

MADISON GREEN MASTER ASSOCIATION
SPECIAL BOARD OF DIRECTOR'S MEETING MINUTES
BULK TV PROVIDER
June 27, 2016

Eileen Feiertag, President, called the meeting to order at 6:45 pm.

Officers and Directors present were: Eileen Feiertag, President; Charles Larsen, Vice President, David Schenkelberg, Treasurer; Maxine Yoss, Secretary; Gary Garramone, Director; Bernie Holmstock, Director; and LoriAnn Perrone, Director. Lynn Linfante, Property Manager, and Allison Hertz, MGMA Corporate Attorney from Rosenbaum Mollengarden, were also in attendance.

Eileen Feiertag stated the meeting was properly noticed in accordance with the By-Laws and a quorum was present.

Eileen Feiertag welcomed the more than 200 attendees for coming. She thanked the Ad-Hoc Bulk Provider Committee for their dedication to this issue: Michael Axelberd, Royal Estates; Steve Feiertag, Fairfax; Joe Gall, Wyndham; Joseph Rios, Walden; Pierre Rodriguez, Wyndham; David Schenkelberg, Lexington (and Board Liaison to this Committee); and Joey Sosa, Oakmont.

Eileen explained how the meeting would be conducted. First we will hear from Steve Feiertag, Chairperson of this Committee. Next there will be a presentation from Marcie Gershoni, President of Community Cable Consultants, the professional negotiator hired by the Association. We will also hear a few words from Jamie Lynn French of Comcast. She asked that their presentations not be interrupted, as key details will be provided and it was very important that everyone be able to listen to these details. Once these presentations have been finished, she would open the floor to the Board of Directors to ask questions or make comments. Once the Board has finished, she would open the floor to the homeowners. She asked that when your fellow homeowner has the floor, that you be respectful and not interrupt. She would start in the front of the room and work back. Each homeowner will get 3 minutes to ask questions and make comments. The homeowner having the floor will not be interrupted. Once their 3 minutes has concluded, if a question has been asked, either Steve, Marcie, Jamie Lynn, or David will respond to their question. She informed the attendees there would not be responses to opinions and there would not be back and forth discussions. The meeting was held in a professional manner to give all homeowners the opportunity to participate. She asked that neighbors not have side conversation, and if so, please leave the room and have this conversation in the lobby. She concluded that disruptive persons would be asked to leave, and she thanked the attendees in advance for their cooperation.

Steve Feiertag gave information on our current Comcast contract and the proposed Comcast Package and its impact on our Association Dues and individual's Comcast TV and internet bills. He stated that the homeowners were given all of the proposed details in the letter and email blast sent out with four (4) exceptions. He shared the current Comcast usage percentages. A large majority are currently using Comcast for internet service. He reviewed a current Comcast bill and compared the cost of the services now and then under the proposed contract. Steve showed a chart comparing the final offers of the three (3) vendors that provided proposals (AT&T, Comcast, and Hotwire). He summarized the presentation by letting the Board and the homeowners know that the average homeowner will save approximately \$500 per year net of the dues increase if this proposal is accepted. The Association Dues would increase by approximately \$125 per quarter, but the amount homeowners pay directly to Comcast and their internet provider would be reduced by approximately \$250 per quarter on average (including taxes), for a net savings of approximately \$125 per quarter (\$500 per year).

Marcie Gershoni thanked the Committee for their major involvement in this process. She stated that she has never negotiated such a robust proposal (best offer in the industry) with this type of pricing and this was mainly due to Mr. Feiertag's and the Committee's involvement.

Jamine Lynn French gave a short presentation and said she will answer questions as they arose.

Eileen then asked the Board for questions and comments.

She then started calling on each attendee. Some attendees chose not to speak. The following were the main topics either questioned or commented on:

1. Comcast service, both on the telephone and on site and the need for great improvement.
2. The ability for the homeowners to vote on this proposal.
3. The ability to “opt-out”.
4. The need for more transparency.
5. To have the process for large decisions changed.
6. Fiber to the home.
7. Why do we need to rush the decision?
8. Thank you for the work of the Board and the Committee.
9. Clarification of presentation matters.
10. Non service to delinquent homeowners.
11. Some homeowners spoke against a bulk contract.
12. More than half of the homeowners spoke in favor of a bulk contract.

Ms. Gershoni explained that individuals cannot opt out of a bulk contract. No vendor would allow this to occur. She also shared that the MGMA doesn't have a signed proposal at this time and without a signed proposal any and all vendors can change the terms at any time.

Ms. Hertz explained that our Documents and the Florida Statutes for HOA's does not support homeowner votes. She went on to say that the documents and statutes do support the Board making decisions on bulk TV and internet service.

Ms. French answered the majority of questions relating to the proposal and service.

Once all attendees had the chance to speak, Eileen Feiertag brought the meeting back to the Board.

Motion made by David Schenkelberg to approve the Comcast Bulk Contract proposal for service dated June 27, 2016 and the execution of such agreement pending attorney review and agreeable language terms being approved by both parties.
Seconded by Bernie Holmstock.

Motion carries: 7 - 0.

Each Board member had the opportunity to comment before the vote was taken. Gary Garramone thanked the Committee. He had attended many of the workshops and felt they were well publicized and supported the collective savings to the majority of the community. Bernie Holmstock felt that this would be better for the community and in a buyer's market, this proposal will be a plus, due to the inclusion of the fiber and internet speed. He also stated that he was keeping track on comments from the audience and a large majority were in favor of continuing with a bulk contract for the good of the Community. Charles Larsen commented that it appears most homeowners are in favor of proceeding with a bulk contract. Eileen Feiertag collected all of the slide hand-outs from the Board. She explained that she was advised that due to the proprietary information and the fact that the Association did not have a written contract signed, that this information could not be put in writing for distribution. She assured the attendees that once she is given the go ahead, all of this information will be put in writing to the homeowners. She once again thanked the Committee. She also thanked the presenters and the Madison Green Golf Course (catering department) for the last minute use of the Ballroom. She encouraged the homeowners to support our golf course neighbors.

ADJOURNMENT:

Motion made by LoriAnn Perrone to adjourn meeting at 10:38 pm.

Seconded by Bernie Holmstock.
Motion carries: 7 - 0.

Meeting adjourned at 10:38 pm.

Respectfully submitted by: Lynn Linfante, Property Manager

Approved on: June 29, 2016