

SPAC Meeting Minutes-10/27/22

Attendees:

- Wes Blakeslee, Jenny Cropper-Rines, Becky Colt-Ferguson, Helen Johnson, Rob Keesling, Bernie McGorry, Josh Davis, Stuart Lakernick.

Discussion Topics:

- Welcomed Stuart Lakernick as new BOD liaison.
- Discussed strategic planning status and feedback.
 - Feedback was provided to OP that there still were not financials included.
 - We discussed the need for other measures of success beyond financials including owner satisfaction, project completion, etc.
 - Missing KPI's (key performance indicators).
 - Discussed opportunity to improve pool membership/guest costs but also discussed that the committee's role was to be the process experts and not necessarily the operations or solutions experts.
 - Draft #2 was sent to BOD for input. BOD is in a better position to provide content input than the SPAC Committee.
 - There was a discussion that the committee should focus on how to increase property owner engagement and amenity usage in 2023.
- Josh provided an update on OP customer satisfaction surveys.
 - Conducted four to date with average of over 200 responses for each amenity.
 - There was some discussion on how to increase participation in surveys, but consensus was 200 per amenity is a fairly good number and several steps were taken to drive awareness of the survey.
- Becky provided a brief update on the Route 90 project.
 - Meeting was being held on 11/2 from 6-8
 - All were encouraged to complete the MDOT Survey. Deadline to complete is 11/10. Here is the link: <https://mdot-sha-md90-us50-to-md528-wo782b11-maryland.hub.arcgis.com/>
 - There was some discussion that parts of the survey were confusing, especially with regard to the design options.
- Bernie reviewed the Committee's Annual Report which was due 10/31.
 - Changes were made to the recommendations to make it clear that we were recommending the OPA Marketing Dept. should budget for Core Values and Survey costs.

- Final annual report was submitted on 10/30 and Doug thanked the entire committee for all of the time and progress that we have made as a committee.
- There are 3-4 current committee members whose current term expires in 2023.
- Next meeting. Planned for 12/1 due to Thanksgiving conflict with our normal 4th Thursday of the month meetings. Some recommended topics were to:
 - Discuss lessons learned from our Strategic Planning process.
 - Discuss ideas/plans for 2023 for the SPAC Committee.

Action Items:

- Recommend that you complete the Route 90 survey by 11/10: <https://mdot-sha-md90-us50-to-md528-wo782b11-maryland.hub.arcgis.com/>
- Come prepared to our next meeting with your thoughts on:
 - Lessons learned from our strategic planning process over the past 20 months/what can we improve upon?
 - Ideas and input for Committee plans for 2023.