

# Hot Springs Village POA, Inc.

## 2017 Enterprise Goals

**Overall Goal: Creating and protecting “Value” through Sustainable Growth.**

### **Enterprise Goal: Protect Community-wide Property Owner Value & Life Style**

- **Infrastructure & Services:**
  - Sewer Collection System
  - Water Distribution System
  - Road Maintenance
  - Gate Security
- **Amenities:**
  - Prioritize and discuss ROI and timeline for addressing these three most cited needs: Outdoor Pool, Balboa golf course/clubhouse, Pickleball
- **Natural Resources:**
  - Foster relationship with The Nature Conservancy
  - Protect access to water through MAWA investment
  - Protect trails
- **Ongoing Development and Investment Focus Areas:**
  - Roll out sales plan and communicate results
  - Provide current and ongoing details of marketing efforts

### **Enterprise Goal: Strengthen Financial Health of the Village**

- **Strengthening the Balance Sheet**
  - Adopt a long term, balanced cash management strategy for using operational profits, debt, and reserves to keep assets in optimum condition while planning for future needs.
  - Revise the Article 10 (Building Reserve Fund) policy during 2017 to reflect targets described in the operating and capital reserve objectives below.
  - Build operating reserves, targeting a minimum of one month’s reserves within 5 years.
  - Build capital reserves, target saving a minimum of 1 year’s depreciation within 5 years.
  - Establish 6 year payback model related to PW using all reserves for the water plant.
- **Revenue Stream Reliability, with Maximum Utilization**
  - Complete ad hoc fee committee analysis of revenue sources during 2017 for implementation of recommendations in 2018 and beyond
- **Monetizing Community Growth**
  - Property Sales: 2017 minimum sales target of 22 lots
  - Developed property growth: A net of 60 additional improved properties

### **Enterprise Goal: Build Property Owner Trust and Support**

- Joint review of committee, board, and staff activities to eliminate duplicate efforts while ensuring message accuracy and consistency
- Execute a PR plan focused on communicating with and educating individual stakeholders
- Use goal tracker system for project areas to standardize discussions and measure progress