



REGULAR MEETING OF THE UNITED REVENUE AD HOC COMMITTEE*

**Thursday, August 1, 2024 – 9:30 a.m.
24351 El Toro Road, Laguna Woods, California
Cypress Room/Zoom 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 18, 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. Follow up Discussion of Assigned Tasks
 - c. Discuss New Ideas

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

8. Future Agenda Items

- *Rental Co Op*
- *Infrastructure Money*
- *Foundation*

Concluding Business

9. Committee Member Comments
10. Date of Next Meeting- Thursday, August 15, 2024 at 4:30 pm
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, July 18, 2024 –1:30 p.m.
Hybrid Meeting

DIRECTORS PRESENT: Anthony Liberatore- Chair, Nancy Carlson

DIRECTORS ABSENT: Vidya Kale

ADVISORS PRESENT: Richard Rader

STAFF PRESENT: Steve Hormuth, Karina Vargas

OTHERS PRESENT: None

Call Meeting to Order/Establish Quorum

Director Anthony Liberatore, chaired the meeting and called it to order at 1:31 pm, a 10-minute recess was announced in efforts to meet quorum.

Director Carlson joined zoom at 1:36 pm, Director Liberatore announced the meeting back to order at 1:41 pm after meeting quorum.

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 July 3, 2024

A motion was made and carried unanimously to approve the committee report with the following change:

- Add the member comment inadvertently missed, suggesting we add looking into infrastructure fee as a revenue generating idea. Hearing no objections, the motion was approved.

Chair Remarks

Director Liberatore announced that this would be the second working meeting. He further mentioned that they would go around the board, beginning with himself, to review the outcomes of some of the revenue-generating ideas.

Member Comments (Items not on the Agenda)

None.

Items for Discussion and Consideration

- a) Review previously submitted Revenue Generating Ideas- Director Liberatore provided a brief overview on some of the proposed ideas. Discussion ensued.
- b) Discuss new ideas-Advisor Rader suggested they prioritize finding large ticket items, such as the infrastructure fees or as Director Carlson suggested a foundation fee, fees that may be added to the cost of initial sales.
- c) Discuss proposed meeting Calendar- Details of the following meeting were discussed.

Future Agenda Items

Foundation forming to be further investigated.

Committee Member Comments

Director Carlson proposed staff sets up an email for United for members to submit their revenue generating ideas. Director Liberatore also suggested they approve the order of business as outlined in Roberts Rules in lieu of the Agenda, the agenda allows ceremonials. However due to the committee being dedicated to research and investigation he would like to forgo ceremonials and start right into business. The abbreviated form as listed:

- 1) Reading and Approval of Minutes
- 2) Reports of Officers, Boards, and Standing Committees
- 3) Reports of Special (Select or Ad Hoc) Committees
- 4) Special Orders
- 5) Unfinished Business and General Orders
- 6) New Business

Advisor Rader announced to all members present that the Cypress Room is located on the second floor of the Community Center and may be accessed through the concierge, who will escort members to the meeting room.

Date of Next Meeting

Thursday, August 1, 2024 at 9:30 a.m.

Adjournment

The meeting was adjourned at 2:20 pm.

Anthony Liberatore, Chair

Revenue Generating Idea	Submitted By:	Fee	Quantity	Total Revenue
1. Membership Dues + Fees	Director Liberatore			
2. Events- Auctions, casino night, barcode bingo	Director Liberatore			
3. Selling Merchandise	Director Liberatore			
4. Individual Donations	Director Liberatore			
5. Major gift	Director Liberatore			
6. Corporate Giving	Director Liberatore			
7. Sponsorships	Director Liberatore			
8. Cause Marketing	Director Liberatore			
9. Peer to Peer Fundraising	Director Liberatore			
10. Crowd Fund Raising	Director Liberatore			
11. Grants	Director Liberatore			
12. Loans and Program Related Investments	Director Liberatore			
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.	Director Tuning			
14. Raise the monthly assessment the amount of the cost to print & distribute the annual financial packets to a member. Discount the equivalent amount of member assessment to opt out of the printed version and receive the electronic version.	Director Tuning			
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.	Director Tuning			
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
22. Members that have laundries inside their unit should be charged an additional assessment fee in form of additional water cost.	Director Carlson
23. Infastructure fee	Advisor Rader
24. Cellphone Tower fee	Director Liberatore
25. Rentals	Director Liberatore

