

APPROVED

**MINUTES
SUN CITY CENTER COMMUNITY ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
Wednesday, April 13, 2011, 9:00 AM
Rollins Theater**

DIRECTORS PRESENT

Ed Barnes, President
Bob Black, Vice President
David Floyd, Corporate Secretary

Al Alderman
Martin Hurwitz
Jane Keegan
Ann Marie Leblanc
Sam Sudman

DIRECTORS ABSENT

Chuck Collett

OTHERS PRESENT

Neil Rothfeld, Treasurer
Lyn Reitz, Community Manager
Carol Donner, Recording Secretary
24 Members

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE

President Barnes called the meeting to order at 9:00 a.m. All present joined him in the Pledge of Allegiance. A quorum was established with 8 Members present.

II. APPROVAL OF MINUTES

March 9, 2011 Board Meeting - There being no corrections, the minutes of the Board Meeting held on Wednesday, March 9, 2011 were approved as printed.

March 31, 2011 Special Board Meeting - There being no corrections, the minutes of the Special Board Meeting held on Thursday, March 31, 2011 were approved as printed.

III. SECRETARY'S REPORT

Acknowledgements - Secretary Floyd acknowledged the following contributions on behalf of the Board: The Aquasizers donated \$1,000 to offset expenses for heating the pool. The following clubs donated funds to offset FunFest expenses: Aquasizers Club - \$130; Horseshoe Pitchers - \$320; Lawnbowlers Club - \$100; SCC Leathernecks - \$92; Potters Wheel Club - \$100 and Shellcrafters Club - \$215. The Community Foundation of Greater Sun City Center (the Durward & Janet Siville Fund) donated \$10,617 to the SCC Library (a semi-annual donation). The Tillers & Toilers paid \$303 for tree trimming and electrical materials and the Performing Arts Club paid \$148 for Rollins Theater lighting.

Secretary Floyd also reported that the Board held a meeting on March 31 with local realty companies to find out what their clients were saying about Sun City Center - their likes and dislikes. The Board wanted their input on ways to improve our facilities and amenities. They plan to have more meetings with the Realtors to work together to promote Sun City Center for the betterment of all of us.

He also stated the Board is reviewing the recent survey conducted on our facilities. The survey, plus continuing input from our residents, Minto Communities, ClubLink and local realtors will help us make decisions for our 5 and 10 year plans for Sun City Center.

The Board is currently reviewing all policies to insure compliance with new State mandates and to better serve our residents.

IV. PRESIDENT'S REPORT

A copy of President Barnes' report is attached.

V. TREASURER'S REPORT

Treasurer Rothfeld reported on financials through March 31, 2011. The Operating Fund has a net cash balance of \$2,615,810. In the Capital Fund, there is a balance of \$742,965. Transfer fees were received for 35 homes in March for a total year-to-date of 90 homes closed vs. budget of 45. In the Replacement Fund, there is a balance of \$1,256,406. The Renovation Fund has a balance of \$30,284.

VI. COMMUNITY MANAGER'S REPORT

Community Manager Lyn Reitz reviewed her written report (attached).

VII. STANDING COMMITTEE REPORTS (None)

VIII. SPECIAL PURPOSE COMMITTEE REPORTS

1) Hospitality Committee Report

Chairman John Bowker gave a report (attached) on the Community Information Center.

Capital Projects Survey

Director Hurwitz announced that approximately 6% of the community responded to the Survey which was published in the March edition of "The News of Sun City Center". The following four suggested projects accounted for nearly 63% of the indicated choices:

- More outdoor recreational facilities
- Additional parking at the atrium complex
- A café in the Atrium complex
- Additional meeting rooms

Three other suggested projects received reasonable support:

- A new or expanded Library
- A larger theater
- An active recreation room

The Projects Office (TPO) is currently working on a multi-year plan which will be presented to the Board and then to the community in a town hall meeting. The Board will then conduct a referendum to obtain public approval before proceeding with any construction or financing program. Almost 65% of the responses to the survey indicated a preference for borrowing money to build now while we can take advantage of lower construction and interest prices.

IX. UNFINISHED BUSINESS

X. NEW BUSINESS

1) Approval of Hardship Case

Vice President Black **MOVED** that the Board approve granting a hardship waiver for 2011 dues of \$256 for one member (Case number 3824) who is recommended for hardship by the Hardship Panel. This will be expensed from the Hardship Fund, Account #36004. **SECOND:** Director Alderman. **VOTE:** Unanimous in favor by voice vote. Motion carried.

2) Approve contract for outdoor pool renovation

Director Hurwitz **MOVED** that the Board approve a contract with Advanced Pool & Spa, Inc. in the amount of \$53,030 for the outdoor pool renovation. This will be expensed from Replacement Reserves Account #76500-0004. **SECOND:** Vice President Black. **VOTE:** Unanimous in favor by voice vote. Motion carried.

