

## Sterling Ridge Village Association

Minutes of Regular Meeting held on **February 4<sup>th</sup>, 2021**  
 Offices of RE/MAX, 6620 Woodlands Pkwy, The Woodlands, TX 77382

NAME (Even Year)	PRESENT	ABSENT	NAME (Odd Year)	PRESENT	ABSENT
Thomas Principale	X		Tom Schwarzkopf	X	
Stan Lenox	V		Eric Fishhaut	V	
Ivan Arjona		X	Dedra Ecklund	X	
Steve DiGerlando	V		Robbye Schwarzkopf	X	
Fred Lederman	X		David McClain	X	
Natalia Arjona	X		Rashmi Gupta	X	
Lorraine Champion	V		Nicole Jackson	X	
			Lindsay Guier	X	

V=Virtual

- 1) **Call to order:** Tom Schwarzkopf called the meeting to order at 7:00 PM with a quorum of 5 Directors and at least 2 Officers present. There were 14 Directors present, 1 Director absent.
- 2) **MCSO Police Report** for the previous month: Specialist Eric Medina (936) 442-7797, Option 3 ([eric.medina@mctx.org](mailto:eric.medina@mctx.org)/[281-364-4253](tel:281-364-4253)) <http://mctxsheriff.org/>

	Township	Village
Calls for Service	1928	
Vacation Watch / Checks	184	22
Area Patrols/Building Checks		46
Traffic Contacts	1532	9 Crashes
Burglary of Motor Vehicle	15	1
Burglary of Habitation	9	1
Arrests	216	29
Robberies		

- Overall trends for DWI/PI/Narcotics (chemical dependency): 2/1/0 from the previous month.
  - Overall trends for Burglaries and criminal mischief (behavioral): Down from the previous month.
  - Sterling Ridge Village had \_\_\_ DWI arrests for the month of \_\_\_\_\_.
  - \_\_\_ Motor vehicle crashes in Sterling Ridge. The area(s) of concern is \_\_\_\_\_.
  - Reminder to establish a daily 9 PM Routine of closing and locking all doors to homes & cars.
- 3) **Secretary Report:** Dedra Ecklund
    - a. Receive, Consider & Approve Minutes from SRVA Board Meeting on 07 January 2021
    - b. The board reviewed minutes from the January 7<sup>th</sup> 2021 meeting.
    - c. Revisions: There were no revisions to the minutes.
    - d. Having no further revisions to the meeting minutes, Tom Schwarzkopf made a motion to ratify the minutes from the January 7<sup>th</sup>, 2021 meeting; Fred Lederman seconded the motion. The motion passed.
  - 4) **Guest Speaker:** Matt Corley, SJRA (San Jacinto River Authority): Static Well Level presentation. The in-person board members could not hear the virtual presentation. It will be scheduled for the March 2021 Board meeting.
  - 5) **Public Comment(s):** Please limit comments to 3 minutes. Megan Keathley of Uplift Ballon Company gave a presentation on her proposal for the SRVA Artisans & Farmers Market. She provided an example of a concept that her company has prepared in other locations. The first concept was a tent installation and the second was a photo op installation. These concepts were discussed among the Board and Ms. Keathley answered questions. The cost for the tent installation is \$350, the photo op installation \$550, delivery is estimated at \$50, and the sales tax is \$78.38. Ms. Keathley offered a discount of \$100 if the Board selected the photo op installation.
  - 6) Consideration of Appointment to fill vacant SRVA Board Member position These appointments will fill vacancies and serve out the balance of the term of appointment by the Board.
    - a. Consider and approve the appointment of Thomas Principale as SRVA Director. Mr. Principale

attended the meeting and moved with his family in New York City. He works in the hospitality industry.

- b. Consider and approve the appointment of David McClain as SRVA Director. Mr. McClain attended the Board meeting and he stated he retired from Homeland Security in August.
- c. Thomas Schwarzkopf gave a rundown of what the Board does and the events that are held.

7) **Township/Village Liaison Report(s):** John Osborne

- a. Update from The Woodlands Township Liaison Representative (John Osborne). John Osborne presented the report. The following items were discussed.
  - i. Blood Drive, Tuesday, February 9, 2021, 9:00 am – 3:00 pm, Rob Fleming Recreation Ctr.
  - ii. House Number Paint Kits are available from the Township to residents.

