

**BELLA VISTA VILLAGE PROPERTY OWNERS ASSOCIATION
BOARD OF DIRECTORS MEETING (WORK SESSION)
MARCH 12, 2015 ° 8:00 A.M. ° COUNTRY CLUB BOARD MEETING ROOM**

BOARD MEMBERS PRESENT: Chairperson Charlie Teal, Vice Chairperson Brad Morris, Directors Dave Barfield, Joan Glubczynski, Ruth Hatcher, Linda Leffler, and John Nuttall.

BOARD MEMBERS ABSENT: Director Bob Brooks.

OTHERS PRESENT: President/General Manager Tommy Bailey, Director of Finance & Administration Dwain Mitchell, and Corporate Secretary Kathy Ferguson.

I. CALL TO ORDER

Chairman Teal called the meeting to order at 8:02 a.m.

II. OPEN FORUM

There were no open forum comments.

III. BRANCHWOOD AD HOC COMMITTEE

Chairperson Teal said the Branchwood ad hoc committee met on January 22 and said he circulated the minutes from the meeting. He said there were a couple of conclusions reached in terms of getting help to identify where the recreation options would be located on the Branchwood land. The Chair said the next step in the process is to have a recreation design entity develop a format for situating the recreation options.

Mr. Bailey said there were two respondents to the RFQ, one of which was Alta Planning & Design. He said they are doing a lot of the hard surface trail work in the area and said they are very well qualified. The General Manager said the other person who responded to the RFQ was a one-man organization. He said the Administration's feeling is to go with Alta, and said he met with the manager of their Bentonville office last week. Mr. Bailey said they indicated they could start working on this immediately and have something to us within 30 days, and said the estimate they gave was less than \$10,000.

IV. CLUBHOUSE RESTAURANTS

The Chair said at a recent Board meeting there was a member who encouraged the Board to consider proceeding with the food service plan at the Metfield Clubhouse, and we were going to follow up with obtaining conceptual drawings.

Mr. Bailey said he, Dwain Mitchell, architect Dave Burriss (who was in attendance) and a food vendor representative recently walked through the layout of the clubhouse and discussed their options. He said our initial plan for Highlands and Metfield was more of a convenience store model that would be very low labor and fairly inexpensive. The General Manager said as we have had further discussions, we have talked about having more prepared foods available. He said we have gone with that layout at this point in time.

The General Manager reviewed the two concepts that Mr. Burriss had come up with for the Metfield snack area. He said the first one would run with less labor. Mr. Bailey said the second concept will involve increased labor and would take up more of the seating space. He said he is not sure he likes the second concept as well as the first. The General Manager said this option will cost about \$160,000 for construction and equipment plus architectural fees and permitting fees.

Director Hatcher asked if both options are about the same price.
Mr. Bailey said he is not sure they can answer that at this point.

Vice Chairperson Morris said the fryer seems to be a big variable.

Mr. Bailey said that and the grill add more costs.

There was considerable discussion among the Board about the type of food to offer at the Metfield location and the possibility of doing without fryers.

Director Barfield said the Metfield Neighbors meet this weekend and we could solicit their input on this.

Chairperson Teal asked the Board's consensus on having the option of a fryer.

Mr. Bailey asked if the Board was agreeable to not having a grill.

The Board agreed not to do a fryer and a grill.

Mr. Bailey asked the Board's thoughts on the operations of the food service. He said his preference would be to run this through a contractor but to keep our labor down, he feels we would have to run it with our employees.

After discussion, the Board agreed there will have to be additional staff to handle the food service side.

The General Manager asked if the Board wants to be involved in the hours of operation of the food service.

The Board said they do not want to be involved in this.

Mr. Burriss said he can revamp the conceptual drawings, taking into account today's discussion.

Mr. Bailey said he will attend the Metfield Neighbors breakfast on Saturday.

V. AMENDMENT TO DECLARATION

The Chair said at the last Rules and Regulations Committee meeting, they had a preliminary discussion about whether we wanted to initiate some amendments to the Declaration. He said the Declaration change vote initiative from 2010 addressed the quorum requirements for changing the Declaration, ability to do certificate memberships, and considered COLA for assessments. Chairperson Teal said the indication at the Rules and Regulations committee meeting was that they needed to get input from the Board as to whether this should be moved forward. He asked the Board their input.

Director Barfield said they would have to move fast if they want to include this with the Board of Directors election.

The Chair said we could not do that.

Mr. Bailey said he feels this needs to be done on its own.

There was discussion about forming an ad hoc committee to work on this before we get this issue out to the public.

Director Barfield asked when the Board would want to do this.

The Chair said in the fall.

Mr. Bailey said if we want to go out for an assessment vote in the fall, we may not want to do the Declaration amendment at the same time.

Director Barfield said we may not be ready to do an assessment vote this year. He said he is okay with having an ad hoc committee discuss changes to the Declaration as long as the Rules and Regulations Committee is on it.

Chairperson Teal said he will draft an outline on how the ad hoc committee could be organized and will send it to the Rules and Regulations Committee and to the General Manager for input.

Director Barfield said it might be helpful to include non Board members on the ad hoc committee.

Mr. Bailey said he and Ashlee Napier have been talking about how to attack the issue and said they will be putting their plan into writing.

VI. 2015 MARKETING PLAN AND BUDGET

Chairperson Teal asked Ashlee Napier, the Association's Marketing & Communications Manager, to present her 2015 marketing plan. She began by discussing the association's logo and name and the need to re-brand. Ms. Napier said they are proposing a "Welcome Home" campaign which will be a long-term campaign. She explained that her marketing strategy, which would unfold over two to three years, would include targeting three groups including active recreational enthusiasts, families and Baby Boomers. She explained we need a new website as the current one is overwhelming and confusing, and she discussed the need for overhauling the POA's current publications.

Ms. Napier said she is requesting \$162,000 in 2015 which breaks down into resources to help her with her marketing strategies and also includes advertising in some new publications.

Director Glubczynski asked if these will be ongoing expenses.

Ms. Napier said this will be ongoing for future years. She added that the \$162,000 will not include the costs for re-branding.

Chairperson Teal said he would like to see a breakdown of the elements that make up the \$162,000. He asked for the Board's consensus on moving this forward to the Board meeting.

Director Barfield said we should not be afraid to spend money on marketing.

Mr. Bailey said the Administration would like for Ms. Napier to start working on these initiatives without going through a committee.

There was consensus of the Board to move this subject forward to the Board meeting next week.

VII. ENCUMBERED RESERVES LIST

Mr. Bailey said over the years, the Administration has set up restricted funds for various reasons. He said there are several items on the current list of encumbered reserves that should be eliminated or moved to another restricted fund.

The General Manager asked if the Board wants to have discussion about the list next week at the Board meeting.

Director Nuttall said he thinks we are ready to finish this at next week's Board meeting.

Director Barfield said he wants to make sure this doesn't hold up the work we are doing on reallocating our funds based on the new investment policy. He also asked that the General Manager and Mr. Mitchell review their philosophy on how much money is needed in reserves and give the Board a recommendation.

Mr. Bailey said we need to resolve the money management issue and said they haven't contracted with anyone yet.

The Board agreed to add this to the agenda for next week's Board meeting.

VIII. ANNOUNCEMENTS

Director Nuttall asked why members' POA assessments could not be included in their mortgage each month.

Mr. Bailey said that is not something we have pursued but we could look into it.

IX. ADJOURNMENT

The meeting was adjourned at 9:30 a.m.