

Erickson: "Before I call for a motion to accept new business today, I would like to make a few remarks. Last week the deterioration of our community discourse reached a new low. Meeting decorum was lost. Harsh and condemning words were loudly voiced and personal threats were made. And all of this contact (sic) conduct was shared broadly on social media. Are we not better than this?"

"Of course, we are because we have no other choice if this Village is to be effectively promoted to a waiting world."

"Instability and pervasive negativity among residents, widely shared through print and social media will do more to damage our attractiveness in a competitive world than any amount of marketing funds or talent can overcome."

"We must become better, starting now."

"Today will conclude our May 15 regular Board meeting. It will remain an open meeting as will future meetings, as long as our rules of decorum are followed."

"In these assemblies, we will put the safety of our Board, our staff and our guests, first."

"To that end, some of our Property Owners have been temporarily banned from Board meetings and other forums. And I will not hesitate to suspend this or any other meeting and have the premises cleared should decorum not be followed."

"Also of high priority is restoring and protecting the image of the Village. The Board and the staff need your help with this. It's really quite simple. Before you publicly express your opinion about Hot Springs Village, whether verbally or in written form, consider how a potential Property Owner or a current Property Owner, whether deciding to remain so, will react to your message, because they are watching. We know this, because we are hearing from them."

"That's all marketing is, really, promoting an image that you want a positive reaction to. So you, fellow Property Owners are the best or worst marketers that Hot Springs Village can ever have. Let's use our power wisely."

"Our Parliamentarian, Director Luehring, is serving this Board well in her role as our advisor. Over the past couple of weeks, she compiled responses to all Parliamentary issues that have been expressed to us, of late."

"Two days ago, she emailed that response to those most critical on this topic. I would ask that this same document be made publicly available on the Hot Springs Village POA website for all to see."

"All remaining concerns are best addressed to the CEO and the Board by the many methods made available to do so. All comments are heard, but not all will be agreed with by those sitting at this table. Should that become problematic for you, then you are encouraged to join those who can influence outcomes by joining a committee or running for the Board."

"What happened last week will not be allowed to happen again, so this Board can get about the important business of advancing the Association for the benefit of all of us."