

**Sterling Ridge Village Association**  
 Minutes of Regular Meeting held on April 1<sup>st</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		X	Eric Fishhaut	X	
Lorraine Champion		X	Dedra Ecklund		X
Steve DiGerlando		X	Robbye Schwarzkopf	X	
Fred Lederman	X		David McClain		X
Natalia Arjona	X		Rashmi Gupta	X	
Vacant			Nicole Jackson		X
			Lindsay Guier		X

V=Virtual

- 1) **Call to order:** Tom Schwarzkopf called the meeting to order at 7:08 PM with a quorum of 5 Directors and at least 2 Officers present.
- 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) <http://mctxsheriff.org/>

	Township	Village
Calls for Service	N/A	N/A
Vacation Watch / Checks	N/A	N/A
Area Patrols/Building Checks	N/A	N/A
Traffic Contacts	N/A	N/A
Burglary of Motor Vehicle	N/A	N/A
Burglary of Habitation	N/A	N/A
Arrests	N/A	N/A
Robberies	N/A	N/A

- Officer Medina was not present at the meeting due to CCP Virus. He will get the statistics for Sterling Ridge and send them to Tom.
- 3) **Secretary Report:** Dedra Ecklund (Not present)
    - a. The board received and examined the Minutes from SRVA Board Meeting on 04 March 2021.
    - b. Revisions: There were no revisions proposed to the minutes.
    - c. Having no revisions to the meeting minutes, Tom Schwarzkopf made a motion to ratify the minutes from the March 4<sup>th</sup>, 2021 meeting; Fred Lederman seconded the motion. The motion passed.
  - 4) **Guest Speaker(s):** Representatives from all three public schools were invited to make a presentation to the board. Only one school showed up and presented a proposal for an annual grant. The board discussed the lack of interest and it was decided to not pursue the issue further.
    - a. Coulson Tough: Mrs. Christy Julien (Principal) presented a project to add a message board and asked for \$2200. The message board's purpose is to promote positive character traits and engages students with current events around the school. This will also help to inform and engage parents and volunteers in the activities conducted at the school. She also mentioned that the school district has a web-site that we (SRVA) can promote our A&FM on.
    - b. Cedric Smith Elementary School did not show.
    - c. Joel Deretchin Elementary School did not show.
  - 5) **Public Comment(s):** No public comments were made.
  - 6) **Board Appointments:** Consideration of Appointment to fill or vacate SRVA Board Member positions. Appointments will fill vacancies and serve out the balance of the term of appointment by the Board.
    - a. **Township/Village Liaison Report(s):** Update from The Woodlands Township Liaison Representative (John Osborne)
      - i. Updated date for the annual BBQ Challenge is now moved to October 2<sup>nd</sup>, 2021.
      - ii. Tom Schwarzkopf asked John to post a link to the SRVA Zoom meetings on TWT website.

iii. Tom Schwarzkopf asked John to post the address of REMAX on TWT website calendar.

**7) President's Report**

- a. President has finished work on the Annual Service Agreement: The due date of March 30<sup>th</sup> was met.
- b. President has begun work on Insurance Renewal with Mike Powell Insurance. Eric Fishhaut asked Tom to send copies of the insurance policies so that he could pass them on to an insurance broker.
- c. Tom asked Eric to replace current pictures on the website. After the meeting a plan to take pictures of the board was agreed upon.
- d. Update on Old Sterling Sign Project. Tom presented the board with a detailed rundown on the project. Tom will present this proposal again to TW Township in July when the budget process is discussed.

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

- a. **Income/Expenses:**
- b. Consider and approve the monthly financial report from EW Media to the SRVA Board. The board will change A&FM income to unrestricted income and A&FM expenses to restricted funds. The monthly financial report from EW Media was approved.
- c. Consider and accept Financial Statements with amendments.
- d. **Budget:** Tom made a motion to approve the revised budget to include Event Income at \$6000/year was approved by the board.
- e. Rashmi Gupta presented an overview of the SRVA financial situation. A Motion to approve the Treasurer's Report was made by Fred and seconded by Natalia. The Motion passed.

