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**To:** Board of Directors  
**From:** Kelly Hale, General Manager  
**Date:** February 16, 2022  
**Re:** General Manager's Report

- **The inclement weather event** our community experienced the first week of February went relatively smoothly for Hot Springs Village, with few accidents and most property owners staying safe and at home while the roads were icy. The POA team worked together throughout the event to ensure the public was kept up to date on road conditions, closures and other helpful information. We're proud of POA staff for their hard work and appreciate our members staying safe. A special thanks goes out to all essential personnel: Fire Department, Police Department, Public Services, and all other staff and volunteers who worked many hours to ensure essential services were provided to our members and our roadways were as safe as possible.
- **Due to the upcoming resignation** of Board Director Chris Jones, we have submitted a request to the election vendor, iTieVote, to change the number of vacant Board seats from three to four. Due to this change, the four candidates with the highest number of votes will be taking seats on the Board in this election. The 2022 Board Election will be conducted via a hybrid vote, with online and mail in voting available. Election packets will be mailed to all members in good standing February 25th.
- **The Accounting Department** is completing their year-end financial close, and the 2021 Audit has been scheduled. Staff are working to prepare all required preliminary documentation and will be ready for the upcoming visit from our outside auditors. We welcome new Accounting Manager, Ricky Bennett, MSA, who began work in early February.
- **Marketing Update:** Digital advertising began February 1st, and we have already seen an increase of 116% in outside visits to our website. We expect to see an increase in Discovery Packages through this advertising as well as interest in available lots in-house and REPP referrals.
- **Building maintenance** recently completed updates to Isabella, Ponce and Magellan. All are freshly painted and awaiting merchandise. These pro shops will be stocked and ready for the season beginning in March.
- **The new sanitation trucks** were placed into service on Monday, January 31<sup>st</sup>. The process has gone well, and we have received positive response from members overall. We have received additional stock of smaller containers and will be delivering these as soon as possible to property owners who

have requested them. Currently, all members who could not receive the smaller container have been provided the standard size.

- **We have hired a new Safety & Risk Assessment Coordinator.** This position will report directly to the General Manager and will be an integral part in developing long term risk assessment strategies and ensuring safety is a top priority for HSVPOA staff.