



RAC FINANCE COMMITTEE MINUTES

February 16, 2021

Club Room, Freedom Plaza

Members Present: Chairman Dave Mohl, Sandee Braddy , Bill Ciota (RAC Rep), Bob Cochran, Bill Krueger, Rocco Nenarella, Al Roberts, Neil Rothfeld & Joan Walker

FP Management

Present: Joey Mingione, Director of Financial Services, Chris Hall, Director of Marketing.

The Chairman conducted a roll call and determined that a quorum was present. Meeting commenced at 2:25 pm.

The Chairman called for a vote to adopt the agenda as e-mailed to all members. Motion made by Neil Rothfeld, seconded by Sandee Braddy. All in favor, motion so carried.

The minutes for January 20, 2021 were approved by the members present, upon a motion made by Neil Rothfeld, seconded by Bill Kreuger.

Chairman Mohl welcomed a guest, Chris Hall, Director of Marketing. Bill Krueger asked who or what was Glynn Devin with an expense of \$49k in January in the Marketing Dept. Chris replied that it was a consulting firm that set up Freedom Plaza's Facebook accounts which went away with Brookdale during the sale, provided mailing lists and sometimes prepared the mailers and prepared digital ads. Chris further stated that the charge represented a quarterly charge. He also stated that they had 10 moveouts in January, some going into higher levels of care and some returning to family. At this point Joey Mingione clarified the moveout situation saying that 3 were due to deaths, 4 were transfers between apartments and 3 were folks moving to be by family. Chris then went on to say that traditionally sales in the first quarter of the year were slow and at this time they have had only one firm sale, with another backing out. Neil Rothfeld said that 50 homes were sold in just the Sun City side of the community in January and that he did not know the number of sales in Kings Point, Neil went on to say that the people vacating these homes were not moving into Freedom Plaza. Chris Hall said that he had checked with Aston Gardens and they are not moving there either. He said he attributed it to the possibility that people wanted to be back by family, especially since the pandemic. Chairman Mohl thanked him for coming and offering his insight into the difficult marketing situation during this time of Covid-19.

REPORTS:

Cost of Living: Bob Cochran stated that for the Southeast Area from January, 2020 to January, 2021 it was 1.4 %, up from 1.2% from the period Dec. 2019 to Dec. 2020.

Health Peak Stock: Bob Cochran stated that on February 16, the stock was @\$29.15. Bob further stated that the dividend yield per share had dropped to 3.98%, down from 5.08%

- New Hires: Sandee Braddy stated that there were 15 new hires and many job openings in almost all departments. Joey Mingione stated that most were in the facilities with the higher level of care. Joey went on to say that it was also difficult hiring during the pandemic, even though Freedom Plaza paid higher wages than most facilities.
- January Dave Mohl went over the analysis that he had prepared for the committee. He stated that the net operating income was \$53,000. Bob Cochran stated that revenues for the golf course were up and that it was being utilized by 1100 members and about 1100 non-members.
- 2021 Budget Chairman Mohl reported that he approved of the new format generated by LCS and that increases in spending was done in many accounts, including food. He further stated that the 2021 Budget projects net annual operating income of \$3,892,000.
- Audit & OIR Reports Chairman Mohl asked Joey Mingione when these reports would be available and did each community pay its own audit fee or was it an allocated charge. Joey Mingione replied that each community paid its own fee and that the next OIR report was due May 1.

UNFINISHED BUSINESS:

Insurance Recap This had been provided to the committee by Joey Mingione.

There being no further business, Chairman Mohl, upon a motion made by Bill Ciotta, seconded by Bob Cochran, adjourned the meeting at 3:15 p.m.

The next meeting will be held on March 17, 2021 at 2:30 p.m. in the Club Room, Freedom Plaza.

Respectfully submitted,
Joan Feehan Walker, Secretary