3) Approve Hospitality Committee Chairperson

Secretary Floyd **MOVED** that Joe Elam be appointed Chairperson of the Hospitality Committee for the remainder of 2011 to replace John Bowker who has resigned effective April 12, 2011. **SECOND:** Director Alderman. **VOTE:** Unanimous in favor by voice vote. Motion carried.

President Barnes thanked John Bowker for all that he has done for Sun City Center and the Community Association over these past 20 years. As chairman of the Hospitality Committee, he oversaw the Community Information Center, the monthly welcome "New Neighbors" and the annual "Hi Neighbor ". In fact, John was responsible for the opening of the Community Information Center.

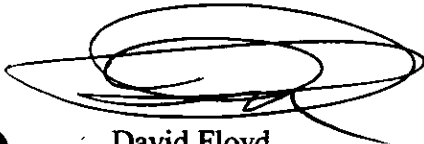
XI. GOOD & WELFARE

Director Leblanc announced that the kick-off parade for the 50th Anniversary will be held on May 1 beginning at 1:00 p.m. She encouraged people to use their golf carts as car parking will be at a premium. The parking lots in front of the CA office and behind will not be open since they will be the staging area for participants in the parade. Golf Cart parking will be available on the North Course and on the corner of Cherry Hills Drive & Pebble Beach Blvd. North. Arrangements are being made with Aston Gardens to provide a bus for transportation between Community Hall and the old Town Hall

XII. ADJOURNMENT

Director Hurwitz **MOVED** the meeting be adjourned. **SECOND:** Director Alderman. **VOTE:** Unanimous in favor by voice vote. The meeting was adjourned at 9:40 a.m.

AUDIENCE PARTICIPATION (None)



David Floyd
Corporate Secretary
DF:cd
(3 attachments)

President Ed Barnes' Report – Board of Directors Meeting – April 13, 2011

We are going to start today off with a very pleasant event. On April 2, some of us attended the Hillsborough County Neighborhood Relations Conference. At this conference Hillsborough County made some awards to some very special and well deserving organizations. One of those receiving an award this year was the Lakefront POA for a Special Event. The Special Event was a neighborhood picnic designed to promote good will and friendly neighborhood relations. In Hillsborough County there are approximately 15,000 HOA/POAs. Lakefront POA was selected out of 10 applicants for this very prestigious award. Representing Lakefront here today we have the President of the HOA – Larry Stroh and his Board of Directors Jesse Krehbiel, Eileen Handin, Ron Reatherford, and Sheila James. I would like to present this award to Larry and his Board. Thank you for representing Sun City Center and keep up the good work.

I would also like to recognize a very special person. I would like to thank John Bowker for all that he has done for Sun City Center and the Community Association over the past 20 years. John moved here in 1991 and has been active in community affairs ever since. John was in charge of the Hospitality Committee which oversees the Community Information Center, the monthly welcome “New Neighbors and the annual Hi Neighbor session. You could say that John was the Sun City Center face to all newcomers. He opened the Information Center in 2004 in what is now the Photo Club Room and then moved the operation to the current location in 2005. In fact, the building was dedicated to John for all his industrious work. John, thank you for all you do and have done for Sun City Center.

On May 10 the BOCC will hold a public hearing on a proposed change to the General Development Site Plan for Sun City Center. This proposed change is the change we voted on in February concerning the South Pebble Beach/U.S. 301 connection. The developer Minto has submitted the proposed change to the County Staff who will be bringing it before the County Commissioners. The change is to make this connection an emergency ingress/egress only. The BOCC has the final approval on changes to the General Development Site Plan. I plan to attend the hearing and tell the BOCC that the members of the Sun City Center Community Association overwhelmingly voted not to open to the South Pebble Beach/US 301 connection for general traffic but do support an emergency access with a locked gate. The hearing is at 1:30 PM in the County Building and the public is welcome to attend.

The Community Manager and the staff are very diligent about using your annual dues to ensure you get the most out of your funds. In spite of low interest rates and the economic conditions of high unemployment and low real estate values, the prices of things are going up. I am sure each of you has noticed that the price of groceries is not getting cheaper nor is the price of a gallon of gas. I also haven't noticed the price of my utilities going down any. We are doing very well at ensuring the members are getting a good deal in running all of the amenities but we are facing a losing battle with the prices. You can rest assured that the Treasurer is closely scrutinizing every expenditure to ensure that it is necessary. There will be more on this as we move thru the year.

Over the next few months we are going to be looking at various ways to continue to improve the efficiency of operations. Some of these improvements might be in the way dues are collected.

We will have to flush out the detailed procedures a little more. You will hear more about this over the coming months as we work out the procedures.

I know I am taking a part of Ann Marie's thunder but I want to give you a short update on the 50th Anniversary kick off parade. The parade will have a significant number of dignitaries – Grand Marshal Steve Jerve, Meteorologist on WFLA, U. S. Congressman Dennis Ross; County Commissioners Al Higginbotham, Ken Hagan, and Kevin Beckner.. We will have marching bands, bag pipers, horses, antique cars and numerous floats – all toll some 56 units in the parade. This should really be a grand affair with plenty for everyone including a \$.50 lunch.

