

Approved August 17, 2021
WESTBROOK VILLAGE ASSOCIATION
LONG RANGE PLANNING COMMITTEE
July 26, 2021

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

ABSENT:

HOMEOWNERS: Twelve (12)

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. and announced there was a quorum with all members present.

MINUTES – June 15, 2021

Include names of realtors in attendance. (Ms. Jones will email the list to Minutes & More – minutes will be amended and resubmitted for file).

MOTION by Mr. Pardoll, second by Mr. White, to approve the June 15, 2021 Minutes as amended. Carried unanimously.

OLD BUSINESS

Space Utilization RFP Updates: FoRM Design Studio, Ltd. Has submitted a proposal (cost \$21,000) for review and discussion by the Committee. It was suggested the Committee Members meet with the vendor before deciding how to proceed, however it was also suggested the proposal does not provide the Committee with anything they don't already know, so proceeding with them would be a waste of money. To date, this is the only proposal received. Other vendors were contacted but declined to bid.

Mr. Maiorana stated a decision is needed at this meeting – accept the proposal received or proceed without professional help.

MOTION by Mr. White to accept the proposal from FoRM Design Studio, Ltd. With selected members of the Long-Range Planning Committee sitting down with FoRM to review and agree upon the proposal and the process to be followed. Second by Ms. Groves. Carried unanimously.

Vistas Pool Update: Ms. Jones provided an update, including input from Homeowners.

Abacus Data Report: Report for the period of Ma 24, 2021 through June 27, 2021 included in packet for review and discussion.

NEW BUSINESS

PAC Presentation for Long-Range Planning: Presentation included in Committee Packet for review and discussion with a presentation given by Mr. Wolf for the benefit of the Homeowners in attendance. In response to a question from the Committee Mr. Wolf stated this is in the concept stage and no cost information has been developed. Option 1 would likely be a couple hundred thousand with Options 2 and 3 likely equal to the cost of the renovation of the Lakes Ballroom. Mr. Wolf further stated doing presentations at the Lakes does not create a good audience experience.

Fitness Center Presentation for Long Range Planning: Presentation included in Committee Packet for review and discussion with a presentation given by Mr. Schulz for the benefit of the Homeowners in attendance. It was stated that the renovation of the Fitness Center is one of the priorities of the Long-Range Planning Committee. Mr. Maiorana stated he would like to see the center increased to 4,000 square feet as opposed to the existing 2,400 square feet. It was suggested there be additional feedback from people who actually work with fitness centers and space utilization.

There has been some discussion about walking tracks, however there was only one such track at the various centers that were reviewed.

Review Realtor Forum Feedback from 6/15/2021: The Committee needs to incorporate what was learned in the Forum into the Resident Survey and future long-range plans. Information from the Forum should be passed on to the firm looking at space utilization. It was further suggested there also be a Forum for realtors who are not Westbrook Village residents. Mr. Maiorana will follow up on this with Ms. Jones. The second Forum will be conducted prior to the Resident Survey going out.

Resident Survey: Survey included in the Committee Packet for review and discussion. Amy Miller suggested some of the questions in the survey appear to be leading; the questions should be reworded in a non-leading way. Discussion on the questions continued. It was suggested the survey be sent to several residents who could serve as a focus group to review and evaluate the questions. It was suggested the survey be sent to some of the Club Presidents, however it was stated 67% of Westbrook residents do not participate in Clubs or use the facilities.

Committee Members will continue their review of the survey and will be prepared to discuss what should or should not be included in the survey at the August meeting (August 17, 2021).

It was suggested the realtor forum be conducted prior to the survey being sent out.

FOR THE GOOD OF THE ORDER

Next Meeting – Tuesday, August 17, 2021 – 9:00 a.m., FALC

There being no further business to come before the Committee, the meeting was adjourned at 10:55 a.m.

Respectfully submitted,
Jody Brown, Recording Secretary

WVA – Long Range Planning -
July 26, 2021
3

MINUTES & MORE