



REGULAR MEETING OF THE UNITED REVENUE AD HOC COMMITTEE*

**Wednesday, September 11, 2024 – 9:30 a.m.
24351 El Toro Road, Laguna Woods, California
Board 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 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 August 29, 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. Bingo – Staff's Response from Recreation (Oral Update)
 - b. Rental Fees (Oral Update from Director Carlson)

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

8. Future Agenda Items

- *Ad Hoc Committee Approval of Revenue Generating Ideas*

Concluding Business

9. Committee Member Comments
10. Date of Next Meeting – Thursday, September 26, 2024 at 1:30 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, August 29, 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: United – Ellen Leonard

Call Meeting to Order/Establish Quorum – Director Anthony Liberatore

Director Anthony Liberatore, chaired and called the meeting to order 1: 30 p. m. after meeting quorum.

Acknowledgment of Media

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

Approval of the Agenda

Hearing no objections, the agenda was accepted unanimously.

Approval of the Meeting Report for August 15, 2024

Director Carlson made a motion to approve the committee report with the following change:

- Add “greatest revenue potential as” before the word focus in the section labeled Directors Comments. Director Liberatore seconded. Hearing no objections, the motion was approved.

Chair Remarks

Director Liberatore highlighted September 26th as the final day of the 90-day, United Revenue Ad Hoc Committee with only one meeting scheduled in between.

Member Comments (Items not on the Agenda)

A member suggested they look into hosting a county fair similarly to the Woodstock fundraiser hosted by the Boomers Club with the assistance of sponsorships to be held at the equestrian center.

Items for Discussion and Consideration

- a) Foundations and Grants – Staff suggest that the committee ask the board for a recommendation to further pursue the legal with respects to foundations, whether they have the ability to create a foundation and what are the necessary steps in order to so.
- b) Bingo Presentation – Director Liberatore presented an overview on his findings for the bingo revenue generating idea.

A member expressed concerns over bingo not being ideal, as it's considered a form of gambling.

Director Carlson suggested bingo be further investigated for viability.

Staff informed that they would be reaching out to the Recreation Department to confirm if this idea is a viable option.

Advisor Rader suggested they further investigate rules and regulations.

- c) Infrastructure Fee Presentation – Advisor Ryder presented his findings on the infrastructure fee, further clarifying this is not a transfer fee. Director Carlson suggested the "Infrastructure Fee" be reworded as "Contribution to the Infrastructure Fund".
- d) Rental Fee Presentation – Director Carlson to follow up with President Bok regarding Rentals.

Future Agenda Items

- *Management Company for United Co Op Rentals – Follow up Required*
- *Infrastructure Fee – Follow up Required*
- *Foundation – Further Research Required*

Committee Member Comments

Director Carlson proposes the United Revenue Ad Hoc Committee refrain from presenting to the Board in September and targets to present all revenue generating ideas in October.

Date of Next Meeting

Thursday, September 11, 2024 at 9:30 a. m.

Adjournment

The meeting was adjourned at 3:05 p.m.

Report of United Revenue Ad Hoc Committee Open Meeting

August 29, 2024

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Anthony Liberatore, Chair

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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 packers to a member. Discount the equivale 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- United becomes a Leasing Agent	Director Bok
26. Foundation	Director Carlson
27. Dry Down Equipment (Cost Reduction)	Director Carlson
28. Hosting a County Fair	Director Leonard