As unpleasant a subject as it is, those members who have not paid the 2011 membership dues are about to run out of time. Dues not paid by the end of April – 17 days from today – will result in a lien against your house. Those liens cloud the title to your house and you cannot sell the house until the lien is satisfied. I know this is tough but everyone who has delinquent dues signs a membership agreement which was filed with the county – the membership agreement essentially says, you agree to be a member of the CA and pay the dues. As it was last year, my position is that I plan to be very aggressive in pursuing foreclosures based on delinquent membership dues. For those members who have not paid their dues in the past couple of years, you can count on hearing from our foreclosure lawyer.

Overall Sun City Center is a pretty darn good place to live – consider a few things that make it a great place to live.

- Relatively low insurance rates – as compared to many places in Florida – not in a flood zone, not in an evacuation zone, not in a wind zone
- Low crime rate – 6 burglaries a year
- Variety of homes for newcomers to buy – new homes and re-sales as well as rentals
- Low foreclosure rate - .005% - compared to many areas in Florida where the foreclosure rate is north of 5%
- Great amenities – I can't think of any places where you can find all of the amenities you get for \$256/year – less than a membership to the local YMCA or YWCA
- Good golf courses and a variety of them – actually 8 between SCC and KP
- Relatively low cost of living – certainly as compared to other areas in Florida
- Financially strong Community Association
- Overall a pretty good 55 & Better – active life style

We have many things to be thankful for and one of them is living in the best 55 & Better community in Florida and anywhere for that matter.

**Sun City Center Community Association
Board of Directors Meeting**

April 13, 2011 from Lyn Reitz, Community Manager

50th Anniversary Parade --- We are preparing for the parade and picnic. The entire campus will be shut down for that day along with the Atrium, Library, CA office and Security Patrol parking areas for staging of the parade. We will be setting tents, chairs and tables on the interior campus for the picnic a couple of days before so please be careful when walking and driving around the campus.

Outdoor Pool Renovation --- This is on the agenda for approval today. If approved this is scheduled to be done the end of this year.

Outdoor Restroom Renovation --- Finalizing specifications for bids to go out to contractors and the TPO to do final review. Will bring to the Board for final approval in the next couple of months. This is scheduled to be done in conjunction with the outdoor pool renovation the end of this year.

Resident Count --- As of March 31st, total residents were 10,279 and total membership dues were 11,954. We are now tracking the residents and vacancies separately to have a true accounting for our records and budgeting processes.

SPECIAL PURPOSE COMMITTEE
HOSPITALITY COMMITTEE

April 13, 2011

Report

Mr. President,

Thank you for this opportunity to update you and the Community Association Board of Directors about the Hospitality Committee. This committee has three parts; The "Hi Neighbor" annual event, the "Welcome Newcomers" monthly function, and the Community Information (or Visitors Center) that is open weekdays year 'round.

Today I will cover the operations of the Community Information Center that started in 2003 in space now occupied by the Digital Photo Club in Old Town Hall. We moved to our present space at 1002 Cherry Hills Drive in 2006. We operate under Board guidance from Ann Marie Leblanc. Our office hours are Monday through Friday from 10 a.m. to 4 p.m. and, on occasions, we have made arrangements for visitors to come in on weekends.

We have a staff of 41 volunteer hosts and hostesses who work 2-hour shifts welcoming visitors and residents, answering their lifestyle questions. The volunteer assignments are coordinated by Theresa Phillips, who has handled scheduling of our volunteers and substitutes since March, 2005. Theresa also handles the introductory training of new hosts, and 101 other things in her role as Chief Hostess.

Whenever a person comes into the Information Center, the hosts are instructed to put a simple mark on a master sheet indicating if the person is a resident or a visitor to Sun City Center. Similarly, phone calls are tabulated as coming from a resident or from out of town. During our conversations with visitors we ask how they learned about Sun City Center and, if they appear interested, we offer a brief tour of our Central Campus facilities. We keep tabs on each of those matters.

Before they leave, visitors are offered a folder with a street map, a list of clubs, organizations, local websites and restaurants, a rotating list of real estate agents, and a copy of our 32-page "You'll Love It Here" booklet describing our lifestyle.

In 2010, we had 2,400 people stop in to the Information Center – of whom 1,250 came from out of town. 64% told us they had learned about Sun City Center from friends or family, 22% from our website, 14% from highway signs or general knowledge about the "Sun City" name. In 2010 we received just over 300 phone calls from out of town callers asking anything from our living costs to requesting a package of lifestyle information. During the year we conducted 346 walking tours of the Central Campus, and also welcomed over 1,100 residents with lifestyle questions.

For the first three months of 2011, we have welcomed 808 people to the Center .. so we are well ahead of our 2010 experience, and we have conducted 168 tours, with many now being done in our new 4-passenger golf cart arranged by Ann Marie and refurbished by Kelly Emerson.

I want to thank the Board for its continual support of this endeavor.

John Bowker, Chair
Hospitality Committee

**Board Meeting – 4/13/11
Attachment 3 of 3**