

- I. **Call to Order.** Swin called the meeting to order at 6:31 pm
- II. **Roll Call.** Board Members Present: David Bolme, Swin Swinford, Bill Fry, Jeremy Fremin, Marlene Fox, Kevin Downes, Melissa Heberle, Anne Lindner, Paula Garrett Board Members Absent: None. General Members Present: Peggy Flyte, Candi Highsmith, “mar,” “Jeanne”
- III. **Additions/Changes/Deletions to Agenda.** Paula Garrett requested to move the Community & Education up since Paula needs to leave early.
- IV. **Public Comment on Agenda Items.** None.
- V. **Approve 4-6-2022 Board Meeting Minutes.** David made a move to approve. Kevin seconded. All in favor.
- VI. **Treasurer’s Report*.** Report posted online. Bill noted the transfer of the account from Helen to Bill and the estimated dollars for the Recycle event was positive (~\$3400). The island access funds were moved into a separate account with Bill, Swin and Paula on the account. UCCCF monies have also been transferred to Bill. Bill asked the board to e-mail him comments on the report as needed.
- VII. **LCEC Project Update.** Panama Shell, Butterfly Shell, Oyster Shell streets have already been staked by LCEC. Swin mentioned to Tricia Dorn the concern for the paved driveways and landscaping potentially in the way. Swin read Tricia’s letter** to Swin. There will be walking paths that may impact landscaping. Property owners can let LCEC know if they wish to move plants before their work. Another concern was to make sure everyone has a shut off for wells in the easement in case they need to access. Work is expected to continue for the next couple of months. Jeremy asked about the method of communication from LCEC to property owners. Swin mentioned that property owners should make sure their phone numbers are updated on their LCEC accounts to make sure they can communicate efficiently.
- VIII. **Chemical & Electronics Recycling Event Debriefing.** Success! Paula thanked to Swin, David, Bill and Jeremy for their help. David helped pick up all the pallets. We have generic banners and graphics that we can reuse in

- the future. We added 16-17 members and had a few donations. Feedback for next time: we accepted some things that we shouldn't have and will make it clearer to participants, and that we will try to palletize everything & wrap to make it an easier transition. Marlene noticed that some members who came last minute & joined didn't realize that they were not members. Paula suggested that the revenue generated be maintained in a "recycle event" budget. Discussion ensued regarding sponsors and events with costs. Marlene suggested that all fundraising go into the general account and then allocating as needed to events rather than asking for money with each event. Anne suggested that certain levels of sponsorship like chambers do (certain levels are mentioned in certain events). Swin suggested that the Revenue Generation committee tackle this potential for 2023 (*by September each committee should have events and budgets planned to better address*).
- a. *Community Response*. There are about 70 cups that we can give out again the next event. Approximately 50 households participated.
 - b. *Financial Summary*. We made approximately \$3400.
 - c. *Future Events*. The next event is tentatively scheduled for Friday, October 21 with cleanup on Sunday, October 23.
- IX. **Newsletter Process**. The Hipkens have done an amazing job putting this together. Discussion determined that the Communication committee should be helping with this to get the information from the other committees. The board agreed that the committees can help with human interest and topics that are not "news" that can be covered in a blog post that is timelier in order to balance the two methods.
- X. **Committee Reports and Action**.
- a. *Membership/Revenue Generation*
 - i. General Update. The UCFRD was excited about the chili cookoff.
 - ii. Cookbook Process. Some recipes are already being emailed to the committee, who will meet this next week.
 - iii. Parade of Homes/Wine Tasting Event. 3 homes & 2 gardens included so far.
 - b. *Government Affairs*. Report included information about the UCFRD elections and general Florida elections for those registered to vote in Florida. Anne will come up with regular information to share with the UCCA community about relevant governmental information for those on

Upper Captiva Community, like Cayo Costa, Gasparilla Beach Replenishment and Pine Island Planning Commission.

c. *Communication.*

- i. General Update. David will host a website tool learning session for board members to be able to use more. The website template will be updated, so David will navigate the changes that might include SMS texting subscription for members.
- ii. Social Media Communications. Swin would like to see more social media communications that link back to the website (without comments like a digital bulletin board on FaceBook and Twitter). Kevin volunteered to help be the Twitter lead. Jeremy talked about cross-platform posting as well
- iii. Membership Renewal Process. Swin discussed complaints about the membership renewal process and how to address. He suggested that we set up auto-renewal, and that it is easier to refund memberships than chase down people. David will research auto renewal options and present next month.

d. *Community & Education.*

- i. General Update.
- ii. September Junk Event. The board discussed Swin's idea of the potential for picking up "landfill junk" that the recycle and trash pick-ups do not cover; for a nominal fee per size of item. (Grills, furniture, bikes, etc...not appliances).
- iii. Annual Events Calendar.

XI. **Island Issues/Survey.** Board members sent Swin their top ten island issues. He will try to streamline the categories for the July meeting to help us focus for the future.

XII. **Other Business.** None.

XIII. **Public Comment on Non-Agenda Items.** None.

XIV. **Adjourn.** Kevin made the motion to adjourn the meeting. Bill seconded. Meeting adjourned at 8:15pm.