

**Ad-hoc Committee to Review the Declaration & By-laws (Re-formed)
Report to PTCA Board of Directors (July 1, 2017)**

The re-formed Ad-hoc Committee has been charged with a) raising awareness of the current amendment proposals, b) encouraging the prompt return of amendment owner signature pages, and c) urging Owners to vote in favor of the acquisition of unit 12C, preferably by early return of their 12C Proxy votes, else by attending the September 25 meeting.

The committee met three times in June and is planning specific activities for Summer and early Fall. A key date is the September 25 Special Meeting. After that date, 3 months remain until the December 31 deadline for passing the amendment proposals. However, the committee has not planned beyond September 25.

How the current status of the amendment proposals may guide our efforts

We believe it is crucial to know the current status of amendment signature pages returned, including the percentage of ownership approving each of the six amendment proposals. Tim has the software to do this, but he has only had time to enter about 15% of the 370+ amendment signature pages received to date. We understand from Paul Heck that the Board may have approved hiring outside help to get it done. (Committee members could also be asked if allowed, given concerns for impartiality and accuracy.)

When the current status is known, the committee will need further direction from the Board. Shall we pursue 12C and the return of amendment signature pages simultaneously, or shall we instead focus exclusively on 12C during the run-up to the September meeting, then switch over and work on signature pages for the remainder of the year? Arguments are as follow.

Pursue simultaneously If a reasonably large number of Owners have returned their amendment signature pages. then it would make sense to try, by September 25, for both 12C approval and the return of enough amendment signature pages to determine the result of our amendments initiative. This, in turn, would require ..

- *For amendment non-responders only, that the August 12C mailing include at least one additional page – either the original amendment signature page or the updated version we have prepared and included with this report.*
- *The use of a different color paper for **all** 12C Proxy-related pages, including the Proxies themselves.*
- *Two different types of early September follow-up phone call, working from two different management-supplied lists. The call to Owners who've returned their amendment signature pages would be short and sweet, appealing only for the 12C Proxy. But for Owners who have not returned those amendment signature pages, the call would require more patience by both caller and callee and require care so as not to offend or in some other way jeopardize the 12C issue. Also, the 12C message may be somewhat diluted by combining it with the other and therefore seen as less urgent.*

Pursue separately If on the other hand, the outlook for amendments looks pretty dismal given the amendment signature pages already received, then we might be better served by focusing on 12C until after September 25. The calls would all be uniform, shorter and non-controversial, being aimed only to elicit Proxy votes. The Board would then reconsider the amendment effort in October and in view of what is and what is no longer possible given the percentage of ownership already accounted for. A second round of phone call would likely be needed, this time only to secure the amendment signature pages.

The committee sees value in either approach but is asking the Board to decide between them or suggest a way to combine the best elements of each.

Specific activities for the summer and early Fall

1. To help with items a) and b) of our charge, the committee has prepared the **Updated Owner Amendments Signature Page** included with this report. First drafted by Mike Magliane, the UOASP soon became a collaborative effort. The goal was to include on a single page an inviting introduction, the proposals themselves with explanations of the significance of each, and instructions that minimize the possibility of forfeiture due to incorrect completion of the form. Note that supporting each amendment proposal with concise explanations directly addresses the first item of our charge – to raise awareness -- and would put forward a uniform message as well as reduce the complexity of the follow-up phone calls. If approved by the Board, we recommend that this UOASP henceforth replace the amendment signature page provided originally when Owners need to replace one that's been lost; used to update amendment signature pages returned earlier; and be added to the website's Useful Forms & Docs (Library tab).
2. If the UOASP is acceptable, then the committee would like to bring those **design ideas** to the 12C materials, aiming to make them concise, reader-friendly and foolproof.
3. We have invited Dave Barnhart to comment on **previous D&K campaigns** of this sort and expect to meet with him soon in the management office. We're attempting to follow up now with a 5445 owner who may have been involved in the sale of property to Greystone Property Development.
4. If the Board's decision is to pursue 12C and amendment signature pages simultaneously in the runup to September 25, then the committee asks the Board to consider whether a **raffle** might be effective and affordable --for instance, ten \$100 gift certificates for a popular local restaurant, or for a Lettuce restaurant were Lettuce to somehow be involved. All Owners whose amendment signature pages have been returned by September 25 would be entered in the drawing, which would be held that evening.
5. We understand from Tim that the 12C materials may be mailed on Monday, August 28. Between now and then, the committee will assemble a **list of callers** who agree to attend an orientation session soon after Labor Day and then begin making calls to Owners (assuming we will not know the identities of those who have already returned Proxies). **Please**
 - a. Callers will need to be knowledgeable and understand they are expected to support the Board positions on 12C (and the amendment proposals if those are to be discussed in the calls).
 - b. Management will need to supply callee names and contact info, sorted as requested.
 - c. A decision will be needed as to whether callers will work from the office at prescribed times, or on their own using cell phones.
 - d. A sample 'script' will be prepared that includes instructions when met with voice mail, callbacks, etc .. as well as hints for conversations both expected and potentially awkward (in the case of the amendment proposals). Mike has already begun to write such a script.
 - e. A log will be created for callers to note completed calls and additional information that may be useful later
6. Staff an **information table** in the lobby – or perhaps lobby, 1P and 2p freight elevators on different days – the goal being to secure 12C Proxies (and amendment signature pages?) on the spot.
7. August 1 is the due date for whatever is to appear in the **Sep-Nov TowerTalk**. This will, at a minimum, include a story refreshing readers' understanding of the amendment proposals, and another explaining the urgency of the 12C issue. (Bob will write the former; Mike has offered to write the latter.)

