

MINUTES OF THE SVPOA BOARD MEETING – AUGUST 21, 2019

Steve Mason called the meeting to order at 1:30 PM / Adjourned at 2:55 PM

Present: Steve Mason, Diana Maus, Barbara Kobacker, Ed Steil, Jamie Darrah, Dan McAfee, Grace Guess, Doug Palmer, Debbie Curtis, Tom Smith

Absent: Liz Morley

Approve July 17, 2019, minutes for Board and General meetings

Approved by email

Treasurer's Report (Morley)

- \$32,237 in checking account end of July and \$10,591 in money market account Aug. 12
- Approximately \$10,000 in two-way marketing account and \$4,000 in three-way fund
- \$2,969 profit from pancake breakfast as of Aug. 10

CPR training report (Curtis)

- 15 people attended on July 11 & 12
- 11 people signed up for August 22 & 23

Welcome Back Party no-shows report (Mason)

- Letter sent to 17 no-shows, requesting voluntary payment
 - 1 payment received
- Next year announcements will include payment required for no-shows

Membership update (Maus)

- 350 current memberships
- Sending letters to invite other property owners
 - Cross-referencing member list with city utility bill list
 - 272 invitations to join
 - 64 invitations to rejoin

Rat trap report (Mason)

- POA and club each purchase one trap for storage building at pavilion

Chapel maintenance request (Palmer)

- The chapel steeple has been repaired and painted
 - POA donation of \$1,000 has not been received

Bylaws review (Mason)

- Past minutes were given to Smith to review Article III on membership

2020 Directory advertising sales (Guess)

- Reports on ad sales
- All contracts should be signed and payment collected by October 1

Marketing update (Mason)

- Brainstorming session was held on August 8
 - Participants from City, Club, Timeshares, real estate, and Rabun Tourism Development Authority

- Recommend inviting Teka Earnhardt from Tourism Development Authority to present digital marketing program and results at future SVPOA meeting
- SVPOA board expressed concerns about:
 - Landscaping at entrance
 - Recommend professional landscaper develop planting and maintenance plan using native plants
 - Marcelino Landscaping advertises in SVPOA directory
 - Welcome center
 - No sign, no plan, no direction, no staff
 - Signage
 - Need to promote waterfall and public golf
 - Short-term rentals
 - Timeshare rentals are not available
 - Speed trap perception on Hwy. 246

New Business

- Curtis asked if 2019 community donation could be for a dog park
 - Board instead decided to create a survey asking members to identify services and amenities they want
 - Curtis draft a survey for board to review at September meeting
 - Send link to SVPOA email list
 - Mason request City to send link to their email list
- Palmer addressed questions about POA investment in lakeside pavilion
 - \$10,000 investment in 2018 for capital improvements to pavilion: new posts and additional roofing

Respectfully submitted,
Debbie Dalhouse Curtis, secretary