**9) Events Chair Report: Artisan's & Farmer's Market (Fred Lederman)**

- a. The board agreed on a long term plan to place 2 SRVA Board members at each Market event. A sign-up will be posted online by Dedra prior to each A&FM.
- b. The board discussed a Marketing Plan. Rashmi and Natalia will handle Facebook and Instagram promotion. Thomas and Eric will cover the SRVA website. Tom and Robbye will handle NextDoor promotion. TW Magazine will continue to be covered by Steve.
- c. The board approved \$200 for Natalia to have a new SRVA A&FM banner made up.
- d. The board approved \$100 for Facebook ads.
- e. The board accepted the A&FM schedule through December, 2021.
- f. The board discussed and authorized Committee Chair Fred's proposal to increase the footprint and frequency of Market. This is subject to approval by The Colonade Shopping Center.
- g. The board has made the A&FM Ad-hoc committee bigger by adding Eric.
- h. Fred has agreed to send a copy of all the vendors to Eric for publication on the website.
- i. A motion to Accept the Report on the Artisans & Farmer's Market Committee was approved.

**10) Ad Hoc Committee Reports:**

- a. Receive and consider Report on Newsletter & Website – Eric Fishhaut had nothing new to add
  - i. Minutes for all meetings in 2021 needed on website. This is a TWT requirement
  - ii. Tom asked Eric to publish links for TW Environmental Services and also for TW Green onto the website.
  - iii. Tom asked Eric to publish links for the Calendar on TW Township.
  - iv. Tom asked Eric to publish a link for the Zoom meetings on website and also on TW Township website.

**11) New Business:**

- a. Fishing Tournament, April 24<sup>th</sup>. from 9:00 – 1:00 PM. (Thomas Principale and Eric Fishhaut)
  - i. Eric will submit Permit request to TWT for Fishing Festival on April 24<sup>th</sup>.
  - ii. John Osborne will request Park Cleanup by Parks & Recreation.
  - iii. Eric will purchase the equipment, order awards and post a sign-up for the children. Thomas will assist and pick up any equipment that Eric orders.
  - iv. Natalia or Rashmi will contact Interact to clean up the park and work the tournament.
  - v. Prepare flyers and sponsorship request forms (we have one sponsor already)
- b. SRVA BBQ Cook-off. We need someone to begin working on this project

12) The next SRVA meeting will be Thursday, May 6<sup>th</sup>, 2021, at 7:00 PM. Fred made a motion to adjourn the meeting and Eric seconded the motion. The motion passed. The meeting adjourned at 9:01 PM

## Old Sterling Sign Project

- The formal way to get any project funded is for SRVA President to go before the Township board and request funding for the specific project.
- That process takes place every June/July when the Township plans their budget.
- We initiated this project in September 2020. This was too late for 2021 budget process.
- Last year (2020), I requested money from the Township for the Bonny Branch Park project, but that project has been put on hold for a year.
- In the interim period, I have requested that money set aside for the Bonny Branch project be used for the Old Sterling Project. This action effectively moves the Old Sterling Project up by six months. That decision is something that apparently only the Township Directors can make.
- I have asked the Parks & Recreation Department to allow Sterling Ridge Association to pay for the project and get reimbursement later. That decision can be made by the Parks & Recreation Department. That is where we are today.
- The POC is Michelle Betcher at TW Parks & Recreation Dept.
- Alternate POC is John McGowan: [jmcgowan@thewoodlandstowship-tx.gov](mailto:jmcgowan@thewoodlandstowship-tx.gov)
- Each sign costs approximately \$8000 to construct
- Township has responsibility to maintain sign after Developer builds the signs.
- I have sent your pictures to the P&R Department and they are reviewing my request.
- While waiting for P&R, the SRVA only needs to approve the funding for this project. We (SRVA) would pay the subcontractor to install the plaque onto the Old Sterling Neighborhood sign.
- The cost estimate is roughly \$500 for the plaque and labor.
- Last contact with TWT P&R was Tuesday, 30 March, John McGowan by TJS (SRVA).



## **Status Report**

March 31, 2021

### **Financial Performance**

February #1	\$ 422
February #2	\$ 519
March #3	\$ 531
March #4	\$ 422
Total Net Revenue-	\$ 1,894

### **Strengths**

Colonnade landlord support  
Initial vendor support  
On site board support from six members  
Landlord approval to increase space utilization at the north end of Colonnade

### **Weaknesses**

Moderate to poor retail traffic  
Few produce vendors  
Initial reservation/show up and pay policy  
4/11 change to \$10 additional fee/booth and no placement guarantee  
Need more local, social and Internet promotions and marketing

### **Opportunities**

Change Hours from 9am to 1pm to 10am to 2pm  
Offer free booth space to non-profits if they promote the A&FM and share their email list

### **Threats**

Colonnade restaurant anchor tenants may object to possibility of new hours  
Bad weather and holidays could reduce retail traffic

### **Situations**

Lost two vendors....Italian ices and high end wood craft vendors due to poor retail traffic  
Two of the four A&FM events occurred immediately after the ice storm and during Spring Break