



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

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8/28/23

# Agenda

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- Roll Call Bernie/All 9-9:10
  - Volunteer to take minutes
- Action Items From Last Meeting Bernie 9:10-9:20
- New Business
  - Communication Plan for Survey Bernie/All 9:20-9:50
- Public Comments/Open Discussion All 9:50-10:00
- Next Meeting-10/26 at 9:00 am

# Key 2023 Objectives for SPAC

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## From our 12/22 and 1/23 Meeting

- Ensure that the strategic plan comes to life-develop strategies and processes
- Develop and execute another property owner survey (or 2) to gauge current status

# Action Items From August Meeting

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- Bernie to request orientation meeting with new BOD members to review previous survey results and strategic plan (**complete 9/26**)
- Request BOD review and approval of survey (**Stuart-complete**)
- Need to recruit 1-2 new committee members (strategic planning experience preferred)  
Requested, need to follow-up with Michelle (**Bernie**)
- Disaster plan link to be sent to committee members (**complete**)
- Bernie to request Josh's support to review new survey and help with Communication plan (**complete, approved and actively working together**)

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**Really appreciate BOD and GM support**

# Agenda

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|--|-------------------|------------------|
| • Roll Call                            | Bernie/All        | 9-9:10           |
| ◦ Volunteer to take minutes            |                   |                  |
| • Action Items From Last Meeting       | Bernie            | 9:10-9:20        |
| • <b>New Business</b>                  |                   |                  |
| ◦ <b>Communication Plan for Survey</b> | <b>Bernie/All</b> | <b>9:20-9:50</b> |
| • Public Comments/Open Discussion      | All               | 9:50-10:00       |
| • Next Meeting-10/26 at 9:00 am        |                   |                  |

# Property Owner Survey Communication



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## Goal for # of Completed Surveys

- **1,000 total property owners**
  - **At least 500 part time residents and 500 full time residents**
  - Strong representation of both:
    - Families with children
    - Families without children
- Rationale for 1,000 completed surveys is that it would result in a margin of error of +/- 3.1%. Increasing to 2,000, the margin of error would only drop to +/- 2.2% (less than 1 percentage point; refer to appendix for details)

# Survey Communication

## Communication of the Survey (no incremental cost)

	Responsibility	Cost (\$)	Timing to be Ready
PR Release to local papers	Josh	0	9/21 
Survey link on OP website and social media	Josh	0	10/9
Include survey link in weekly eblast	Josh	0	10/9
Follow-up bi-weekly with local papers	Josh	0	10/9-11/10
Messages on Ocean Parkway Communication Board	Josh	0	10/9
Reach out to Executive Council (Committee Chairs)	Strategic Plan Comm.	0	w/o 10/16
Reach out to key club contacts	Strategic Plan Comm.	0	w/o 10/16
Include in Ocean Pines Quarterly Newsletter, ideally with a QR code to connect directly to the survey ( <b>reaches ALL property owners including part-time owners</b> )	Josh	0	10/2* 

**Slight issue in that we rushed to get survey article and link in Quarterly Newsletter**

\* Electronic version being sent 10/2, printed version will likely arrive w/o 1016-10/23

# Survey Communication

## Communication & Collection of the Survey (Cost)

	Responsibility	Cost (\$)	Timing to be Ready*
1. Print “reminder business cards” to be handed out at key locations (Sports Core Pool (100) Yacht Club (250), Golf Course & Club House (250), Library (100), Admin. Bldg. (200) and Community Center (100))	Josh/Bernie		10/9-10/16
-Quantity: 1,000		120	
-Communication plan	Josh	0	
2. Print hard copies of survey & make collection boxes available	Josh/SPAC		10/2-10/3
-Available at Admin. Bldg. (50) the Parke (25) & CPI (25) building)		0	
-Quantity: 100; + 3 collection boxes and signage		120	
-Communication/Collection Plan		0	
3. Request a survey by Phone or Email	Josh		
-Estimate a maximum of 25 included in above printing, envelopes/mailing cost		25	
-Communication/Response/Collection Plan (see appendix)		0	
<b>Total Estimated Cost</b>		<b>~\$300</b>	

\* Bernie’s estimates based on previous survey



# Survey **TARGET** Timing and Next Steps

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|--|----------|---|
| • Test, provide feedback and measure time to complete the survey         | W/O 8/28 | ✓ |
| • Send survey and communication plan to BOD & GM for review and approval | 9/4-9/15 | ✓ |
| • Make any changes to survey and start to implement Comm. Plan           | W/O 9/18 | ✓ |
| • Printed Copies, ballot boxes, etc. available                           | W/O 10/2 |   |
| • Release Survey via weekly email  | 10/9     |   |
| • Recommended deadline (assuming we hit above dates)                     | 11/17    |   |
| • Share survey results with BOD  | December |   |

**Are there any other key OPA events or conflicts?**

# Survey Communication & Follow-up

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- **Need volunteers for:**
  1. Distributing surveys and collection boxes to 3 locations
    - Monitor **biweekly** and collect any completed surveys
  2. Distributing reminder cards to all locations (**one time**)
  3. Tabulating and entering hard copy surveys (**may need 2 people**)
    - **Coordination needed between #1 and #3**

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# Appendix

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# Ocean Pines Strategic Plan

## **Vision, Mission, Goals and Core Values**

**Vision:** Ocean Pines will be a premier resort and residential community, committed to exceptional safety, value and quality of life, while welcoming and embracing residents and visitors of all ages, ethnicity, economic status, and interests.

**Mission:** Ocean Pines will provide quality governance, public services and five-star amenities necessary to keep the community an attractive, affordable, safe, sustainable and enjoyable place to live and work.

### **Goals:**

1. Sustain strong financial position
2. Maintain and enhance infrastructure, community appearance and current amenities
3. Maintain high levels of safety
4. Foster a sustainable and engaged community, driven by our core values
5. Support leadership training and development

**Core Values:** Integrity, Accountability, Collaboration, Respect, Sustainability and Transparency