

Minutes-Strategic Planning Advisory Committee Monthly Meeting-1/27/22

Attending:

- Helen Johnson, Jenny Cropper-Rines, Wes Blackley, Rebecca Colt-Ferguson, Rob Keesling, Amy Peck, Josh Davis, Bernie McGorry (Gary Miller and Moe Delcher) had conflicts and were not able to attend).

Discussion:

- Reviewed 2021 Key Accomplishments and 2022 Plans-All in attendance were aligned with recommended 2022 plans and timing (see attached).
- Property Owner Survey-No other suggestions for other demographic breakouts at this time. Bernie committed to analyzing older demographic responses to contrast with those < 50 yrs. old. No other questions were suggested. We will use Survey Monkey if necessary for additional questions if necessary and send out as part of weekly OPA email.
- Survey Town Hall-Suggestion was made to add educating the community to the objectives of the town hall as well as making the presentation as simple as possible. Timing will likely be early March based on other BOD priorities and initiatives.
- Town Hall Communication Plan-All attendees were fine with the recommendation (refer to presentation).
- Discussed whether current Budget reflects results of our survey. Discussed that it did have some influence and impact but will have a much greater impact once the strategic plan is finalized (2023-2025).
- Survey Monkey was not budgeted for in 2022 despite being the only requested spending from our committee in our annual report. This is not a huge issue due to the low cost of Survey Monkey.
- A suggestion was made to have our committee members attend other committee meetings. We will include this as a discussion topic in our next meeting.
- There was some discussion that the survey may not have truly represented the amount of dissatisfaction and there were excessive neutral responses. There was some discussion that we could ask via weekly OPA email why they others did not participate. On the opposite side, we did have 1,832 responses which is an extremely large response for voluntary participation surveys. This represented over 20% of property owners and has a margin of error of +/- 2.3%.
- We discussed how to measure integrity (and other values) which was a question raised by the BOD during the December meeting. The committee discussed that values can be both subjective and objective. There was a mixed viewpoint on whether they can be measured. Based on corporate experience, Bernie felt that we can measure by including a question in an annual or bi-annual survey that asks something like, please rate your level of agreement with the following (1-5 scale)-Ocean Pines leadership demonstrates the following core values....integrity, accountability, etc. We could also ask an open-ended question if necessary to

ask for examples. We would need to be sure to provide the framework and definition of each core value.

- Situation Analysis-We did not get to spend much time on feedback. A few areas we may want to focus on age of our population and support needed, spending categories and amounts vs. other HOA's, and Sustainability.
- Discussed whether we should add Transparency as a 6th value due to the fact that Transparency was rated the #1 issue in the survey. We will include this as a topic in our next meeting.
- Next Meeting-There were two conflicts with the next planned monthly meeting in February so we will look at alternative dates. The consensus was to have this as a hybrid meeting.

Action Items:

- Town Hall-work on developing the presentation, creating a survey question on best day and time, and then working with Josh on scheduling and communicating both the survey question and the Town Hall (Bernie/Josh).
- Do a little more work on values and inclusion of Transparency (Helen).
- Follow-up with BOD on the question regarding how to measure integrity and other values (Bernie/Amy).
- Review attached situation analysis and provide feedback to Bernie by 2/4 (all committee members).
- Revise situation analysis based on committee member feedback and re-send by 2/15.
- Determine modified date for next meeting and reschedule (Bernie).