

Approved June 15, 2021
WESTBROOK VILLAGE ASSOCIATION
LONG RANGE PLANNING COMMITTEE
May 18, 2021

PRESENT: Sil Maiorana, Jon Pardoll, Bob White, Jim McKenna (via phone), Gary Harmann, Joy Groves, Lynette Jones (via phone) (Members)
Karen Jones (General Manager)

ABSENT:

HOMEOWNERS

IN ATTENDANCE: Seven (7)

HOMEOWNER AND MEMBER COMMENTS

Homeowners in attendance are given the opportunity to address concerns and ask questions of the Committee and Management. These comments are not made a part of the Minutes.

CALL TO ORDER

Sil Maiorana, Chair, called the Meeting to order at 9:00 a.m.

There is a quorum with all members present.

MINUTES – April 20, 2021

Corrections will be incorporated into the Minutes and the Minutes will be resubmitted for file.

MOTION by Mr. Pardoll, second by Mr. White, to approve the April 20, 2021 Minutes as amended. Carried unanimously.

OLD BUSINESS

Space Utilization RFP Updates: RFP's were sent to five firms; one has indicated they will not be submitting a proposal. Two of the five firms have not yet responded. A site walk with the bidding vendors is set for 9:00 a.m. on May 21, 2021 (tentative). Questions from the vendors must be received by May 28, 2021 with responses provided to them by June 4, 2021.

Vistas Pool Update: Ms. Jones provided an update of requests received to date. This is currently in the Landscape and Facilities Committee for review and consideration. There will be a presentation at the June Board Meeting.

Aging in Place Update: It was suggested this is beyond the scope of Westbrook Village. Ms. Jones will speak with Amy Miller to obtain more information on her intent; report to be given at the next meeting.

NEW BUSINESS

LRP Document Discussion: Long Range Plan and Exhibits provided to all Committee Members in the Committee Packet. The Committee had previously agreed that Exhibits will not be posted on the website for public view. The Committee had also determined the projects would be reviewed every year; it was suggested the Plan be briefly reviewed twice each year. Discussion ensued about the direction the Long-Range Planning Committee is going, specifically with regard to the expansion of the exercise room. Updates could be added to

show the completion of the Lakes Ballroom and the Lakes Pool. It was suggested that an update to the end of 2020 be added to make mention of the COVID-19 issues and impact.

MOTION by Mr. White, second by Ms. Groves, to do a brief review of the Long-Range Planning document, and to update the Plan, at the October 2021 Long Range Planning Committee Meeting. Carried unanimously.

Realtor Forum Date and Form: Committee Members were given a summary of the responses to Mr. Maiorana's email. It is suggested the Forum be for Westbrook Village residents who are realtors. This would be a single agenda item meeting for the Long Range Planning Committee with the intent being to get realtor input on what is happening in the market. There could be a separate meeting with the top 8-10 realtors who are selling in WVA. A round table format is suggested. Residents would also be permitted to attend.

The summary includes three pages of questions. The Committee will pare down the questions (discussion topics) to about 10.

It is suggested the Focus Group be held at the June meeting. It was also suggested that Ms. Jones lead the discussion with Mr. Maiorana giving an opening statement and a summary. Limit is 10 realtors with additional Focus Groups held if there are more than 10 who sign up. A separate Focus Group could be conducted for realtors who are not residents but who are selling in WVA. Information gathered at the Focus Groups will be summarized and included in the Long-Range Plan and given to the Space Utilization firm. Ms. Jones will go through the list and make a recommendation for ten topics to be used for the Focus Groups. List of ten topics to be submitted to Ms. Jones and Mr. Maiorana by May 25 after which it will be forwarded to the Committee Members for a Unanimous Written Consent.

First Focus Group – June 15, 2021 (regular meeting date and time) – no other business to be conducted at that meeting.

Resident Survey 2017: Survey #1 and #2 (sent in 2016) were included in the Committee Packet for review and discussion. Response to these surveys was about 500 responses to #1 and 450+ to #2. The Town Halls had been fairly well-attended. A new Survey will be developed and will be done through Survey Monkey. Survey questions will be developed at the July Long Range Planning Committee Meeting. Need to include a question where residents can rank their top ten priorities. Ms. Jones will work on formatting survey questions. Survey should address:

- Update on demographics
- Update of wants and needs of current population
- How can the facilities be best-utilized
- Golf – not mentioned in previous surveys although it is a big part of the community

Survey should be ready for Survey Monkey immediately following the July meeting.

FOR THE GOOD OF THE ORDER - None

Next Meeting – Tuesday, June 15, 2021 – 9:00 a.m., Lakes Ballroom

WVA – Long Range Planning

May 18, 2021

3

There being no further business to come before the Committee, the meeting was adjourned at 11:00 a.m.

Respectfully submitted,
Jody Brown, Recording Secretary

MINUTES & MORE