

THE MINUTES OF THE MONTHLY MEETING OF THE BOARD OF DIRECTORS OF THE PARK WILSHIRE IMPROVEMENT ASSOCIATION

April 22, 2020

The scheduled meeting of the Park Wilshire Improvement Association, a California non-profit membership corporation (the "Association") was held at 2575 Park Wilshire Avenue, San Jose, pursuant to notice duly given to all of the directors and members.

A. Call to order and meeting minutes

The **Monthly** meeting called to order via Zoom at 7:20pm on April 22, 2020. Matt **motioned** to approve the March 2020 meeting minutes; the motion was seconded by Al. The minutes were **approved**.

Board Members Present:

- John Bronson (President)
- Skye Gordineer (Secretary)
- Al Williams (Treasurer)
- Matt Brock (Membership)
- Brian Tanger (Operations)
- Robyn Girard (Director of Lifeguard Admin)
- Adam Berns (Communications)

Others in attendance:

- Charlotte Kistner

Board Members not in Attendance:

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B. Email Discussion since prior meeting

1. Replacement vs. trimming of palm tree located between sidewalk and street, directly in front of the entrance gate.
2. Proposal to send member reminder communication regarding the importance of participation in the US Census was voted down by the Board after a very productive and insightful discussion.

C. Open Session

1. President – John Bronson
 - a) COVID-19 contingency options for discussion: **(no decision was made)**
 - i. Close completely and minimize all expenses
 - ii. Partial season
 - iii. If we open late, Non-residents can opt to not join this year without being removed from the member list.
 - iv. Minimize guards
 - v. No guards
 - vi. No parties
 - vii. No guests
 - viii. No community events
 - ix. Limit daily attendance
 - b) See Attachment 1 at end of minutes for tentative important dates.
 - c) See Attachment 2 at end of minutes for conclusion to discounted senior membership discussion.
2. Membership – Matt Brock
 - a) Yellow Cards - kids can come on their own if there is a signature on file. There is a suggestion to change these cases to blue cards. This will be tabled but not enacted for this season.
 - b) Card printer will not be ordered for this season.

3. Secretary – Skye Gordineer
 - a) no report.
4. Treasurer – Al Williams
 - a) Financial report and historical summary:

Account	Last Year April, 2019	Last Month March, 2020	This Month April 21, 2020	This month vs:	
				Last Year	Last Month
Checking	65,878.02	37,758.74	47,431.96	(18,446.06)	9,673.22
Savings	240,415.38	216,702.82	216,712.82	(23,702.56)	10.00
PayPal	-	-	-	-	-
Other	-	-	-	-	-
Total	306,293.40	254,461.56	264,144.78	(42,148.62)	9,683.22

5. Lifeguards - Robyn Girard
 - a) There's some confidence that the swim lessons (since lessons are 1 on 1) will be able to start somewhat on schedule even if the pool doesn't open. Al objects due to the cost of heating the pool and it would negatively affect our taxes.
 - b) Charlotte - She has reached out to last year's swim instructors to see who was interested in returning. Most are interested. She checked with the Red Cross to see if Lifeguard certification were still valid. Red Cross is extending all certifications for 120 days for free.
 - c) Charlotte to order a basic order to cover lifeguards/swim instructors (shirts, whistles, swim lesson toys, first aid equipment). If we don't use it this year, it will be saved until next year.
6. Communications – Adam Berns
 - a) An email needs to be sent to the resident members to remind them to pay their \$99 fees. John, Al, and Adam to lead that effort.
7. Operations – Brian Tanger
 - a) Repairs needed:
 - i. Palm tree safety issue. The president recommends that it be removed for safety issues and that it is very close to the water supply line as well as the water meter. All offices are closed due to Covid-19 so we therefore cannot obtain a permit to remove it. The alternative is to trim it until the offices are open again. John has received two quotes to trim it. Removal quote is \$1600. To trim the tree is about \$400-600. There is a motion to trim the tree for the time being. Seconded. Motion approved.
 - ii. Repair of conduit in pump house. Most of it is complete, might be additional replacement required.
 - iii. Repair of loose coping stones, mastic replacement, and concrete joint repairs: Repairs nearly complete, delay in mastic delivery and weather issues slowed progress, job should be completed within a week.
 - iv. Al received a quote for repainting the lines and repairing the peeling fiberglass for \$8500. Work not scheduled yet.
 - v. Bathroom upgrades updates: Window screen to improve ventilation. Improvement of floor and shower drainage. Open for discussion.
 - vi. Dead electrical GFCI receptacle near BBQ.

Tabled: Membership Certificates. Delinquent members.

D. Closed Session

1. None.

We adjourned the meeting at 8:25pm. Next meeting May 12th at 7:15.

Respectfully Submitted,
Skye Gordineer, Secretary

Attachment 1: Schedule (For reference and subject to change. Does not include member parties)

2018 Date	2019 Date	2020 Date	Description
May 4	May 3		Solar heat on
May 19	May 18		Pool Cleanup, 9am – 11am
May 21	May 20		Gas heat on
NA			Open without guards
May 25	May 24		Pool open (including lifeguards).
June 9	June 8	None	School's Out Party
Jun 13	Jun 12		Most schools' last day of school. Start of summer lifeguard hours (see below)
Sep 1	TBD		Gas heat off: 2012: Sep 04 (per 2013_09 minutes) 2013: End of Sep (per 2013_09 minutes) 2016: Labor day (per 2016_08 minutes) 2018: Off Sept 1
Oct 1	TBD		Solar heat off
Circa Labor Day weekend	TBD		Lifeguard hours reduced to only weekends (see Jacqueline's newsletter)
Soon after Labor Day	TBD		Lifeguard hours stopped
Oct 6	Oct 4		Last open pool day
Oct 7 (10 – 12pm)	Oct 5		Cleanup day

Attachment 2: Conclusion for Senior Membership Discount:

March 15, 2020

All,
Various members have requested that a discounted senior citizen member class be established by PWIA. Al Williams and I met with a former PWIA Treasurer “Susie” on 3/13/2020 for a lengthy discussion of the proposed senior discount policy. Susie was very helpful and thoughtful. In the course of the discussion, we discovered that under IRS rules for a 501(c)7 Membership Organization (such as PWIA), adding a senior citizen discount membership would adversely affect PWIA’s current operating model.

The key point gleaned from the IRS regulations was that for PWIA to offer a senior discount to Proprietary Resident members, we would also need to offer it to Associate Non-Resident members. That predictably would cause a decrease in the pool annual operating revenue. That would most likely necessitate an increase in annual swim dues, which the Board is actively trying to avoid as long as possible.

Susie's comment on the current revenue/expense model for the pool is that we have hit a very delicate equilibrium, current swim dues pay for the pool operation (& similarly, capital improvements are covered by Proprietary \$99 dues). She strongly warned against changes to the current pool business/revenue model.

Along with this IRS issue, our discussion covered a raft of complications in establishing such a discount policy. These include the conditions for qualifying, how to limit access for senior members, a potential change to the by-laws, plus a variety of administrative and demographic hurdles.

In conclusion, while it is good to seek continuous process improvement, we need to be extremely careful to not make changes that result in unintended consequences. Therefore we will not be implementing a discounted senior citizen membership class at this time.

John P. Bronson
PWIA Board President