down previously items listed under new business from a and b to c and d. New order of items is as follows:

- a) Naming of the Directors
- b) Selection of the Chair
- c) Create a Mission Statement
- d) Discuss Revenue Generating Ideas

Hearing no objections, the revised agenda was accepted unanimously.

**New Business**

- a) Naming of the Directors - Director Quam listed the Directors who volunteered to be part of the Revenue Ad Hoc Committee; Director Anthony Liberatore, Director Vidya Kale and Director Nancy Carlson with Director Thomas Tuning as alternate. Director Pearl Lee made a motion to accept the named Directors. Director Tuning seconded the motion, hearing no objections the motion passed unanimously.

- b) Selection of the Chair - Director Quam named Director Liberatore as Chair, Director Tuning moved to ratify, Director Lee seconded. The motion passed by unanimous decision.

At 10:08 a.m. Director Quam handed the gavel to Director Liberatore to chair the remainder of the meeting.

- c) Create a Mission Statement - Staff recited Director Liberatore's drafted mission statement. Director Quam provided friendly corrections to the Mission Statement. Director Tuning made a motion to approve as a tentative charter as amended to be ratified formally at the next board meeting. Director Carlson seconded. Hearing no objections, the motion passed unanimously.
- d) Discuss Revenue Generating Ideas - Director Liberatore listed 12 non-profit revenue streams. Director Carlson named Richard Rader as advisor for the Committee. Director Tuning provided 3 cost saving incentives for both the mutual and members. All items to be discussed at the upcoming meeting.

### **Future Agenda Items**

Remaining advisors to be nominated.

### **Director's Comments**

Director Lee suggested they limit the discussion to strictly United Mutual. Director Carlson suggested that all ideas requiring staff research be submitted to staff exclusively through committee members to keep requests under control.

### **Date of Next Meeting**

Wednesday, July 3, 2024 at 3:00 p.m.

### **Adjournment**

The meeting was adjourned at 10:50 a.m.

---

Anthony Liberatore, Chair

**MANDAMUS**

**OR-CHARTER**

**Mission ~~S~~statement**

This Ad ~~H~~-hoc Committee ~~is mandated to~~shall investigate and research nonprofit revenue sources. Furthermore, through discussion and debate organize its ~~research~~ and ~~to~~ present its findings in a structured, organized fashion to the full board in a period to end 90 days after its initial meeting.

**~~Membership~~EMBERSHIP**

The committee ~~shal~~will consist of three directors that are ~~current~~ and in good standing ~~with~~ ~~Abutted~~. These directors shall have voting powers. An alternate director will be selected, to serve on the committee as needed.

This committee may have no more than 3 advisors as per United bylaws, which states that advisors cannot outnumber directors.

~~Staff members to be determined.~~

**~~Authority~~UTHORITY:**

This committee will be governed by Article 13, Ssec. 2 of the United bylaws ~~which~~ ~~establishing~~ Robert's Rules of parliamentary procedure as the Parliamentary authority.

**Responsibilities**

~~T~~to investigate and research nonprofit revenue sources. Further, to discuss and accumulate this research in an appropriate format to be presented to the full board at its ~~first~~ meeting at the conclusion of this ~~Aad H~~hoc ~~Ce~~committee tenure.

**~~Meetings~~EETINGS:**

~~Dates~~~~Times~~ ~~and~~ ~~places~~ to be determined by availability of staff ~~f~~Facilities and directors. A quorum of two is required for this committee to conduct its business.

## CHARTER

### **Mission Statement**

This Ad Hoc Committee shall investigate and research nonprofit revenue sources. Furthermore, through discussion and debate organize its research and present its findings in a structured, organized fashion to the full board in a period to end 90 days after its initial meeting.

### **Membership**

The committee shall consist of three directors that are current and in good standing. These directors shall have voting powers. An alternate director will be selected, to serve on the committee as needed.

This committee may have no more than 3 advisors as per United bylaws, which states that advisors cannot outnumber directors.

### **Authority**

This committee will be governed by Article 13, Sec. 2 of the United bylaws establishing Robert's Rules of parliamentary procedure as the Parliamentary authority.

### **Responsibilities**

To investigate and research nonprofit revenue sources. Further, to discuss and accumulate this research in an appropriate format to be presented to the full board at its first meeting at the conclusion of this Ad Hoc Committee tenure.

### **Meetings**

Dates to be determined by availability of staff facilities and directors. A quorum of two is required for this committee to conduct its business.

## 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 owne4d 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.