



Ocean Pines Strategic Planning  
Advisory Committee  
**January Monthly Meeting**

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1/27/22

# Agenda

- Roll Call/Additional Agenda Items 9:00-9:05
- Welcome Amy/Introductions 9:05-9:15
- A Look Back & To the Future 9:15-9:25
- Property Owner Survey 9:25-9:40
  - Last Call-Any other suggested breakouts
  - Are there any additional questions we would want answers to?
- Survey Town Hall-Objectives, Length, Timing, Communication Plan 9:40-9:55
- How to measure integrity? (Question from December BOD meeting) 9:55-10:05
- Feedback on Situation Analysis Draft 10:05-10:20
  - Anything missing?
  - Input especially on Implications
- Open Discussion/Public Comments 10:20-10:30
- Wrap-up/Next Meeting 2/24 @ 9:00 AM 10:30

# Introductions

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- Name
- When Joined This Committee
- Professional Background
- Favorite Drink

# A Look Back & To The Future

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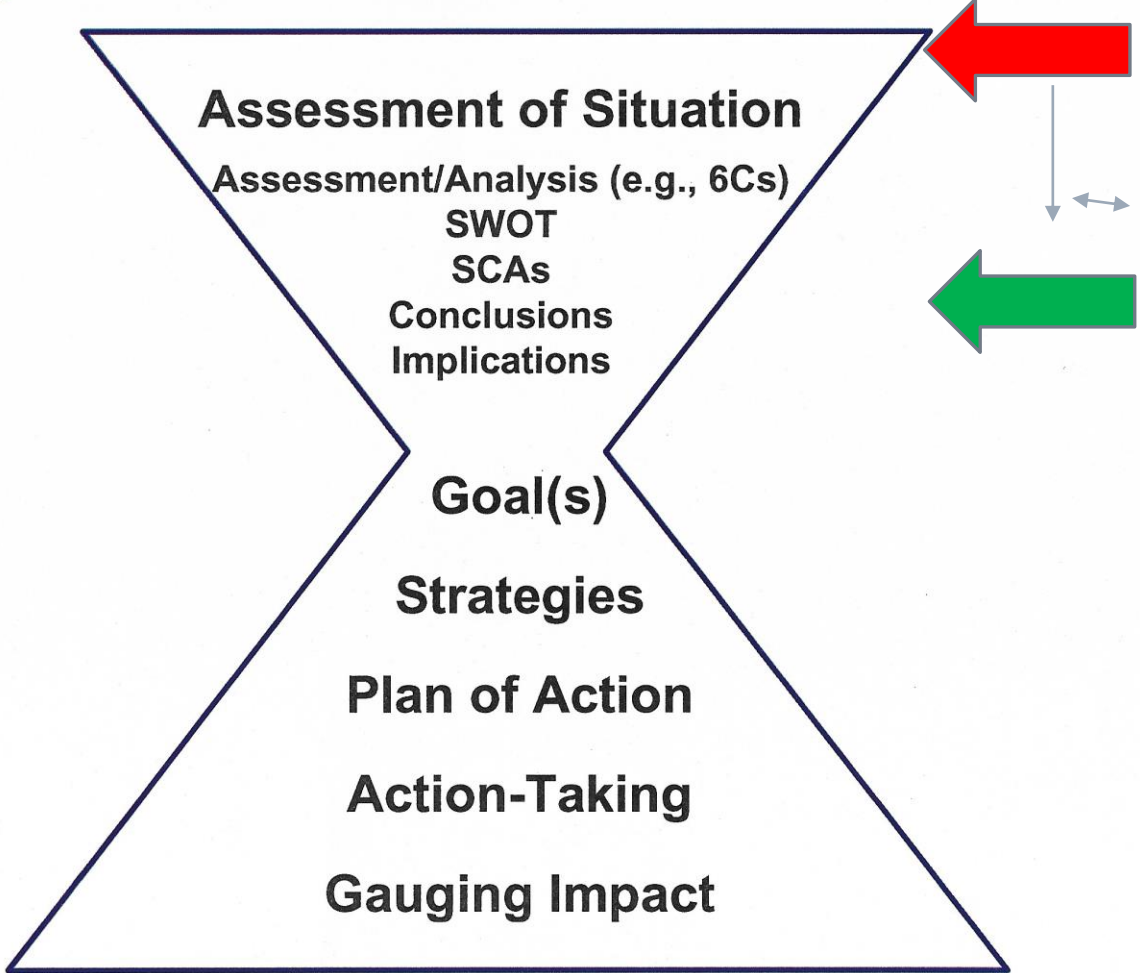
## Looking Back at 2021

