



**Frost Farm Homeowners Association (FFHOA)
Board Meeting - Minutes
March 18, 2019**

Meeting Called to order at 6:08 p.m. by Chair, Nicole Minor.

Attendees: Angela Arias, Johnnie King, Ross McBride, Vernon Mims, Nicole Minor, James Mitchell, Errol Saunders

Homeowner attendees: Esther Collins, Bill Collins, Sharon McGlover, Andre Minor

I. City of DeSoto Update

a. Honorable Curtistene S. McCowan, Mayor

The city has not raised taxes in 8 years (at the municipal level). Our bond rating is AA; unemployment is 4%. There is concern about revenue caps from the state. She said the "state of our city is solid" and that the city is in the best financial situation it has ever been. We do have a challenge with Education and School District, which impacts our economic development. Our Industrial and Manufacturing Development has grown, which has led to an increase in hotels and occupancy tax fund. This in turn helps the arts, parks and recreation. The EDC (Economic Development Committee) accepted Kohls which in turn led to increase sales tax revenue. The EDC is not as pleased with its retail and restaurants, but will strategize by attending EDC conventions and marketing our land. We are part of the Best of Southwest and are focusing on workforce readiness. The Hampton Road Development is trying to bring more medical and professional jobs to the area. There is a skilled nursing home and rehabilitation center coming soon, with an emphasis on encouraging small business development.

II. Meeting Minutes

- a. Distribution, review, revision and approval of the January 14, 2019 Meeting Minutes

III. FFHOA Board Officers' Updates

Chairperson- has several goals and priorities she would like to implement:

Communication:

1. Implemented electronic communicate subject line templates (ACTION REQUESTED; INFORMATIVE; MEETING NOTIFICATION; etc.)
2. Initiated contact with each resident by phone call, text and/or email for introduction and meeting invite and/or overview
3. Website updates (ongoing since December 2018)
 1. Board Members' and Officers' Photos
 2. Officers' Email Addresses
 3. Created "We've Got News For You" section (Jan 2019)
 4. Assigned new email account for ARC Lead (architecture@frostfarmshoa.org)
 5. As of March 11, 2019: 11,406 site visits
 6. Researching integration of online payment via website for FFHOA dues

4. CodeRed Notification Alert System
 1. Refer to slips of paper to enroll

Curbside Appeal

1. Coordinate with ARC Lead and Members for Beautification Project to improve landscaping
2. Maximize short-term opportunities to highlight previously overlooked common-areas
3. Urgent opportunities (email sent 2/28/19 to City by Architecture Lead)
4. City Block Grant (dated 3/8/19)
5. 2nd Round neighborhood Matching Grant Program
6. Eligibility requirements: must grant stipulations, must submit timeline, supporting documentation, and post-reporting; \$500 max
 1. Grant funds must be expended by September 30
 2. Application submission due date: March 29, 2019

Community

1. Plan and execute at least three neighborhood “get-acquainted” events to promote multigenerational buy-in and engagement
2. Encourage and promote responsibility and accountability for preserving safety and wellbeing of all residents
 1. Remaining vigilant and watchful with regard to increased activity that may be suspicious and/or dangerous
 3. (Revisit) Proposed Scope of Work for Security (CStone Protect)
 1. Assessment of existing resources
 2. Develop Community Liaison volunteer position
 - Provide training to develop security protocols and community awareness

Resale Status

1. Resale Certification Memo (completed: January 2019)
2. Resales Completed
3. Currently On the Market
 1. 910 CH; new construction
 2. 1227 WO
 3. 1201 WO
 4. 1126 WO
 5. 1107 PR
4. Property Values
 1. 931 PR - NOT FFHOA, however, sale affects our property values

Activities / Events

1. April 2019: National Financial Literacy Month - April 8, 2019, 6pm
 - a. Guest Speaker (CONFIRMED; “Preventing Fraud Against the Elderly”)
2. May 2019: Summer Series Info Session - May 20, 2019, 6pm
 - a. August 2019: National Night Out - August 6, 2019, 7pm - 9pm
 1. Action Items
 - a. Submit request to City of DeSoto for cones to block off area(s)

2. Participants
 - a. City of DeSoto Police Department (CONFIRMED)
3. TENTATIVE: August 2019 Meeting
 - a. August 12, 2019, 6pm
4. September 2019: Annual Meeting
 - a. September 9, 2019 6pm - 8pm
 - i. Board will present annual report of the Association, elect a new Board of Directors and any other agenda items as determined by the Board

Bylaws (we must address our outdated Bylaws)

- III. Vice Chairperson- Mr. King will be monitoring and connecting with the school board regarding the \$20 million deficit.
- IV. Treasurer-There is \$55,570 in account. 18 homeowners are delinquent on dues at this time totaling \$27,000. The insurance policy premium is due soon. Ross recommends we consider hiring an outside CPA to manage the books.
- V. Architectural Review Committee Lead- James reached out to our Code Compliance Officer (Charles Humphrey) regarding: mailboxes and concrete pillars in disarray, vehicles parked in front of houses for extended periods of time. Council member, Kenzie Moore, was in attendance. He stated that the study regarding the Pleasant Run entrance is 65% complete. There will be another public meeting regarding the architectural design in April or May. Mr. Mitchell posed the question of adding Mr. Moore as an ad-hoc member to our HOA.
- VI. Next FFHOA Board Meeting - To be determined
- VII. Adjournment - Meeting adjourned at 8:05 p.m.