

Members of the Board, President Parks and Mr. Bailey:

The Committee would like to thank the Board for approving proposed revisions to the Resolution C-07. We have voted unanimously on the following response to meet the February 9, 2018 timeline that you requested.

In my January 29th email to the Board and General Manager I indicated that the most critical step in meeting the February 9th date was to ascertain that Mr. Bailey is comfortable that the questions in the survey will provide him and his staff the information required to develop the strategic plan and for the GM to make any changes, additions or deletions as he sees fit.

The Committee fully realizes that Mr. Bailey and the Board are involved in time consuming and time sensitive budget preparations. We also realize these preparations are in addition to a variety of major issues being addressed such as the Golf Club House renovation and the Food & Beverage Operations.

The Committee also realizes that Mr. Bailey and the Board have numerous channels of information from the Community—input from the HOA staff, emails from homeowners, conversations with homeowners, media information and input from other committees to name a few. The Committee's proposed survey intends to provide an additional channel of information-gathering to be considered in the development and approval of the Strategic Plan.

To this end the Committee wishes to make it clear that the single most important issue is not the survey; from the Committee perspective the most important goal is that the GM, and his staff, prepares a multiyear strategic plan. The plan should include the recommendations presented to the Board at its October, 2017 meeting. Those recommendations were...

-Plan should be a look ahead document; three years minimum, five years is recommended.

***First planning year (2017/2018) 100% firm
Second planning year (2018/2019) 80% firm
Third planning year (2019/2020) 60% firm.
Fourth and fifth year (2020/2022) 30% certainty***

-Plan should contain measurable goals and objectives by the Association and relevant departments.

-Plan should contain head count needs, major programs, operational, maintenance and capital spending by department.

-That the Board approves the Recommend approach so that this "Plan" process can be implemented immediately.

Given the above the Committee, by a unanimous vote, has approved the following for the Board's consideration with regard to the Community Survey and February 9, 2018 timeline...

1. That the survey be available electronically via Survey Monkey and also be available in written form to be mailed by the Association.

2. *That a 30 day deadline for responses be specified.*
3. *That the survey be sent only to Ocean Pines Homeowners.*
4. *As far as the questions, the 24 questions submitted to the Board last year remain unchanged and the Committee requests that the Board add, delete or modify these questions at their pleasure no later than February 25, 2018.*

In conjunction with the above the Committee believes that the Strategic Planning process should begin as soon as possible and contain a target submission date established by the Board.

As Committee Chair I do have some additional comments regarding item 4 voted on by the Committee.

First, since the original questions were presented to the Board in February, 2017 I have received written comments from one Director, Cheryl Jacobs. These comments were very detailed and distributed to the Committee. We appreciate the obvious time and effort that was put into her efforts and want to make it clear that the Committee is in no way opposed to them.

We elected not to change any questions because our past experience is that making changes based upon the comments of one Director are not always accepted by the majority of the Board. We believe that to meet the Board deadline we need to avoid cyclic changes and that any modifications to the questions should be agreed upon by the majority of the Board and forwarded to the Committee.

Second, Director Horn has requested that a question eliminated by a previous Board regarding drainage be included in the survey. Director Trendic has provided useful information from Montgomery Village the American Planning Association. We elected not to include Director Horn's question and the information from Director Trendic for the same reasons noted above. However, I recommend that this information be considered in any Board driven modifications.

We have also received a detailed list of potential questions from a homeowner, Dr. Ev Myers. These questions were forwarded to the Committee by Director Trendic. Again, the Committee did not act on these questions given the set timeline and the fact that the Board has not commented on any of his questions other than Director Trendic. But, as in the cases cited above, we have no objections to making any additions, modifications or deletions agreed upon by the Board.

To meet the Board objective of sending the survey with the annual assessment invoices the Committee needs your additions, changes or modifications no later than February 25, 2018. Committee's intent is to forward the final questions to the Association Management for publication and distribution on February 26, 2018

Sincerely,

Frank Daly
Strategic Planning Committee