

Minutes-Strategic Planning Advisory Committee Monthly Meeting-3/3/22

Attending:

- All committee members were in attendance including Helen Johnson, Jenny Cropper-Rines, Wes Blakeslee, Rebecca Colt-Ferguson, Rob Keesling, Bernie McGorry, Gary Miller, and Frank Brown. Josh Davis from the OPA Staff and Amy Peck-BOD Liaison were also in attendance.

Discussion:

- Appreciation was noted for past Committee Chair Moe Dechler's efforts and Frank Brown was welcomed as a new member.
- The 3/2 Survey Results Town Hall were discussed. An estimated 20+ attendees participated in the Town Hall with the majority of SPAC Committee members attending. While only a small number of residents attended, there was some very good discussion and ideas mentioned including adding a "safety column" in the OP Newsletters. Appreciation was given to the Communications Committee for hosting this event.
- Our 2022 timeline was reviewed for completion of the OPA Strategic Plan. Bernie stated that while the Plan needs to be the BOD Plan, this committee will lead the process and be working concurrently on the development of the plan.
- The situation analysis conclusions and implications were a focus topic for the meeting with outstanding engagement by committee members. We only discussed 2 of the 10 conclusions and therefore will continue this work in a separate optional committee work-session meeting to be scheduled on 3/10. A property value graph was also discussed along with the "value" that amenities can add.
- Helen Johnson led a discussion regarding whether we should include Transparency as a 6th value. After some good discussion, the Committee consensus was to include Transparency as a 6th recommended value.
- Becky led some preliminary discussion on SPAC Committee members attending other Committee meetings. Executive Council Bi-Annual meetings were mentioned as something that currently exists. Unfortunately, due to time, we had to postpone additional discussion until the next meeting.
- During Open Discussion, the topic of amenity profitability was discussed. There was discussion related to evaluating amenities not just with regard to performance vs. budget but also to evaluate them on profitability (P&L). Frank mentioned that this information exists and in the spirit of transparency, perhaps it should be shared more frequently. We will continue this discussion during our next meeting.

Action Items:

- Bernie to schedule time with Josh to increase expertise on Microsoft Teams in order to reduce dependence on Josh for sharing slides.

- Jenny will attempt to locate data regarding the estimated \$ value of amenities.
- Bernie to schedule a follow-up optional online working meeting on 3/10 at 9:00 am to continue finalizing the conclusions and implications section of the situation analysis.
- Next committee monthly meeting will be scheduled for 3/24. Please mark your calendars or advise if you have a conflict.
- Assuming we finalize our conclusions and recommendations, a focus of the next meetings will be on recommended Goals.
- Two topics that we will continue discussion on in our next meeting will be 1.) SPAC Committee members attending other Committee meetings and 2.) Reporting of OP amenity results based on P&L vs. variance to budget.