

Burnt Store Isles Association Board of Directors MEETING Minutes

Approved 11.1.2024

In-Person Meeting Held at Twin Isles Country Club
October 4, 2024
Meeting Called to Order at 9:00 a.m.

Pledge of Allegiance – Opened the meeting with the Pledge of Allegiance

1 UPDATE – PUNTA GORDA POLICE DEPARTMENT (PGPD) – LT. JUSTIN DAVOULT

- Lt. Davoult reported that 83 flood-related rescues were conducted after Hurricane Helene. The downtown district was hit with 5 foot of surge.
- New officers have been hired; additional vacancies exist.

2. Roll Call

Officers Present

Bill Page, President
Lee Brandt, Treasurer

Directors Present

Faith Ferris, Community Standards
Wendy Heath Brandt, Membership
Polly Green, E-Communications
David Elkins, Neighborhood Security
Bill Courtney, Planning and Past President
Kathy Martinelli, Special Projects

Other Board and Committee Representatives

Diane Peterson, Newsletter and Directory (not able to attend today's meeting)
David Elkins – Advertising Sales

Excused:

Pat Iorio, Vice-President
Charmaine Ponkratz, Secretary
Brian Bender, Legal Liaison
Wanda Daugherty, Social

A quorum has been established.

Other Attendees: None

3. REVIEW AND APPROVE BOARD MEETING MINUTES

It was moved by Lee and seconded by Faith to approve the Minutes dated September 6, 2024. Motion approved.

By consensus, Kathy Martinelli was appointed secretary pro tem.

4. OFFICERS' REPORTS

President – Bill Page

- Bill clarified that door-to-door solicitation is only allowed by religious groups and political parties.
- Hyper Fiber is attempting to set up registration at Twin Isles Country Club.
- Two people, riding motor scooters, dressed in black, wearing masks, were reported to police.
- Bill reported that some homes in the historical district were removed from the historic register and will no longer be in a protected class. If storm damage exceeds one-half of their value, owners will be required to raze the existing building and rebuild to meet new building standards.

Vice President – Patricia Iorio – no report

Secretary – Charmaine Ponkratz - no report

Treasurer – Lee Brandt

Treasurer's Reports - Lee provided copies of the following reports to the Board:

- **Financial Reports** – Budget vs. Actual September (*See detail at end of these minutes.*)
- **Banking Account Balances** (*See detail at the end of these minutes.*)
- **2025 Budget - MOTION:** After review of the proposed budget, it was moved by Bill C. and seconded by Dave to recommend the 2025 budget to the membership at the Annual Meeting. Motion carried.
It is noted that \$50,000 from reserves has been budgeted for legal fees related to the Madrid Court roof dispute. Additionally, action was taken at the September meeting to adjust the membership fee to \$50 (cash or check) and \$55 (credit card or Paypal). *Proposed budget at end of these minutes.*

5. OLD BUSINESS

- Annual Meeting: November 14, 2024 at 1:00 p.m. BSI Boat Club meeting to follow.
Action to change Director title from PLANNING to COMMUNITY RELATIONS.
Officers and Directors were encouraged to prepare their reports for the annual meeting.
Vice President Pat will handle meeting logistics.
Nominations effort is still recruiting a Social Director. Bill Page will stand for re-election as President.

6. NEW BUSINESS

- There was discussion about encouraging involvement from neighborhood condo associations which operate under the umbrella of the BSIA Deed Restrictions.

7 DIRECTORS' REPORTS

Community Standards – Faith Ferris

- Faith reported that seven approvals have been completed in September; roofs and miscellaneous.
- **Signage Deed Restriction Interpretation - MOTION:** It was moved by Dave, seconded by Lee, to provide an additional interpretation to the existing signage deed restriction as follows: During the current political season, the BSIA Board has agreed to follow the City of Punta Gorda ordinance on general yard signs in that there will be no more than a combination of 4 signs and flags per property. The political signs posted in BSI can be no more than 2 ft. X 2 ft. and are to be removed within 1 week after election. Motion carried.

