MINUTES OF MEETING
ad hoc Assessment Committee

January 2, 2015

ATTENDEES:

Committee Members Present: Cindi Erickson
John Tidquist
Rolland White
Robb Ferriman
Jim Patton
Mike Misch - Senior Advisor
Harv Shelton - Board Liaison
Lesley Nalley - Representing POA Staff
David Twiggs - Staff Liaison

Committee Members Absent: Joe Moreau - On medical leave.
Dick Breckon - Senior Advisor
Tom Arwood - Senior Advisor

Board Members: Keith Keck
Bobbie Bateman

Visitors/Media: John Gallagher
Judy Gallagher
Dwight Shatto
Wilbur Smither
Mary Eliades - HSV Voice

The Meeting:

- Cindi Erickson called the meeting to order at 1:00 p.m.
- The agenda was approved.
- The minutes of the December 19, 2014, meeting were approved as written.
- Cindi reviewed the meeting ground rules with the committee and visitors to facilitate the discussion of issues.
- The committee reviewed progress to date:

December 22, 2014
The POA has sent an e-mail to those for whom it has an address explaining the upcoming vote, how to get a proxy, and why it is important to vote.

David's article on the Village Master Plan was published in the January 30 edition of the Village Voice.

Rolland's letter on myths/facts was published in the January 30 edition of the Village Voice.

A fact/myth letter to the editor has been submitted by Jim for publication in the next week's Voice.

Reviewed various documents and made changes. Developed approved drafts of:

- First postcard advising of upcoming vote.
- Proxy wording.
- Proxy envelope wording.
- President's letter to accompany proxy.
- Follow-up post card to get out the vote.

Lesley advised that 295 proxies were returned as undeliverable during the first election.

Future activities were discussed:

- Robb will write the next fact/myth letter to the Voice.
- The column for the Village Voice December 6 edition was modified slightly and approved. Cindi will submit to the Voice.
- We do not know if the Voice will allow future columns. We would like to do two more. Cindi will follow up with the Voice staff.
- The possibility of buying ads in the Voice was discussed and put on hold pending word on the number of columns we will be allowed.
- The senior advisors agreed to once again call all owners of 10 or more lots.
- It was agreed that we would not do any meetings or other efforts to reach non-residents.
- Leslie will explore the cost and feasibility of buying an ad in the Democrat-Gazette to reach property owners in central Arkansas.
- We decided not to do a sticker for the front of the Voice.
- Board members will continue to do Take-5 interviews on KVRE after work sessions and board meetings.
It was agreed to move ahead with all activities without waiting for the court hearing.

- Schedule of mailings.
  - First post card - January 7.
  - Proxy - January 16.
  - Second post card - January 23.

- A detailed schedule of future activities is available in the Assessment Campaign Planning Calendar.

- There was a discussion of whether independent parties could do mailings to property owners. It was agreed that:
  - There was no valid reason they could not do so.
  - The effort would have to be entirely independent of any help from the POA and assessment committee.
  - The committee has no information available that is not on the web site.
  - The POA does not provide property owner addresses to any organization.

- The next meeting will be on Thursday, January 15, at 1300 hrs. at the Coronado Center.

- The meeting was adjourned.

Respectfully submitted,
Rolland E. White - Secretary