

COG Board of Directors Open Session

Minutes

January 21, 2023

Opening

The Open Session of the COG BoD was called to order at 10:04 am in McDade, TX by Crystal W.

Present

Crystal W

Ronnie B

Jamie M

Jean M.

Bart W

Dave M. (Treasurer)

Linda M (GM)

Approval of Minutes

- Minutes from the previous meeting were accepted without discussion.

Treasurer Report

- Working a major cleanup of financial accounts (specific accounts in QuickBooks) to make finding, searching, deconflicting easier.
- Debt reduction in 2022: the Ranch debt in November of 2021 was \$151k, this past year with focus on debt, we've paid off the office loan and the line of credit; our debt now stands at \$79k.
- We currently have \$39k in our tax savings account and the bill, approximately \$20k, was paid.
- Income tax, the accountant is finalizing the return and we expect no income tax for 2020 and approximately \$1k for 2021. The BOD made a concerted effort to reduce the taxable income for 2022 income with end of year expenditures.
- To address a rumor that is circulating, the BOD has no plan to increase rates at this time; however, sales tax which had been included in the total is now added on top of charges.

General Manager Report

- Tractor shed was purchased before the end of the year and is scheduled to be started in next week or two.
- This year a focus will be on improvements to cabins
 - o Cabin 6 inspection already done, minor fixes in progress

- 3 work days scheduled before race day
- Donations received: walk behind weed trimmer and pole saw, minor repairs to get them operational are being done
- Pool bath septic system being replaced
- Bluebonnet did some power line clearing, more to be done later this year
- Pines electrical upgrades moving forward, part of the supplies ordered, pole and transformer contractor scheduled
- Soliciting bids for the repair pool fountain, Tara Hall floor coating, and treating/removing dead pine trees in the Pines
- New picnic tables ordered, ready for assembly on future work day
- Volunteer of the Quarter: Nancy R

Old Business

- COG Shares available for gold members now, Mar 21 is cutoff to be eligible for voting this year, shareholder meeting is scheduled for Apr 29
- Leases and policies - appointment with attorney this week to go over lease and our legal options for derelict properties
- Vehicle policy - updated, executive session to review
- Photography policy - won't need to change, but security cameras need to be registered with the office, details to be determined
- AANR SW mid-winter convention - success, meet and greet was highly regarded, worked out new arrangements for food to reduce our expenses and workload
- AANR SW summer convention contract signed, worked new fee and food cost structure

New Business

- Items included in other sections of the report.

Council and Committee Reports

Fire Safety

- FireWise volunteer commitment resets each year, already starting tracking of hours and activities
- Phone tree work in progress
- Second fire horn back ordered
- Fire extinguisher training tentatively 1st weekend of March

Council Report

- Council approved 1 new membership
- Monthly meetings are now the 2nd Saturday of each month
- Sip and paint - today, 2pm
- Council request for band at race day funding

Volleyball

- Coordination with area point of contact seeing diminishing interest
- Still looking to host a Ranch-led volleyball day, details still being developed

Marketing

- Committee held a meeting on January 15, attended by Kelly P., Mark D., Jennifer M., Mark S., Pat & Michelle, visitor, Janay and Mike W.
- Confirmed the extension of the Young Adult Day Pass – sending that notice to all Runners
- Will place a link to our webpage in the AANR Bulletin Club News – Free
- Kelly continues to handle Facebook and Instagram – got deleted from the Newsletter DB
- Should promote the StarCast podcasts from Mark S. And Mark W.
 - Article in latest Update – Ms. Wanda – will post to the membership DB next week
 - Heard from two members that we should get one or two of the older members' perspectives – i.e. Paul O., Rod and Pixie M., etc.
- Brainstorming session –
 - Get Race prices from office for inclusion in communications
 - Club News in Bulletin
 - Will ask Mark W. how we can get exposure on LIVE radio
- Desperately need to get cards printed with Free Day Pass Message on the back. Request to the BOD. To date, we don't know of any previous passes have been redeemed, so cost is basically the cost of the cards. Uses include:
 - Upcoming Cruise – 17 members going - \$250 – cards for all
 - Chamber of Commerce
 - Race packets
 - Watermelon Festival
 - Officers and/or board members
- Janay's recommended improvements
 - Instagram site – Better branding – picture and/or logo on the site - link to the website
 - Undated testimonials – solicit members for two-line testimonials
 - Google link
 - Solicitation – “Help Star Ranch Grow”
- TripAdvisor push in the office

Member questions/comments

- Speeding continues to be a problem, consider speed bumps
- Look at adding a perimeter fence to the five year plan, no trespassing signs
- Request to name something at the ranch in Wanda's name
- Request to establish an organization email mailbox for BOD and/or President

Adjourn

Meeting adjourned at 12:07.

Minutes submitted by Jamie M.