E-Communication – Polly Green – no report

Legal Liaison – Brian Bender – no report

Membership – Wendy Heath Brandt

- Wendy reported current membership of 497.

Neighborhood Security – David Elkins

- Dave reported that cameras are functional and paving has been postponed.

Planning – Bill Courtney

- Bill reported that the application for the Bubble Car Wash has been removed, while other developments proceed.
- The board considered and affirmed the implementation work plan for newsletter production and advertising as a follow-up to the decision that was made at the September Board meeting in conjunction with the preliminary 2025 budget discussion. *Work plan is included with these minutes.*

Social – Wanda Daugherty – no report

Special Projects – Kathy Martinelli

- **Shredder Day** – Kathy reported that shredder day costs have been negotiated to \$750.

Past President – Bill Courtney – no report

8 PUBLISHER REPORTS

Newsletter (published 3 times a year) - Diane Peterson

Directory – Diane Peterson – no report

Advertising Sales - Dave Elkins

9 GUEST /MEMBER COMMENTS OR ISSUES

10 OTHER TOPICS DISCUSSED PRIOR TO MEETING END - NONE

11 ADJOURN

It was moved by Lee, seconded by Dave, to adjourn the meeting. Motion carried.

Meeting adjourned at 10:44 A.M.

The next Board Meeting is planned to be held on Friday, November 1, 2024
The next meeting will be “In-Person” and held at the Twin Isles Country Club.

Notes graciously recorded by Kathy Martinelli
Respectfully submitted by Charmaine Ponkratz, Secretary

Bank Summary – reported at October 4, 2024 meeting – as of September 30, 2024

| | Current Balance |
|-------------------------|---------------------|
| Checking xxxxxx3729 | \$ 17,040.90 |
| Money Market xxxxxx3750 | \$ 40,000.00 |
| Certificate of Deposit | \$ 12,786.17 |
| TOTAL | \$ 69,827.07 |

Burnt Store Isles Association, Inc
Burnt Store Isles Association Budget
vs. Actual