8) **President's Report**

- a. RDRC and Village Association Elections, Feb 20<sup>th</sup> Election for SR have been cancelled.
- b. Resignation of Jeff Conn from the SRVA Board. Tom Schwarzkopf made a motion to accept the resignation. Fred Lederman seconded the motion. The motion passed.
- c. Reassignment of Stan Lennox (SRVA Board) to even-year position on the SRVA BoD. Tom Schwarzkopf made a motion to make the transition, Natalia Arjona seconded the motion. The motion passed.
- d. Public rebroadcast of the MCSD Police Report has not been authorized on Facebook Live.
- e. Bonny Branch Park project put on hold with plans to cancel. The residents contacted Tom Schwarzkopf that they did not want playground equipment in this park.
- f. Consider, discuss and accept a request to begin the SRVA meetings with the Pledge of Allegiance and a Prayer prior to the monthly SRVA meetings. The Board discussion on this issue and will vote on this at a later date. One proposal was to says the pledge and have a moment of silence in place of a prayer.

9) **Treasurer's Report:** Rashmi Gupta

- a. **Income/Expenses:** Consider and accept the 2020 annual donation from The Woodlands Township in the amount of \$12,500 for SRVA Administration and Operating Expenses. Tom Schwarzkopf made a motion to accept the money and Fred Lederman seconded the motion.
- b. Consider, approve and authorize an advertising agreement with Facebook for \$50 per SRVA Bylaws; for promotion of the SRVA Artisans and Farmers Market.
- c. Consider and approve the monthly financial report format from EW Media to SRVA Board. The format was presented to the Board. Fred Lederman discussed how the receipts and funding will work.
- d. Consider and approve the line item addition of EW Media for SRVA 2021 Annual Budget.
- e. Consider and approve request to move Financial Reporting to Quicken Accounting Software. Tom Schwarzkopf made a motion to switch the accounting to Quiken; Rashmi Gupta seconded the motion. The motion passed.
- f. Consider and accept Financial Statements with amendments. Rashmi Gupta presented an overview of the SRVA financial situation. A Motion to approve the Treasurer's Report was made by Tom Schwarzkopf and seconded by Rashmi Gupta. The Motion passed.

10) **Events Chair Report:** Artisan's & Farmer's Market

- a. Receive and consider the Report on the Artisans & Farmer's Market
  - i. Fred Lederman made the presentation on updates for the Artisans & Farmer's Market. Nicole Jackson made a presentation on her friend's balloon company. Her concept was to utilize green balloons, and this would be free of charge. Francely Dmitriyev is the owner of Atirela, Inc. The Board considered both balloon companies and their offers. Fred Lederman made the motion to proceed with Atirela, Inc. and Rashmi Gupta seconded the motion. The motion passed.
  - ii. Consider request to hire Uplift Balloon Company for Grand Opening of SRVA A&FM. The Board considered this request and will table it until March/April.
  - iii. There are over 20 vendors that are signed up for the market.
  - iv. Rashmi gave an update on the outreach efforts to the apartments and the schools. The feedback was extremely positive. The schools will provide the students with flyers on the Artisans and Farmers Market.
  - v. Consider and approve \$100 request for printed signage for A&FM advertisements.

- vi. The Woodlands Covenant Administration gave conditional approval of SRVA A&FM. There were some issues on cottage industry sellers that have to be addressed.
- vii. The Board will evaluate the impact on neighboring businesses after the first two SRVA A&FM. Fred Lederman asked if the Board was interested in having a flea market type booth.
- viii. The Board discussed the outdoor guidelines for COVID and there will be signs throughout the market encouraging all participants to follow all additional health and safety measures.

**vii. Ad Hoc Committee Reports:**

- a. Receive and consider Report on Parks & Recreation Advisory Council Meeting. (See handout)
- b. Receive and consider Report on Newsletter & Website – Eric Fishhaut –
- c. Receive and consider Report on Facebook – Natalia Arjona –

**viii. New Business:**

- b. SRVA Fishing Tournament. This item will be discussed at the next meeting.
  - c. SRVA BBQ Cookoff. The date may need to be changed because the “10 for Texas” race is being held on that day. The Parks & Rec. Department is unable to supply all the necessary equipment for both events. This item will be discussed at the next meeting.
  - d. Extend offers to PTO’s to make presentations in March or April meeting. Consider tabling due to pandemic.
  - e. Rashmi will evaluate t-shirts for the Board at the next meeting.
- ix. The next SRVA meeting will be Thursday, March 4<sup>th</sup> 2021, at 7:00 PM. Tom Schwarzkopf made a motion to adjourn the meeting and Rashmi Gupta seconded the motion. The motion passed.

Meeting adjourned at 8:59 PM