Foundations and Grants

In my research it became clear to me that foundations give grants and so the two terms are like hand in glove.

Like the 10 or 12 items that began this committee with I have found and will outline 6 types of FOUNDATION/GRANTS

GRANTS are monies given out at the benevolence of organizations, including, local, state and federal agencies.

1. **CORPORATE FOUNDATIONS:** Corporations will usually have a dedicated organization using the corporations with foundations added to it and that become the company that dispenses grants. For research one can go to the corps. Website and click on foundations
 - a. **PROS:** These grants tend to come in large amounts and once you get your foot in the door the corp. is often inclined to keep giving year after year.
 - b. **CONS:** IT CAN BE A VERY COMPETITIVE AND DIFFICULT TO GET YOUR FOOT IN THE DOOR
 - c. **ANOTHER WEBSITE:** foundationcenter.org
 - d. Establishing relationship with such a company is a great way to keep you at the top of their list
 - e. Rand alignment might be a priority; so, do you do things that line up with their market?
 - f. **E.G.** Bank of America - their corporate page tells what their interest is in corporate giving.
2. **CORPORATE GIVING PROGRAMS:** This is a totally different concept than Corp. Foundations, and it can take several different forms
 - a. **E.G.** a company may let its employees decide to whom to give the grant
 - b. The company could also opt to use a company matching program
 - c. Inevitably these companies will develop a list or recipients in which the employees have input.
 - d. One can ask employees if their companies have such programs – grants
 - e. Another web site matchinggifts.com
 - f. **PROS:** It is a little easier to access these types of programs and since it runs on employee recommendation, it should be easier to keep your organization AT THE TOP of their list.
 - g. **CONS:** Not as much money in these types of situations and you have to convince its employees to keep pushing your cause.

- 3. FAMILY FOUNDATIONS:** These types of foundation are controlled by one or more families and or family members
- a.** Families do this to organize and control their giving to charity
 - b.** It is a positive way to give their non-taxable tax-exempt status relevant with the IRS EVERY YEAR
 - c.** To find these foundations there is a site GUIDESTART.ORG THAT IS A GOOD STARTING POINT.
 - d.** This site will allow you narrow your search to your state, your county or your city
 - e. PROS:** Once you establish a positive relationship with someone in this group, family trust it could produce a large sum of money and by maintaining this relationship there is no telling how many years that it goes last
 - f. CONS:** Since these foundations are private it is not easy to get on their “radar”
- 4. COMMUNITY FOUNDATIONS:** This is best described by a process of groups coming together to give money to non profits
- a.** Try this web site COUNCIL OF FOUNDATIONS
 - b. PROS:** It is easier to start a conversation with a community foundation
 - c. CONS:** These groups are usually interested in nonprofits that are needier in their vicinity
 - d.** Have a conversation and be prepared to market your situation in a compelling way
- 5. FEDERAL GOVERNMENT:** There is a portal that deals specifically with grants for non profits.
- a.** Go to GOVGRANTS .GOV
 - b.** This site will ask for a proposal – a lot of detail
 - c. PROS:** There is a lot of money for grants and once qualified it could last for years.
 - d. CONS:** Lost of paperwork, a ton of staff time and energy; you have to provide a current audit and it had to have been positive. They will want a copy of our budget. Organizations that have applied for federal monies have had to dedicate staff to keep the paperwork up to their requirements . Is using our tax dollars and they must be accountable.