From Jan 2024 to Sep 2024

| FINANCIAL ROW | AMOUNT | BUDGET AMOUNT | AMOUNT OVER BUDGET | % OF BUDGET |
|------------------------------------|--------------------|--------------------|---------------------|---------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 4100 - Membership Dues | \$22,350.30 | \$23,500.00 | (\$1,149.70) | 95.11% |
| 4200 - New Construction Fees | \$1,000.00 | \$2,000.00 | (\$1,000.00) | 50.00% |
| 4300 - Directory Ads | \$1,995.00 | \$2,500.00 | (\$505.00) | 79.80% |
| 4350 - Newsletter Ads | \$2,558.20 | \$4,500.00 | (\$1,941.80) | 56.85% |
| 4400 - Interest Income | \$802.77 | \$450.00 | \$352.77 | 178.39% |
| 4600 - 50/50 | \$175.00 | \$0.00 | \$175.00 | 0.00% |
| 4610 - Misc. Income | \$35.00 | \$50.00 | (\$15.00) | 70.00% |
| 4620 - Badges - Member Paid | \$80.00 | \$0.00 | \$80.00 | 0.00% |
| 4700 - Events - Member Paid | \$1,708.70 | \$2,800.00 | (\$1,091.30) | 61.03% |
| Total - Income | \$30,704.97 | \$35,800.00 | (\$5,095.03) | 85.77% |
| Gross Profit | \$30,704.97 | \$35,800.00 | (\$5,095.03) | 85.77% |
| Expense | | | | |
| 6100 - Landscaping Replacement | \$2,550.13 | \$1,000.00 | \$1,550.13 | 255.01% |
| 6150 - Landscaping/Property Mgmt | \$6,390.00 | \$6,390.00 | \$0.00 | 100.00% |
| 6300 - Directory Preparation | \$1,115.63 | \$1,250.00 | (\$134.37) | 89.25% |
| 6350 - Newsletter Preparation | \$3,281.79 | \$6,000.00 | (\$2,718.21) | 54.70% |
| 6400 - Legal Fees | \$5,902.83 | \$3,500.00 | \$2,402.83 | 168.65% |
| 6420 - Liability Insurance | \$3,164.27 | \$2,800.00 | \$364.27 | 113.01% |
| 6500 - Donation Given | \$0.00 | \$250.00 | (\$250.00) | 0.00% |
| 6620 - Badges | \$133.71 | \$50.00 | \$83.71 | 267.42% |
| 6700 - Events Member Paid | \$1,139.08 | \$2,800.00 | (\$1,660.92) | 40.68% |
| 6710 - Events BSIA Paid | \$800.93 | \$2,200.00 | (\$1,399.07) | 36.41% |
| 6730 - Storage Unit Rent | \$461.68 | \$675.00 | (\$213.32) | 68.40% |
| 6750 - PO Box Rental | \$0.00 | \$200.00 | (\$200.00) | 0.00% |
| 6760 - Postage and Delivery | \$21.30 | \$200.00 | (\$178.70) | 10.65% |
| 6770 - Safe deposit Rent | \$0.00 | \$100.00 | (\$100.00) | 0.00% |
| 6800 - Software | \$0.00 | \$100.00 | (\$100.00) | 0.00% |
| 6810 - Web Data Remote Hosting | \$2,893.02 | \$2,600.00 | \$293.02 | 111.27% |
| 6820 - Web Emails Constant Contact | \$680.40 | \$800.00 | (\$119.60) | 85.05% |
| 6830 - State Fees | \$61.25 | \$65.00 | (\$3.75) | 94.23% |
| 6900 - Misc. Expense | \$747.89 | \$1,000.00 | (\$252.11) | 74.79% |
| 6910 - Office Supplies | \$0.00 | \$100.00 | (\$100.00) | 0.00% |
| 6920 - Surveillance Cameras | \$77.87 | \$0.00 | \$77.87 | 0.00% |
| 6930 - Meeting Room Rent | \$0.00 | \$675.00 | (\$675.00) | 0.00% |
| 6940 - Shredder Day | \$600.00 | \$625.00 | (\$25.00) | 96.00% |
| 6950 - Banners | \$78.93 | \$0.00 | \$78.93 | 0.00% |
| Total - Expense | \$30,100.71 | \$33,380.00 | (\$3,279.29) | 90.18% |
| Net Ordinary Income | \$604.26 | \$2,420.00 | (\$1,815.74) | 24.97% |
| Net Income | \$604.26 | \$2,420.00 | (\$1,815.74) | 24.97% |

Burnt Store Isles Association, Inc

Burnt Store Isles Association

Budget Income Statement

From Jan 2025 to Dec 2025

| | Income | Amount |
|--|------------------------------------|----------------------|
| | 4100 - Membership Dues | \$25,000.00 |
| | 4200 - New Construction Fees | \$2,000.00 |
| | 4300 - Directory Ads | \$2,000.00 |
| | 4350 - Newsletter Ads | \$2,600.00 |
| | 4400 - Interest Income | \$1,000.00 |
| | 4600 - 50/50 | \$100.00 |
| | 4610 - Misc. Income | \$50.00 |
| | 4620 - Badges - Member Paid | \$120.00 |
| | 4700 - Events - Member Paid | \$2,000.00 |
| | Total - Income | \$34,870.00 |
| | Gross Profit | \$34,870.00 |
| | Expense | |
| | 6100 - Landscaping Replacement | \$450.00 |
| | 6150 - Landscaping/Property Mgmt | \$8,520.00 |
| | 6300 - Directory Preparation | \$1,250.00 |
| | 6350 - Newsletter Preparation | \$2,000.00 |
| | 6400 - Legal Fees | \$3,500.00 |
| | 6410 - Attorney Fees Reserves | \$50,000.00 |
| | 6420 - Liability Insurance | \$3,200.00 |
| | 6620 - Badges | \$120.00 |
| | 6700 - Events Member Paid | \$2,000.00 |
| | 6710 - Events BSIA Paid | \$2,000.00 |
| | 6730 - Storage Unit Rent | \$864.00 |
| | 6750 - PO Box Rental | \$200.00 |
| | 6760 - Postage and Delivery | \$200.00 |
| | 6770 - Safe deposit Rent | \$100.00 |
| | 6810 - Web Data Remote Hosting | \$600.00 |
| | 6820 - Web Emails Constant Contact | \$800.00 |
| | 6830 - State Fees | \$65.00 |
| | 6900 - Misc. Expense | \$500.00 |
| | 6910 - Office Supplies | \$100.00 |
| | 6920 - Surveillance Cameras | \$700.00 |
| | 6940 - Shredder Day | \$900.00 |
| | Total - Expense | \$78,069.00 |
| | Net Ordinary Income | (\$43,199.00) |
| | Net Income | (\$43,199.00) |