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8. **Weekly News & Updates** seem to us like terrific ways to continually bring readers' attention to current issues. As we approach late August and September, we'd encourage Tim to 'crescendo' the number and intensity of pieces on 12C and the amendment proposals.
9. Suitable **Charts** will eventually be placed in the lobby, TowerTalk, building communications, and the website. *While committee members agree about the value of a chart showing returned amendment signature pages, opinion is mixed about whether or at what point the chart should include the percentage of approval for each amendment proposal.*
10. At the last of its three June meetings, two new items were introduced. So as not to alter the body of this report --which we'd already prepared -- please continue reading the addendum on the next page.

Calendar for 12C mailing thru 12C Special Meeting (color-coded)

Will there be a Town Hall Q&A on 12C after Labor Day?

Exact dates for auto-calls, caller orientation, calling, and lobby table can be modified.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
August	27	28 12C mailing	29 Auto-calls (round 1)	30	31	1	2 Labor Day Weekend
September	3 Labor Day Weekend	4 Labor Day Weekend	5	6	7 Auto-calls (round 2)	8	9 Callers 10:00-2:00
	10	11	12 Lobby 4:30-6:30	13 Calls thru Sep 22	14 Lobby 4:30-6:30	15	16 Lobby 10:00-2:00
	17	18 Lobby 4:30-6:30	19	20 Lobby 4:30-6:30	21	22	23 Lobby 10:00-2:00
	24	25 12C Special Meeting	26	27	28	29	30

12C mailing, which must include amendment signature pages if they are to be pursued simultaneously. Request immediate return to avoid follow-up phone calls.

Automated calls are discussed on the next two pages.

Information Table at lobby and perhaps other locations. Board members welcome to participate!

Caller Orientation Meeting with phone callers. Will need call lists from management.

Phone Calls to Owners re 12C Proxies (and amendment signature pages if pursued simultaneously)

12C Special Meeting to conclude with Raffle.

Committee members are Ken Anderson, Sheldon Atovksy, Mike Magliane, and Bob Shamo (chair and compiler of this report). Board liaison is Paul Heck.

Note: Bob and Jean gone Aug 18 - Sep 8 + Mike gone Sep 12 - 22 + Nov 1 is due date for any Dec-Feb TowerTalk stories.

See Addendum overside

ADDENDUM

At the last of its three June meetings, two new items were introduced. So as not to alter the body of this report --which we'd already prepared -- our thoughts on those subjects are attached here as an addendum.

First, Paul Heck passed on his understanding that 12C Proxies would be returned directly to, opened and counted by management in a manner that would still allow our accounting firm, Picker & Associates, to validate the final results. The committee had been thinking those Proxies would be addressed to and tabulated by Picker, as in our Board elections, with the association not knowing the results ahead of the September 25 meeting.

Can we in fact know the identity of Owners -- not how they voted -- when they return their 12C Proxies? If so, then we can cross those Owners off the 12C contact list once we've gotten their Proxies. In this respect, then, it would work like the amendments, where there is nothing more to say once we've received their amendment signature pages. In either case -- for 12C Proxies and for amendment signature pages -- the closer we get to the required percentages, the more intense we can get about contacting the fewer and fewer Owners who have not returned the required documentation.

The second subject we discussed in our last meeting was **automated calling** -- ie, paying a vendor to autodial a selection of Owners with a pre-recorded messages.

The committee agrees that auto-calls would put forward a uniform message, with a minimal investment of time, and at a cost that is likely acceptable. We also recognize that some people do not appreciate automated calls and may be offended to receive them despite their best efforts not to. Committee consensus is that the benefits outweigh the risks, and we will continue to plan for auto-calls unless instructed otherwise by the Board.

While our thoughts will continue to develop over the summer, we're inclined to think that there should be two rounds of auto-calls. The first would be either just before or just after the August 28 mailing. The purpose would be to tell Owners to expect the mailing and, in a very few words, its purpose.

The second round of auto-calls would be placed to Owners who have not -- after a short time -- returned the completed 12C Proxy (and amendment signature page if being pursued simultaneously). Suggested dates for both rounds, and for the personal calls that follow, are entered on the calendar on the preceding page.

