

## HCCA JULY 2008 Board Meeting

Mel said the by-laws with one exception are ok and they should be left as-is for now. David Mach said that is ok. Mel said David did a good job.

Mel said we need to set goals for advertising. Chaminade Madonna bought a banner ad on the home page. Banner ad Home page is \$200.

One idea presented is to buy lists from ad proceeds and e-mail freebie ads. (?)

Need to ask for participation of HCCA members.

There was some discussion about how to appeal to Highland Gardens, Washington Park, and Parkside for membership.

David asked if he should continue calendar of events. Diana asked do people like this? Yes.

Patty Assef was guest speaker for Mon July 21<sup>st</sup> meeting.

Maria said HCCA needs to be more visible in the community to promote membership.

Mel and Diana spoke about taking Presidents of other associations to lunch.

Mel spoke about the almost 1 billion dollars of City of Hollywood debt.

1. unfunded pension, health benefits
2. Injection wells
3. Bond

August guest speaker will be Lori Parish, Broward County Property Appraiser.

Mel suggested Commissioner Dick Blattner as guest speaker for September.

Terry Cantrell was appointed by Charter Review Board to be a mentor. He will decide which items to focus on.

A suggestion was made to ask the Charter Review Board to discuss Planned Development concept.

Sara, Lori, and Charlotte Greenberg think city-wide voting for Commissioners is not good due to people with more money will win.

WSG meeting was postponed due to not enough notice given.

Cynthia was upset due to HCCA had no article in The Horizons paper.

In reference to incentives given out by CRA it was mentioned that the City Attorney doesn't examine projects. Nick Cannon is the only company which examines projects. There is no accounting oversight or Real Estate Market analysis, etc done.

The question was asked about Neil Fritz's background/education that might qualify him to determine if a development project is good for the city.

Gil Martinez has a degree in planning but Neil Fritz has no degree in planning.

The CRA carries payroll (including Neil Fritz's salary) so that is not part of the general fund.

Diana said we need money back in neighborhoods, not for incentives to developers.

It was mentioned that The Tides has 100 vacancies. If condos are vacant then the occupants of the remaining condos pay more and the condo pays out money in legal fees.

Amerifirst wants to set up seminars for Homeowners Associations to show owners how to get out of foreclosure. Mel said this could be a possible HCCA activity.

Mitch will continue to update the website.

Meeting adjourned.