

**BELLA VISTA VILLAGE PROPERTY OWNERS ASSOCIATION
BOARD OF DIRECTORS MEETING (WORK SESSION)
APRIL 9, 2015 ° 8:00 A.M. ° COUNTRY CLUB BOARD MEETING ROOM**

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

BOARD MEMBERS ABSENT: None.

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 8:03 a.m.

II. OPEN FORUM

One member thanked the Board for hiring a marketing director because we have needed this for a long time. He apologized for misunderstanding what the marketing plan was going to be, and said he is glad to hear we are going to market to more than just young people. The member said he did not feel we should change our name to just “The Village” because he feels we have good equity in our name and said due to expense, he is also concerned about changing the logo. He said he would rather we spend our money telling people what a wonderful place Bella Vista is.

Chairperson Teal said if you search “Bella Vista Village” on any search engine, you get numerous negative comments about the community. He said one of our goals is to get more positive comments about us online.

Director Nuttall said we hired a professional to lead us down a path and we need to allow her to work through this process. He said no decisions regarding rebranding have been made.

One member agreed that changing the name is not going to take away the negativity. He said the negative comments are always going to be there and we should have people make more positive comments.

Director Brooks said a fresh start might be helpful.

III. CLUBHOUSE RESTAURANTS

Mr. Bailey said we have had three leads for the Highlands restaurant, one of which has not followed up with us after the initial contact. He said we have one very interested party who has toured the facility and said they are putting together their application package. The General Manager said we are also following up on another party who plans to tour the facility in the near future.

The Chair asked if these parties are interested in a full service restaurant.

Mr. Bailey said they are interested more in a grill versus a full service restaurant.

The Chair asked if the interested party would have a menu comparable to that of Papa Mike’s.

The General Manager said it may not be as large of variety, and said they may not serve breakfast at all or it would be a light breakfast.

Mr. Bailey said he and several staff members toured the Metfield clubhouse earlier this week with the architect. He presented three options that the staff feels would work. The General Manager said he is very concerned about moving Membership Services again and spending tens of thousands of dollars for another short period of time. He said it is not a best use of members' money and said we should think about it before jumping into it. Mr. Bailey said we want to have fitness equipment in there quickly and we all feel we should have some type of food service for the golfers, but we have the issue that there are classes and card players that we are trying to accommodate. He said the three options they have come up with would not require moving the Membership Services Department. The General Manager said he is also in contact with Cooper to see if they have something we could use as a short term rental for Membership Services rather than us renovating Metfield.

Mr. Bailey reviewed the three options with the Board.

Director Glubczynski asked if Mr. Bailey is suggesting possibly renting space for Membership Services because we don't have a permanent location figured out yet or because he feels renting space on a long-term basis is part of our reality.

Mr. Bailey said he has trouble considering renting space or building new space when we have over 250,000 square feet that is not being utilized to any kind of real capacity. He said moving forward, he feels Metfield could be a reasonable option for Membership Services because it should become more back office and less face time in nature. Mr. Bailey said there have also been discussions that it would be very convenient to find space where you could locate Membership Services, the Water Department, ACC and the City Code Enforcement together. He said he has asked Cooper if their renovation of Town Center would be expedited if the POA and City agreed to a long term lease there, and he said Cooper indicated that would affect them.

Director Glubczynski said we have made a commitment to the people at Metfield, but said the card players should not be a priority. She said one of the biggest things our members have asked for is fitness amenities and said we have committed the money for doing this at Metfield. Director Glubczynski said this might be a good satellite fitness center.

Mr. Bailey said satellite fitness areas are going to require a change in our assessment structure. He said if we continue without an assessment increase, satellite facilities will have to disappear.

Director Glubczynski said she doesn't see the Metfield need going away anytime soon.

Mr. Bailey said the reality is that satellite facilities won't be able to be afforded without fixing our assessment structure.

Director Glubczynski said we need to have something in the mid-term. She said a centralized facility is at least five years down the road, and that is a long time to not do something to add things that younger retirees or younger families are going to be attracted to.

Director Nuttall said he understands the cost issue of moving Membership Services. He said the department has a really big space and as long as they do, the department will not get smaller in size. Director Nuttall said he doesn't see that a permanent location will be available for another several years.

Mr. Bailey said the Board has been talking about wanting a new location for Membership Services by the first quarter of next year.

Director Nuttall said he doesn't see that there will be a permanent structure by that time. He said he is still in favor of moving the Membership Services department to the Metfield kitchen and said he could see this being a long-term location.

The General Manager said he would agree with that. He said he is against moving Membership Services to the kitchen for a short-term location.

Chairperson Teal said at some point much of the City and POA office space could be consolidated somewhere based on the dialogue we have been having with the City. He said he sees that happening one or two years down the road.

Director Brooks suggested the Membership Services Department move to the kitchen area. He said our final plan that we should be focused on is making the Riordan Hall area our city center.

Director Glubczynski asked how much it would cost to move Membership Services to the kitchen.

Mr. Bailey said until we have a contractor look at it we don't know for certain, but he said he thought it would be in the \$50,000 to \$80,000 range. He said he has a problem spending that much money on a one-year move.

Director Brooks said he is looking at it as a five-year move.

