

**APPROVED July 26, 2021
WESTBROOK VILLAGE ASSOCIATION
LONG RANGE PLANNING COMMITTEE
June 15, 2021**

PRESENT: Sil Maiorana, Jon Pardoll, Bob White, Joy Groves, Jim McKenna (via telephone), Lynette Jones (via telephone) (\7)

ABSENT: Gary Harmann

**HOMEOWNERS
IN ATTENDANCE:** Sixteen (16)

**REALTORS IN
ATTENDANCE:** Michelle Farnell, Carol Buonincontro, Cindy Clark, Jan, Marcy Reneau, Louise Mead, Bobbi Martin. (Sorry no last name for Jan)

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 six members present.

MINUTES – May 18, 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: Ms. Jones reported she is currently awaiting two proposals. Once received, all will be reviewed and discussed by the Committee.

Vistas Pool Update: Ms. Jones provided an update; upgrade options have been given to Cal-Pools and a bid will be forthcoming.

NEW BUSINESS

Resident Realtor Forum: Ms. Jones read the LRP Mission and Vision Statements and explained to the Realtors in attendance that this is their opportunity to give suggestions on how WVA can be improved.

COMPETITIVE ADVANTAGE

How would you rate Westbrook Village's value for the money; low, moderate, high, very high, and why?

- *Location is wonderful, great amenities, annual dues (compared to other, similar communities). Largest competition would be Sun City Grand, Trilogy (to a certain*

extent). Some of the floor plans are outdated. People would be willing to pay a premium for turnkey.

- *Buyers want the units renovated the way they want and, in some cases, immediately rip out what sellers may have already renovated.*
- *Some people want to come in and renovate because this will be their forever home. Buyers may be shown remodels before being shown the actual listing so they can see what can be done, and some buyers may be introduced to contractors who can help them with their renovations.*
- *A lot of buyers want block walls for privacy. Many ACC requests for block walls for privacy and pets, and many requests for pools. Shared wall agreement necessary for walls on the property lines; if no agreement with neighbor, move the wall inside the property line.*
- *Good range of products (size of home, condo, single family) which allows upsizing and downsizing. Other communities are not building condos, so this is an advantage for WVA.*

How would you rate the curb appeal of Westbrook Village's two rec center campuses to its competitors? Low about the same or high, and why?

- *Curb appeal is good; show the amenities (curb appeal) first. Disadvantage is that WVA does not have a little "village" like Sun City Grand and Trilogy.*
- *Promote the "Coffee with the Manager" more to encourage socialization, especially with the pandemic restrictions of the past year.*
- *Would be a mistake to get into the hospitality business. Need to promote the golf course restaurants more.*
- *Need to get the "for sale" bulletin boards back up at both rec centers.*
- *Curb appeal would be improved with a new color palette that is not so vanilla and boring, and with landscaping.*

As a 30+ year old community, what does Westbrook Village need to do to compete with similar, newer, communities such as Vistancia, Trilogy, Corte Bella and Sun City West?

- *Need a place for grandparents to create memories with their grandchildren such as a dog park, a place to feed the ducks, etc.*
- *Good recreation parks, areas within a couple of miles of WVA. Easily accessible.*
- *Capital Improvement fee high.*

Are there any other community improvements the Long-Range Planning Committee and the Board should consider in enhancing WVA's competitive advantage?

- *Need to create a more usable space for what was previously the sales office (FALC). Currently working on space planning and utilization. Need to look at restructuring use of ballrooms.*

QUESTIONS ABOUT BUYERS AND BUYER PREFERENCES

Where do most potential buyers interested in WVA come from? Examples are locally from Phoenix or Arizona, the Midwest, the Northwest, and California?

- *Getting requests from higher end buyers who are looking for homes on the golf course.*
- *Need to better integrate with golf courses. Golf courses could work with the local realtors, maybe offer prospective buyers a free round of golf.*
- *Golf is not the main reason people buy in WVA (50-50).*
- *Realtors would be willing to sit in a small office in WVA to be available to show homes to walk-in prospective buyers (provided there is inventory). Realtors would sign up for specific days and times.*

When buyers do NOT show a preference for buying in WVA, what are some of the reasons given?

- *Home age.*
- *Third bedroom and three-car garage.*
- *Indoor pool. Expansion in pools for water walking.*
- *Email blast should include more information on clubs, meetings, other social activities.*
- *Fees are not really a deal-breaker for most buyers. Sometimes there is a concern about fees for WVA Master and fees for sub-associations.*
- *Not enough information available to let people know age restrictions.*

In the last 12 to 24 months, have you noted any significant change in WVA buyer prospects or actual buyers in terms of age or demographics? If so, please describe.

- *Buyers are younger, under or right around 60. Getting more difficult since people do not want to disclose their ages.*

Has the COVID pandemic affected what potential buyers are looking for? If so, how?

- *People are working at home more so may be looking for a home with an additional room or office space. Not really a concern for WVA.*

Which of the WVA amenities were of most interest to prospective buyers in the 2019 to 2021 period? Amenities may include street appeal attractive common areas and grounds (i.e., both green turf and xeriscape options), rec center activities, restaurants, sports, the variety of clubs and social activities inside Westbrook Village, and proximity to community activities and locations outside of Westbrook?

- *Fitness Center – equipment is what people are looking for, but facility itself is a bit small.*
- *Curb appeal – not a lot of cars parked on the street.*
- *Clubs (socialization). Need a calendar to be added to the website showing all activities. Once information is on a calendar, maybe consider a WVA app.*

- *This generation is more technology driven so more information should be included on the website.*

Specifically, which of the following sports or activities are of most interest to prospective buyers? Examples include golf, pickleball, tennis, lap and recreational pools, bocce ball, exercise classes, bicycling, woodshop, fine arts and cultural activities such as theatre and music programs.

- *Need to educate the realtors so they know what is available and can sell WVA better.*
- *People do not want to recognize that they are getting older – need to sell the "summer camp" lifestyle.*
- *Need activities where people can go at their own pace and remain active.*
- *Need coffee in the lobbies where people can socialize.*

What is the next project the Committee should work on?

- *Indoor pool*
- *Bigger gym – keep both pools unenclosed*
- *Enlarge FALC for better utilization (may require moving the Bocce Ball courts).*

FOR THE GOOD OF THE ORDER

Will be doing a discussion of the dialogue from today at the next meeting. Anyone wanting to attend should bring any notes they have taken.

Agenda items for next meeting:

- Presentation on fitness center
- Presentation from PAC
- Review of Realtor Forum Minutes
- Resident Survey

Next Meeting – Monday, July 26, 2021 – 9:00 a.m., Lakes Ballroom

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