- **Clarified role of committee ((Jan/Feb)**
- **Developed target strategic planning timeline and plans (Feb/March)**
- **Coordinated SWOT analysis with OP Dept Chairs and Exec. Comm. (April/May)**
- **Benchmarked other homeowners' associations (May/June)**
- Updated Board of Directors at the July BOD meeting (July)
- **Created, tested, and executed a successful property owner survey (July-Nov)**
- Updated the Board of Directors on survey and communication plans (Sept)
- **Presented survey summary results to BOD (Dec)**

# Strategic Planning Process



## Thinking "Flow" in KISS



Here is where we are

# A Look Back & To The Future

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## Looking Forward (2022) Recommendation and Target Timing

- Deeper dive on survey results (Jan/Feb)
- Finalize Situation Analysis (Feb)
- Conduct a virtual town hall on survey results (late Feb) & communicate results to all (post on website, etc.)
- Share Situation Analysis with BOD (March)
- Strategic planning work session with BOD (March/April)
- Strategic planning work session #2 with BOD (May/June)
- Budget Committee collaboration on future budgeting process (June)
- Town Hall strategic plan recommendation ? July
- Finalize strategic plan recommendation to BOD (August)
- Bring strategic plan to life in budgeting process (August-December)

## **Discussion:**

- **Missing anything ?**
- **Timing realistic ?**
- **Town Hall ?**

# Property Owner Survey

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- Any other demographic (or other break-outs) ?
  - We looked at Total, Full-Time, & Part-Time
  - < 50 years old
  - Families with Children < 18 years old
- Are there any other questions we would like answers to or dig deeper into?
  - We can use Survey Monkey link to ask additional or more specific questions (include question and link on weekly OPA email)
- Did we budget for Survey Monkey in 2022 ?

# Survey Town Hall

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Objectives, Length, Timing, Communication Plan, etc.

- Recommended Objectives:
  - Share summary of results in simple easy to understand format
  - Share next steps/how results will be used for planning
  - Have open discussion/dialog at end of presentation
- How long should virtual meeting be?
- When should we have it (day of week, time, date)



# Survey Town Hall

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- Recommended Communication Plan:
- Once time and date are set:
  - Create PR Release
  - Include in Weekly OPA emails
  - Post on Communication Boards on Parkway
  - Include a reminder as part of BOD meeting agenda
  - ????

# How To Measure Integrity?

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- As well as our other recommended values?
- Open Discussion

# Feedback on Situation Analysis Initial Draft

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- Initial reactions?
- Opportunities for improvement?
- Missing anything?
- Agreement on conclusions and implications?
- Would appreciate general feedback by next Friday, 2/4
- Will modify and resend out for additional more detailed and final input (week of 2/7)

# Assessment of Situation

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- Category-Other HOA's-Benchmarking
- Community-Ocean Pines
- Property Owners Survey
  - Satisfaction
  - Top Priorities
  - Culture-Values
  - Issues/Opportunities
  - Amenities
- Summary-9 Conclusions & Implications

# Open Discussion/Public Comments

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- ?
- ?

# Wrap-up/Next Meeting

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- Wrap-up-Action Items
- Thursday, 2/24 at 9:00 AM
- Virtual or Hybrid?
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## APPENDIX

# SPAC November Meeting

## Next Steps In Strategic Planning Process

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- **In business, typically analyze the 5 or 6 C”s**
  - Consumer, Customer, Category, Competition, Company, Culture
  - For OP Plan, we will include:
    - Consumer= Homeowners (SURVEY) **This will be the most important section!**
    - Category=Other Homeowner Associations **Moe/Helen working on summarizing**
    - Competition=Other communities nearby that we compete **Possibly part of Category**
    - Company=Ocean Pines Org. **Bernie working with Steve on Financials; Becky working on demographics**
    - Culture-Look at values, etc. **Survey will also be used for Culture (values)**
  - **Once all of the above are completed, we can move quickly to.....**