Director Nuttall said renovating the kitchen is going to cost about the same no matter what it is used for.

Mr. Bailey said that would depend on what kind of timeline you are looking at.

Director Brooks said spending \$50,000 to move Membership Services for a five-year location is going to be less expensive than renting space. He said we really need to be focusing on getting Riordan Hall remodeled and making sure we have thought out all contingencies and availabilities to merge the City, Water, POA and ACC into one location. Director Brooks said we don't need to debate the Metfield issue any longer.

Mr. Bailey said he does not know why we have to move Membership Services at all. He said we could move the fitness equipment in and do the grill.

Director Brooks said the reason we talked about moving Membership Services to the kitchen area was to have the additional space available for members to use because the exercise area will no longer be available at Metfield.

Mr. Bailey said he doesn't know what the cost is going to be but his concern has been that we have been talking about a short-term location for Membership Services. He said he has understood this Board wanted Membership Services out of Metfield in a year to a year-and-a-half.

Director Brooks said the Board was saying they wanted the available space for the members, and Membership Services should be placed in a smaller area.

The General Manager said the Board has been talking about finding a place to move Membership Services to and said he has a goal to have that done by the end of the year. He said if the Board is

thinking Membership Services will be in this location for five years, he thinks it is a great idea. Mr. Bailey said he can get the cost of doing this if that is what the Board wants to do.

Vice Chairperson Morris said he thought the Board wanted to determine a new long-term location for Membership Services so the members could have their community room back.

Director Barfield said our original goal was to get a snack bar at Metfield without displacing card players. He said if we want to give the card players a place to play, we need to temporarily move Membership Services to the kitchen. Director Barfield said the least costly way to do that is leave it where it is today but slide it over slightly.

Director Brooks said we were also concerned about providing a community space.

The Board agreed to the idea of moving Membership Services to the kitchen space.

Director Barfield said if Mr. Bailey is concerned about his goal of having to relocate Membership Services, then the Board should let him off the hook on that.

Mr. Bailey expressed concern that we just moved Membership Services to Metfield about 16 months ago. He said when we did that, we did not have a good plan for the kitchen. He said if we would have taken the kitchen out at that time, we could have saved a lot of money that we are going to re-spend now.

Director Nuttall said we have a five-year plan.

Director Brooks said we have a five-year plan but said we need to commit to a centralized Riordan Hall re-make. He said we need to start working on that idea.

The General Manager asked if the Board will give him money at next Thursday's meeting to begin working on the Membership Services relocation.

Vice Chairperson Morris said they will give him the money for obtaining an architectural plan for renovating the kitchen into office space.

Director Brooks asked if we can start to tear out some of the kitchen equipment now.

Mr. Bailey said they could as time permits.

IV. AMENDMENT TO DECLARATION

Director Brooks said the Rules and Regulations Committee has asked Staff Attorney Doug McCash to put together new wording to allow us to utilize electronic voting in addition to paper ballots for future elections. He presented to the Board the proposed changes to the Bylaws that allow for this.

Chairperson Teal said there have been efforts made to change the Declaration in order to provide relief from some of the provisions. He said all efforts were with paper ballots and said the cost of this is fairly significant. The Chair said changing the Bylaws to allow for electronic voting would be very helpful, and said the Rules and Regulations Committee would like to present these changes for a first reading at the Board meeting next Thursday.

Director Barfield said Mr. Bailey had mentioned he could look into RFP's for subcontractors who offer electronic voting. He asked if the RFP was ready to go out.

Mr. Bailey said we are querying other home owners associations to see what third parties they are using.

Director Brooks said the Rules and Regulations Committee has discussed the need for Declaration changes to bring us more into line with the size of our population today. He said the first meeting of the Ad Hoc Committee that will be working on this will be on April 27 at 10 a.m. Director Brooks said they will discuss the various opportunities we have, and said they hope to bring a preliminary plan to the May work session.

V. COMMUNITY VOLUNTEER GROUP SOFTWARE

Director Barfield said there are some folks associated with the Living in Bella Vista Facebook page that have an interest in developing a clearing house for volunteerism in the Community. He said there was a meeting between some City officials and POA staff regarding this. Director Barfield said there is software this group wants to obtain that will allow them to coordinate the volunteers and the license is \$100 per month. He said he would like the POA to support this.

The General Manager said he understands the City and POA have committed to paying for the first two months.

Director Barfield said in 2009 we were named volunteer city of the year and said he would like to see us have that designation again.

Mr. Bailey said at that time we had the outreach coordinator bringing in all the volunteers and said we have since repositioned that employee.

Vice Chairperson Morris said the key to making this work is the POA and the City saying the kinds of jobs that are needed and providing some overall leadership.

One member said it would be good to mention this volunteer group at the next Board meeting.

Director Hatcher said the Golf Joint Advisory Committee met last night and said they put together a list of ideas they originated to increase golf rounds in Bella Vista. She said they have had a marketing subcommittee for several years and asked if they might have a representative on the Marketing & Communications Committee.

Chairperson Teal said we could invite them to the next meeting.

Director Hatcher said committee member Bill Barr would like to be a part of the committee.

Chairperson Teal said he would contact him.

VI. ANNOUNCEMENTS

VII. ADJOURNMENT

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