

Other Issues

We must have a **golf feasibility/profitability study**. HVLA has some smart, capable people when it comes to golf knowledge. But the reality is that none of them are "experts" in every aspect of golfing, golf programs, managing a golf course, marketing a golf course or taking an unprofitable course and making it profitable. HVLA has spend years guessing how to improve golf ops. profitability. We need an expert consultation.

How well does HVLA relate to its surrounding communities? Middletown? OK, we've got sports that connects with Middletown. What about local businesses? Has HVLA maximized its relationships with local business? Our relationship with Lake County, Caltrans, the County Sheriff, CHP? There are lots of issues in all those areas, e.g., a recent contact with Lake Wildwood revealed a Staff there who could possibly re-open our efforts to get Caltrans to do something about run-off into our Lake from Coyote Creek. Wineries? Sure, some come to the concerts, but isn't there more we can develop with them? Farmers Markets? Why can't we have one at the Community Center parking lot?

What about a "Community Engagement Program"? A program to actually improve member involvement in everything-HVLA, including governance. Did you know that there once was a "Welcome Program" here? It's obviously long gone. Let's bring back the "Welcome" to HVLA.

Annual "required" training for all Board members and Staff. Reportedly, this is going to be put into effect this year (2015).

The New HVLA web site is much more user-friendly. There are still a few kinks, but hopefully those will be worked out.

Finally a REAL Audit! How about a clear accounting breakdown of the most likely cost of the Hartmann Project, along with the costs of other big-ticket amenity upgrades (Community Center, Pool, Lake, Stables) plus the cost of road resurfacing, and how this all will interact with current reserves, current assessment income, increased assessment income from the planned increases,

and a possible bank loan? No one has yet presented a clear picture that puts all this together and answers the question - Will it work?

Our Safety & Security Dept. perennially suffers from an image-problem. Many members have no idea how it operates or why it operates the way it does. Complaints are numerous and often misguided. How about a series of Community Meetings, a Dept. brochure and an accessible online Q&A with the Manager to help initially clarify and then provide ongoing clarification.