

Ocean Pines Strategic Planning Advisory Committee 2021 Annual Report

November 11, 2021

Section I. COMMITTEE MEMBERS AND STATUS OF TERMS.

<u>Name</u>	<u>Date appointed</u>	<u>On Term</u>	<u>Comments</u>
Delcher, Morrel	Oct 2019	1	Co-Chair
McGorry, Bernie	Aug 2019	1	Co-Chair
Johnson, Helen	March 2020	1	
Colt-Ferguson, Rebecca	Sept 2020	1	
Keesling, Rob	Sept 2020	1	
Cropper-Rines, Jennifer	March 2020	1	
Blackley, Wesley	March 2021	1	
Miller, Gary	June 2021	1	

We currently have one opening on the committee. Ideally would want someone with strategic planning experience.

Section II. SUMMARY OF MAJOR ACTIVITIES DURING REPORTING PERIOD.

1. Clarified role of Committee ((Jan/Feb)
2. Developed target strategic planning timeline and plans (Feb/March)
3. Coordinated SWOT analysis with OP Dept Chairs and Executive Committee (April/May)
3. Benchmarked other homeowners associations (May/June)
5. Updated Board of Directors at the July BOD meeting (July)

4. Created, tested, and executed a property owner survey (July-Nov)
5. Updated the Board of Directors at the September BOD meeting (Sept)

Section III. PROBLEMS ENCOUNTERED AND ASSISTANCE REQUIRED.

1. No major problems or assistance required.
2. We had several new members join the group throughout the year and staff liaison transitions.

Section IV. REQUEST FOR ITEMS TO BE CONSIDERED FOR INCLUSION IN THE NEXT OPA BUDGET. CHAIRPERSONS SHOULD CONSIDER IMPACTS ON THEIR COMMITTEES RELATING TO THE OPA COMPREHENSIVE PLAN.

1. The Committee recommends that OPA embraces the final OP Strategic Plan which is targeted for completion in February 2022. Future budgets for all departments should align with the strategic plan priorities identified in the plan
2. While another Property Owner Survey is not planned for 2022, Ocean Pines should continue to use Survey Monkey or something similar to gauge customer satisfaction and input on key initiatives. (Estimated cost is \$1,500 annually, pro-rated cost would be approximately \$750).
3. The Communications budget should include plans to communicate the Ocean Pines Strategic Plan including the recommended Community Values (\$2,500).

Section V. RECOMMENDATIONS FOR BOARD ACTION. (Number and underline each heading. Each recommendation should be a single, numbered statement and be supported by the information contained in other sections of this report.)

1. That the Board of Directors embrace the strategic plan which is targeted for February 2021 completion
2. That the Board of Directors assign specific survey results to the appropriate committees for action and follow-up.

Attachments: (Chairpersons may attach supporting documents, studies, and other materials as deemed appropriate.)