



Memo

To: Board of Directors
From: John Paul, Interim General Manager
Date: January 19, 2022
Re: General Manager's Report

- **The New Year has begun**, and POA staff are working hard to ensure all members who require assistance renewing their annual fees are helped in a timely manner. The process is being done safely and effectively, considering the rapid spread of Covid. We need to keep the POA running, but we have an obligation to keep the staff as safe as possible and business moving forward. We have had many calls regarding the mix-up on the assessment coupons. Most the calls have been returned in a timely manner and we have had positive response to our handling of the situation. A letter explaining the issue is being distributed to all homeowners as well as new assessment coupons. We appreciate our members' patience as we correct this issue.
- **Sanitation Update:** The Public Services Department has been working very hard preparing for the new sanitation program rollout. The schedule is set, and we will start communicating all necessary information to Villagers well ahead of the rollout. The new cans are scheduled to be delivered on January 17th. One truck has arrived, and we expect the rest to be here on the same date.
- **Gate Security:** We have enacted a new process at the gates whereby member ID cards are scanned to ensure individuals entering Hot Springs Village are active property owners. Those who are found having an inactive card but have proof they are a property owner, such as a current drivers license, are given a day pass and instructed to visit the POA to renew their card.
- **The Streets Department** has tackled a project recently at minimal cost to the POA. They have placed landscape rock in the ditch in front of the Police Training Center, which totally transforms the look for this facility. We are also working with current landowners in this general area to tidy other spaces close to the road near the training center. This will greatly improve the overall appearance of this area.
- **The Balboa golf cart renovation is continuing.** Hole # 17 is now finished and the superintendent reports \$6,300 has been expended of the total \$25,000 allocated for the project. This work will continue until March, or until funds are expended.
- **Marketing Department Update:** Facebook follower audience has increased by 1,825 (31%). Growth is slow during non-advertising months. We restart advertising on February 1st, and we should expect to have 8,000 followers by April. We now send the Friday Village Digest to more than 12,000 subscribers. Our average open rate in December was 55.5%. This means almost 6,700 subscribers open the Village Digest.

- **Emergency Operation Plan Update:** The emergency plan has been updated. Staff have assembled the emergency team and distributed the emergency procedures and lists of all the various people and responsibilities both internal and external. Shortly after the first of the year, staff will be coordinating an exercise to test capabilities and response time.