We believe the auto-calls will be most effective if they're recorded by Tim. The committee would like to try its hand at preparing the draft of a script. We might include a phone number to call for additional information.

- a) Calls should be placed from a number where subsequent blocking by recipient would be of no concern.
- b) Phone numbers must be transferrable electronically from management to auto-calling software.
- c) Numbers should not be transferred for Owners who have requested emergency calls only.
- d) Does auto-call vendor bypass numbers on national do-not-call lists? (Or should we ask them to?)
- e) We should be able to see, online and immediately, the disposition of each attempted call -- successfully completed, hung up prior to completion, blocked, not answered, etc.
- f) Vendor might be asked to allow a trial call to a small number of recipients, by which we can hone our message.

Ken Anderson offered to help set a call list. Attached are recent emails from Mike Magliane, the committee member who first suggested automated calling. Our next committee meeting awaits a response from the Board on the issues addressed in the report.

To Bob from Mike, morning of June 28.

I think we should include our findings, about the super efficient option we have, to reach all the owners with time sensitive information.

An Automated System to notify Residents/Owners is Available.

With upcoming time-sensitive voting issues, it would behoove us to consider the services of a customizable automated call system.

"Call-em-all.com" provides a service to property owners and other companies, where it will call your database of phone numbers (uploaded in Excel or CSV format), with your personalized phone message and will show Park Tower and its phone number as caller ID. Once you release the list, it executes the calls - which could be hundreds of calls - within seconds. And the service provides reports (on demand) listing the calls that were answered, how many went to answering machines, and a list of those that could not connect...a most valuable tool in itself.

The efficiency of their system would greatly exceed any manual and tedious effort that a staff of individuals could try to undertake. And with a recording of Tim Patricio's voice for example in the message, it will be heard as a valid business call vs. one of those annoying robo-calls trying to pander their services.

Their cost for the service is ridiculously reasonable. For a Monthly plan - with no contract, no minimum - that allows unlimited calls, repeat calls, of any length, for 800 numbers, the cost would be \$125/month. If you only need one month, you pause or cancel your account, or resume later. And they offer a free trial of twenty five 30 second calls, to see how the system works. For 1,000 numbers, it's \$150, and less for fewer calls, etc.

The flexibility and speed and reporting function seem exceptional. It is worthwhile considering. Their 24/7 customer service number is 877-226-3080.

Here is a link showing how it serves Property Managers.

[Resident Notification Service for Property Management | Call-Em-All](#)

To Bob from Mike, evening of June 28.

Responding to your list on page 4 of this report ..

- a) Calls should be placed from a number where subsequent blocking by recipient would be of no concern.
Call-Em-All (hereafter CEA) uses a variety of servers to place the calls, but the recipient will see whatever we want caller ID to display, (for example: 773-769-3250 Park Tower Mgmt)
- b) Phone numbers must be transferrable electronically from management to auto-calling software.
CEA lets you upload an Excel or CSV (Comma separated values) of numbers...or you can add numbers manually. And you can include notes, names, description etc adjacent to the numbers, if you want to see those notes again on CEA's report, after the call is placed.
- c) Numbers should not be transferred for Owners who have requested emergency calls only.
This is entirely up to Park Tower Mgmt to provide the numbers to be used.
- d) Does auto-call vendor bypass numbers on national do-not-call lists? (Or should we ask them to?)
CEA calls are placed with our permission. They are not dumps of lists from third party sources that could be blocked by the National Registry. (We can test it on some of you who are on the Registry.)
- e) We should be able to see online and immediately, the disposition of each attempted call -- successfully completed, hung up prior to completion, blocked, not answered, etc.
*CEA said when a call is placed, if a recipient answers, they can press 1 to replay, or press 3 to opt out; if they don't answer, the message will go to VM or answering machine. The responses can be viewed online in your account, and show: a) call was answered live; b) message went to VM or answering machine; c) they opted out; d) call could not be completed, wrong number, etc.
I confirmed they cannot detect if/when a person who answers, decides to hang up during the message. (However, I doubt knowing that would tell us anything conclusive (i.e. already voted, curious to hear message, annoyed, didn't understand English?) People can hang up on people-generated calls for no reason, too.)*
- f) Vendor might be asked to allow a trial call to a small number of recipients, by which we can hone our message.
CEA offers credit for 25 free 30-second calls (or 12 free 60-second calls, etc.) I would expect the trial should be done with short messages to experience how the system works and reports, with test calls probably sent to ourselves to experience it first hand. Of course once you pay for a month, you can keep testing to your hearts content with any length throughout the month, before doing multiple mass calls. The flat Monthly rate for 1,000 numbers on file is \$150; for 800 numbers on file it's \$125; for 500 numbers it's \$95; etc.
