



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

**Thursday, August 29, 2024 – 1:30 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**

*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.

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1. Call Meeting to Order/Establish Quorum – Director Anthony Liberatore
2. Acknowledgment of Media
3. Approval of the Agenda
4. Approval of Meeting Report for August 15, 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. Foundations and Grants Presentation
  - b. Bingo Presentation
  - c. Infrastructure Fee Presentation

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

d. Rental Fee Presentation- Management Company

8. Future Agenda Items

- *None*

Concluding Business

9. Committee Member Comments

10. Date of Next Meeting- Wednesday, September 11, 2024 at 9:30 am

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 15, 2024 –4:30 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**

Director Anthony Liberatore, chaired and called the meeting to order 4: 30 p. m. 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 August 1, 2024**

A motion was made and carried unanimously to approve the committee report as presented.

### **Chair Remarks**

Director Liberatore thanked everyone for their ideas and noted that today's meeting would be brief. He also mentioned that at item # 7, members can share their input, and emphasized tracking all ideas, with only the most meaningful ones to be brought to the board.

### **Member Comments (Items not on the Agenda)**

A member suggested that instead of starting the bingo research from scratch, they reach out to an existing organization that already hosts bingo for guidance.

### Items for Discussion and Consideration

- a) Review previously submitted Revenue Generating Ideas - Director Liberatore informed members that while researching he managed to consolidate item numbers 2, 7 and 11. He distributed his Bingo findings to members and staff, the document details the startup cost as well as all the possible operating expenses. Advisor Rader briefly commented on the infrastructure fees.
- b) Discuss New Ideas- Director Liberatore stated that at this time there is no need for any new ideas.

### 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 that Director Liberatore reach out to Director Kale as a follow up on the Foundations to be presented at the subsequent meeting. She further requested that Director Alison Bok reach out to corporate counsel for resolution on the three areas of focus: 1) Management Company for United Co Op Rentals, 2) Infrastructure Fee, 3) Foundation.

### Date of Next Meeting

Thursday, August 29, 2024 at 1:30 p m.

### Adjournment

The meeting was adjourned at 5:21 p.m.

**DRAFT**

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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 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