

## Ocean Pines Strategic Planning Advisory Committee

### Minutes-5/24/21 Meeting – via Zoom

In attendance: Helen Johnson, Wes Blakeslee, Rob Keesling, Jennifer Cropper-Rines, Collette Horn (Board Liaison), Morrell Delcher, Co-Chairperson, Bernie McGorry, Co-Chairperson, Josh Davis. OP Finance Team had a key conflict.

#### I. 4/24 Minutes approved

#### II. Previous Action Items

- Josh Davis will assist in community input via surveys, PR, etc.
  - ✓ Will work closely to obtain future input regarding surveys, etc. (ongoing)
  - ✓ Assisting with gaining OP Dept SWOT analysis (complete)
- Collette Horn will elicit input from the Board on SWOT. Here is the plan:
  - ✓ Surveying OP Dept Chairs for input with target of 4/22 (complete)
  - ✓ Executive Council Meeting with Committee Dept. Heads (complete 5/26)
  - OP Board Review (likely June)

#### III. Open Discussion/New Action Items Update

- Bernie and Josh reviewed future plans for engaging homeowners. In addition to what was proposed during the meeting, Team members suggested the following:
  - Ocean Pines social media site
  - Create a Press Release
  - If necessary, to reach target demographics, go to where they are located (bus stops, community centers, etc.), use IPAD or hard copy with drop off box in convenient locations, contact club chairs by phone to promote completion of survey, if necessary, offer small incentives for completion (e.g., guest pass for pool, free drink, etc.)
- Team members reviewed their benchmarking of the following communities. A brief recap is attached.

- Bayside – Rob
- Sea Colony – Rob
- Broadlands – Moe
- Leisure World – Moe
- Crofton – Wes
- Montgomery Village-Helen
- Glen Riddle – Jenny
- Kiawah-Jenny
- Villages – Bernie

- There was some discussion on whether we should benchmark Captain's Cove, but no decision made to proceed
- Team reviewed an optimistic/aggressive timeline for development of the plan. While it would be great to have completed prior to budgeting process, Colette advised that we should not feel pressured to get it complete prior to the budgeting process.
  - Bernie mentioned the possibility of breaking into sub-committees to address Values and an Ocean Pines overview.
    - Following the meeting, Bernie contacted Helen to do some pre-work on Values prior to our next meeting.
- Team was polled on what format to have the next meeting (Zoom, in-person, or both). Votes were evenly divided between all 3. We will target having an in-person meeting with Zoom/remote access.
- Next Meeting is 6/24 at 9:00 am. Helen volunteered to take minutes at the next meeting.
- Possible next meeting topics include a discussion around Community Values and/or reviewing the OP Mission/Vision Statements

#### IV. New Action Items

- SWOT
  - Recap Exec. Council SWOT-Attached-Bernie-Complete
  - Recap OP Org SWOT-Bernie-target 6/24
- Survey
  - Begin work on survey and costs (Bernie to review at 6/24 meeting)
- Benchmarking
  - Moe to summarize on spreadsheet-timing TBD
  - Review and end any corrections, additional points to be included on the HOA Benchmarking Summary (attached) as well as any additional questions from your benchmarking that you would have liked answered to Moe and Bernie by 6/18
- Share Strategic Plan for Kiawah that Jenny found (attached)