



P.O. BOX 480383
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<https://birchparkbeachhoa.org>

HOA BOARD MEETING
November 18, 2025 at 6:00 PM
VIRTUAL

MINUTES

- I. **Call to Order:** Brian Donaldson, President, called the meeting to order.
- II. **Roll Call:** President Donaldson called roll.
 - A. **In attendance:** Gustavo Sorgente, Kim Couto, Brian Donaldson, Sharon Tiberio, Dean Myerow and Jeff Scholes. It was determined a quorum was present.
 - B. **Not in attendance:** Joshua Bellus, Michael Goch, and Jacob Pearn.
- III. **100-year Neighborhood Anniversary Party:**
 - A. **Planning & Logistics**
 - Event Date and Timing:** Brian confirmed the party will be held on Sunday, February 1st, 2026, from 11:00 AM to 2:00 PM, strategically scheduled between football playoffs and the Super Bowl to maximize attendance based on past experience.
 - Venue and Parking Arrangements:** The group discussed potential use of empty lots for VIP (City Officials') parking as well as event space, with Brian coordinating with City officials to determine if a permit is required for food truck street parking and to secure a legal opinion on street closure. Alternative lot locations were considered.
 - Insurance and Security:** Brian and Sharon obtained a \$1,000,000 General Liability insurance policy quote for \$200, which has some exclusions such as operating vehicles like golf carts. This policy stipulates that all vendors and staff must provide their own insurance, and the policy location can be modified up to one week prior to the event if necessary.
 - Budget and Major Expenses:** Jeff presented a master spreadsheet outlining projected costs for logistics, entertainment, rentals, and other items, with the group agreeing to allocate \$500 for parking, \$800 for security (two off-duty police officers), \$1,950 for restroom facilities, and \$930 for a DJ, while seeking cost-saving measures such as using volunteers for photography.
 - Event Entertainment and Amenities:** The Board agreed to hire a DJ for music



and announcements. The Board considered but ultimately deprioritized a photo booth in favor of a branded photo frame and volunteer or member-provided photography. Discussion also included signage, restroom placement, and the need for a clear event layout.

B. Invitations, Communications, and Membership Renewal

Promotional Video and Logo: Jeff shared a promotional video for the event, incorporating Sharon's copy edits and Kim's son's credited work, and discussed updating the HOA logo for use on membership forms and event materials.

Save the Date and Evite Strategy: The team agreed to send a visually appealing 'Save the Date' announcement via email before Thanksgiving, followed by a formal Evite with RSVP functionality after Thanksgiving, ensuring members are informed about the new process and the confidentiality of their email addresses.

Membership Renewal Process: Brian and Kim coordinated updates to the membership renewal application, including new event dates and the updated logo, with plans to attach the form to post-Thanksgiving communications and to track renewals in relation to event participation.

Address and Content Corrections: Sharon and Brian identified and corrected the event address to 1631, ensuring accuracy in all invitations and communications, and Sharon provided feedback on invitation formatting and language for clarity and marketing appeal.

Communication Roles and Confidentiality: Brian emphasized the importance of notifying members about the sharing of email addresses with the secretary and vice president for Evite purposes, maintaining confidentiality, and preparing members for communications from new sources.

C. Event Coordinator Contract Approval

Contract Documentation and Access: Kim ensured all relevant documents, including Marla's contract, references, EIN, and payment records, were organized in a shared folder accessible to Board members, with immediate access granted during the meeting.

Motion and Voting Procedure: Kim made the formal motion to hire Marla Lisane, Gustavo seconded, and a roll call vote was conducted by Kim resulting in unanimous approval by all present Board members.

Next Steps for Contract Execution: Sharon volunteered to assist with contract execution due to Brian's scheduling constraints, and Kim confirmed all necessary references and documents were available for review.

D. Raffle Organization and Member Participation

Role Clarification and Delegation: Dean clarified that due to work commitments



he could not lead raffle prize solicitation, prompting Kim to propose handling submissions via an electronic form and Brian to suggest HOA member participation in gathering prizes to be raffled.

Electronic Submission Process: Kim and Dean discussed creating a Microsoft or Google Form for members to submit raffle prize leads, with Dean offering to provide a template and Brian agreeing to accommodate less tech-savvy members via direct email.

Member Engagement and Incentives: The Board agreed to encourage all HOA members to participate in soliciting prizes from their local businesses, with each renewed household earning a raffle entry whether or not they attend the party, and to consider supplementing prizes with budgeted gift cards.

Documentation and Handover: Dean committed to providing a step-by-step guide and a list of local businesses for outreach, while Kim and Brian agreed to manage the process and communications, ensuring Dean's workload remained manageable.

IV. Follow up tasks:

- A. **Logo Update for Membership Form:** Send the new 100-year Anniversary Logo to Kim for updating the HOA membership application form. Edit application with new logo and provide to Brian. **(Completed)**
- B. **Save the Date Evite Edits:** Email the requested copy and grammar changes for the Save the Date Evite to Jeff for revision. **Save the Date Evite Distribution:** Send the revised Save the Date Evite to Brian for distribution to the membership before Thanksgiving. **Address Correction on Invitation:** Update the event invitation to reflect the correct address (1631 for the Nelson empty lot) before distribution. **(Completed)**
- C. **Marla Contract Finalization:** Send the contract to Sharon for review and editing. **(Completed)**
 1. Manage any necessary edits with Jeff and Marla. **(Kim)**
 2. Send for execution to Brian. **(Kim)**
 3. Send executed contract to Marla. **(Kim)**
- D. **Member Email:** Release list to Secretary for Evite. **(Brian)**
- E. **Event Budget Spreadsheet Sharing:** Share the event budget spreadsheet with the Board for review and input. **(Completed)**
- F. **Restroom Trailer Placement Details:** Clarify with Marla the preferred placement and dimensions of the restroom trailer and provide this information to Brian for City approval. **(Jeff)**
- G. **Photographer Recruitment:** Contact Molly's son Robert (Brian) and Kim's son Nicholas (Kim) to determine if they can provide photography services for the event, aiming to



reduce or eliminate the budgeted cost.

H. Raffle Prize Coordination: Create and share raffle strategy (**Dean**)

1. Review. (**Jeff, Kim**)

2. Coordinate collection and outreach to potential donors via forms. (**Kim**)

V. Adjourn

Submitted by Kim Couto, Secretary

2025-2026 Board Members

14th Court: Gustavo Sorgente

15th Street: Kim Couto, *Secretary*

15th Court: Dean Myerow

16th Street: Brian Donaldson, *President*

16th Court: Sharon Tiberio, *Treasurer*

16th Place: Michael Goch

17th Street: Jeff Scholes, *Vice President*

17th Court: Jacob Peart

18th Street: Joshua Bellus