RECOMMENDATION FOR DIGITAL AND PRINT ADVERTISING

Background

At the BSIA Board meeting on 9/6/24 a decision was made to reduce expenses by cutting the number of printed member newsletters from three to one each year. The one printed newsletter will be the October issue that announces the annual meeting and contains the meeting agenda, Board member reports, the annual budget recommendation and the nominees for the open Board positions. Recognizing that we have made commitments to advertisers and wanting to maintain or possibly increase our existing revenue stream, with the approval of President Bill Page a committee composed of Bill Courtney, Charmaine Ponkratz, Polly Green and Dave Elkins was formed to report back to the BSIA Board with a recommendation on how digital advertising could be easily integrated into the weekly eBulletin.

eBulletin ads

1. In order to not overwhelm or annoy members, advertising will be limited to one section placed after the grouping of current or new articles.
2. The total ad space will be the equivalent of one 8 ½ inch x 11-inch page. The one-page space may be taken by one advertiser or broken into two half page ads.
3. It is hoped that advertisers can be signed to annual contracts but if not then at a minimum for a quarterly or 13-week period.
4. The ads will appear for 13 weeks and then be changed either to new creative from the existing advertiser or an ad from a new advertiser.
5. No ad creative will be produced by BSIA and each advertiser will be required to submit their finished ad creative in the form of a color PDF at the beginning of the contract time.
6. It will be the responsibility of the Advertising Chair to obtain signed contracts for the available ad space, maintain the schedule of what ads are to appear and when, to ensure that the creative is delivered per the schedule established by the E Communications Director, and to ensure that payments are made to the Treasurer.
7. eBulletin Advertising rates will be as follows:
 - a. Full page
 - i. Annual (52 weeks) contract x \$50 per week = \$2600 annual revenue
 - ii. Quarterly (13 weeks) contract x \$60 per week = \$780 per quarter x 4 quarters = \$2800 annual revenue
 - b. Half page
 - i. Annual (52 weeks) contract x \$30 per week = \$1560 per ad x 2 ads = \$3120 annual revenue
 - ii. Quarterly (13 weeks) contract X \$35 per week = \$455 per ad x 2 ads = \$910 quarterly revenue x 4 quarters = \$3640 annual revenue
8. An advertiser who contracts for a full-page ad for a year (or four consecutive quarters) will receive a full page black and white ad in the October printed newsletter at no charge. Or the insertion of an flyer developed and printed by the advertiser in sufficient quantity for the newsletter mailing.
9. An advertiser who contracts for a half page ad for a year (or four consecutive quarters) will receive a free half-page black and white ad in the October printed newsletter at no charge.

Membership Directory Ads

1. Advertising in the annual membership directory will continue to be sold at the existing rate schedule.
 - i. Full page: \$275
 - ii. Half page: \$200
 - iii. Third page: \$100

Newsletter Ads

1. To reduce production costs, advertising in the October newsletter will move to a pre-printed insert flyer plan. There will not be any traditional space ads. The only exceptions will be for companies who commit to annual full page or half page ads in the eBulletin.