

**Lakeshore Village Board Strategic Plan
March 2016**

GOAL 1		
Establish, publish and implement a prioritized list of infrastructure upgrades and a list of community development projects		
Strategy	Actions	Guided by
Conduct a physical plant audit	<p>Seek recommendation for professional from the Bluegrass Chapter of the International Facilities Management Association http://www.ifma.org/</p> <p>Bluegrass (Lexington) Chapter website: Bluegrass (Lexington) Contact: David Roop, FMP, Chapter President Email: roop@lexmark.com Phone: 859-2323702</p>	<p>Board</p> <p>Property Advisory Committee (PAC)</p>
	Seek an energy audit from KU or a professional they can recommend	<p>PAC</p> <p>Property Manager</p>
	Identify those upgrades that could be done using "green" methods and/or materials (e.g., permeable paving, green design for drainage management, rain gardens at the club, solar panels)	PAC
	Board, accountant and professional who conducted the audit meet to review the recommendations and develop cost estimates if done conventionally or from a green perspective	<p>PAC</p> <p>Finance Board</p>

<p>Draft a prioritized list of infrastructure upgrades over the next 5 years and their associated costs as well as whether they can be completed in stages</p>		<p>Board PAC</p>
<p>Host a community meeting where residents get to assign priorities to the upgrades</p>	<p>In small groups, residents review information on the cost and seriousness of needed upgrades</p>	<p>Board PAC</p>
	<p>Each group develops a priority list and present an explanation for their decision</p>	<p>Board PAC</p>
	<p>Board reviews results of group discussions and finalizes the priority list</p>	<p>Board</p>
<p>Contact potential partners at UK and elsewhere (Clive Pohl for renewable and sustainable design; Jamie Clark for solar and renewable energy sources) to determine research and demonstration project that can enhance the infrastructure at LSV</p>	<p>Collaborations around the wildlife and the lake to improve drainage management and increase research on this topic in urban areas</p>	<p>PAC</p>
	<p>Consider rain gardens at the club house and encouraging decorated rain barrels at all units</p>	<p>PAC Beautification</p>
	<p>Enhance partnership with LELA (lake authority) to engage in activities of benefit to all who use the lake</p>	<p>Social Board</p>

Develop a list of small scale community improvement activities and establish community beautification work days Community garden Planter boxes Benches	Identify specific weekends that will focus on specific community improvements	Beautification
	Encourage green improvements throughout the area using cluster competitions	Beautification
GOAL 2 Market the value of living in LSV to current residents and potential buyers		
Strategy	Actions	Guided by
Utilize different methods of communication with residents	Continue to use the web site and Facebook page to communicate with residents	Communications
	Use a one page printed newsletter published once a month to communicate with residents who don't use the Internet	Board Communications
Define the messages that need to be communicated with residents	The Chair of the Board should have monthly column that explains what the Board is doing and the challenges the HOA faces	Communications
	Ask residents to contribute to the newsletter to discuss wildlife that can be seen seasonally	Communications
	Create 30 - 60 second You Tube videos of residents talking about living in LSV	Communications

Market the value of living in LSV to potential buyers	Develop a comparative analysis of the competitive value of LSV living compared to other HOA developments using a list of amenities for LSV and at least 2 other HOAs as well as a comparison of HOA fees	Communications
	Develop key marketing messages based on this comparison	Communications
	Post this comparison on the web site	Communications
	Publish brochures about LSV and make available to realtors	Communications

GOAL 3
The HOA will host ample opportunities for social and educational events for residents of all ages

Strategy	Actions	Guided by
Define the demographic characteristics of the LSV households	Use a short survey to gather basic demographic information on the households in LSV Number of persons per household Age and gender Year-round residents or seasonal Special needs or assistance needed	Social Welcoming Board

<p>Develop a schedule of social events designed to appeal to residents of all ages and interests for the entire calendar year</p>	<p>Use the results of the household survey to target social programming to the households</p> <p>Single young professionals Families with children under the age of 5 Families with children age 5 -12 Families with teens Families with no children in the household Senior households</p>	<p>Social</p>
	<p>Have a routine schedule of particular types of events</p> <p>Wine tasting Holiday cookie exchange (adults only) Holiday lights decorating contest Summer pot luck Easter egg hunt Spring Cleaning garage sale Halloween event A dessert social A perennials flower swap Progressive dinner party ending with a dessert at the club house A 4th of July Parade with kazoos, pots and pans drums etc Summer movie night at the club house Book club Ice cream social at the pool Adult wine and cheese tastings Annual block party/ carnival Canoe or kayak races on the lake</p>	<p>Social</p>
	<p>Offer kayak and canoe lessons</p>	<p>Social</p>

Evaluate the interest in sponsoring a youth club at LSV		Social
Determine the interest in educational programs and if so, the types desired		Social
Celebrate the history of LSV and the original homeowners	Build an oral history of LSV through interviews with original residents	Social
	Build a photo history of LSV	Social
	Recognize residents who have lived at LSV for 10, 20, 30 and 40+ years	Social
Encourage more lake use	Determine the cost of purchasing one or two paddle boats that can be rented by residents	Social
Explore the opportunities to partner with other community organizations to expand social and educational programs	Determine the residents' interest in kayak and canoe rentals	Social
GOAL 4		
Strengthen the financial and organizational sustainability of the HOA		
Strategy	Actions	Guided by
Redesign the standing committees	Beautification Communications Finance Property Advisory Committee Combine existing Hospitality and Social committees	Board

Use ad hoc committees to address clearly defined tasks that need to be accomplished in a specific time frame	Seek the assistance of non-residents with specific skills for the ad hoc committees	Board
Use a committee recommendation form to clarify the evidence and justification for committee recommendations		All committees
Expand and diversify income sources	Use the club house for fee-based events	Finance
	Identify potential LSV merchandise to sell	Communciations Board
	Consider the cost of building a small gazebo or dock for live concerts and fee-based activities	Board
	Evaluate the pros and cons of incorporating a cost of living increase into HOA fees	Board
	Identify and apply for grants for improvements and programs to increase grant income	Board Finance
	Identify and implement two major fundraisers a year A masked ball A carnival with vendor fees and open to public Comedy night at the lake	Social

<p>In partnership with other HOAs around the lake, identify opportunities for collective purchasing of goods and services</p>		<p>Board</p>
<p>Evaluate the costs and benefits of membership in national HOA organizations http://www.hoaleader.com/</p>		<p>Board</p>
<p>Conduct 10 minute Board trainings at the beginning of monthly meetings</p>	<p>Topics might include:</p> <ul style="list-style-type: none"> What nonaccountants should know about financials What is Directors and Officers Liability insurance? Board fiscal responsibilities Fiscal policies and procedures Minimizing Board member liabilities Friend-raising for fund raising Fund raising strategies <p>Do a short reading and then discuss it</p>	<p>Ad hoc committee</p>
<p>Every 18 - 24 months review and revise the strategic plan</p>	<p>Evaluate progress on goals and strategies asking:</p> <ul style="list-style-type: none"> Did we accomplish this strategy? If we didn't, why not? Should we continue to work on this strategy? Have changing conditions introduced new needs or opportunities for us to pursue? 	<p>Ad hoc committee</p>
	<p>Once the evaluation of progress on the existing plan and consideration of the influence of new conditions is complete, draft a revised plan</p>	

Attachments

Volunteer job description template

Board membership evaluation form

Committee action recommendation

The Foundation for Community Association Research. Governance Report #2

Please check out the resources available on:

<https://www.neighborhuddle.com/resources>