

# Burnt Store Isles Association Board of Directors Meeting

## Meeting Notes –Quorum Not Met

Punta Gorda Isle Civic Center  
November 1, 2017  
Called to Order 6:30 p.m.

### 1 PLEDGE OF ALLEGANCE

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### 2 ROLL CALL

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Officers Present

Jayne Perkins, Vice President  
Bill Courtney, Treasurer  
Libby Strong, Secretary

Officers **Not** Present

Ian Milne, President

Directors Present

Donald Hallman, E Communications  
Nancy Granum, Membership  
Faith Ferris, Planning

A quorum has **NOT** been established.

### 3 REVIEW AND APPROVE BOARD MEETING MINUTES

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Tabled until December because there was not a quorum.

### 4 OFFICER’S REPORTS

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President

President, Ian Milne – no report

Vice President

Vice President, Jane Perkins – The Association was invited by City Manager to sit in on the interviews for the new Punta Gorda Police Chief. Jane will be representing BSIA

## Treasurer

Treasurer, Bill Courtney – A motion was made October 11, 2017 via email by Bill Courtney to approve the proposed budget. Libby Strong seconded the motion. The motion carried by email vote from the Board. The budget will be presented at the Annual Meeting for Membership approval.

Reviewed Income and Expense as well as Balance Sheet.

Membership Dues is due by December 31<sup>st</sup>.

## Secretary

Secretary, Libby Strong – No correspondence this month.

## 5 DIRECTOR'S REPORTS

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### E Communication

Donald Hallman – The Board sent 438 emails to the primary members and 70 members were mailed the Annual Meeting Announcement. We continue to have a problem with members unsubscribing. Those members that have unsubscribed did not get the meeting announcement. We may want to consider reviewing our process for next year.

### Membership

Nancy Granum - There are currently 538 active memberships.

**Membership Drive:** The membership drive banner was in place at both entryways for approximately 2 weeks the end of October. (Thank you, Doug!) During this time 10 new memberships were initiated. When new members sign up a welcome email is sent with BSIA membership information and a link to the electronic directory. Recently, in that email, I have highlighted the details of the upcoming annual meeting and encouraged them to attend. The free introductory memberships run through the end of 2018 and at that time they will be sent an invoice for 2019 dues.

This was reported to the board last February or March, but as a reminder-the free memberships from 2016 had a return rate, with dues in 2017, of 75%. This should be analyzed each year to ensure that the free introductory membership is accomplishing what BSIA intended.

Other recruitment efforts--A member compiled, from public records, a list of BSI residents and I have been reconciling that with our list of memberships. In December BSIA will send out a letter to non-member residents inviting them to join. In addition, using a recently received real estate list of recent home sales, letters will be sent to new BSI owners.

**Directories**—Janice Kelley has volunteered to take over the directory publication—thank you Janice!!

In 2016 the directory expense for BSIA was approximately \$2000; this was above the revenue from advertisers. In 2017, to cut this expense, BSIA made the decision to eliminate information

that does not change year to year—such as the by-laws and deed restrictions which are available on the website—and focus on just being a membership directory. The directory was published in an electronic format which was sent to all memberships and a limited number of print copies were made available. Due to advertisers and reduced printing cost this resulted in a net income of approximately \$800 to BSIA. So, BSIA went from a \$2000 expense to an \$800 revenue with these changes.

There are many members that view the printed directory as a substantial benefit of belonging to BSIA, and in consideration of this I would like to suggest that members are offered the option of reserving a printed 2018 directory. This will give BSIA a concrete number to have printed—judging from the experience of 2017 this will be 100-200 directories; if advertising is approximately the same this can easily be done within our budget.

**Annual Meeting:** Membership report will include the above information along with other efforts to increase membership such as information to title companies. New resident packets will be available to members who might want to pick one up to give a new neighbor. It will be available for members to renew their membership, with dues, at the meeting.

Check-in will be with one membership list—5 stations—to allow easier record keeping of attendance. **BSIA requires 54 members present to meet the quorum at the Annual Meeting in order to vote on the nominees and the 2018 budget.**

Board should show up for set up at 5:30 p.m.

#### Planning

Faith Ferris – nothing to report

#### Social

The annual BSIA Christmas Party continues to have issues with finding a venue. Party has been planned for December 7<sup>th</sup>, but currently they have not found a place to hold the party. The committee is open for suggestions.

Meeting adjourned at 7:00 p.m.

Respectfully submitted by Libby Strong, Secretary