

FEBRUARY 2020 ISSUE 3

CAROLINA PRESERVE

HOA NEWS

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THE SECRET IS OUT!

That Carolina Preserve is an active adult community with residents who love where they live. Now that the final videos have arrived, the world is beginning to see what has been happening here and it's impressive. Want to see a video yourself? They are being released one each week on Facebook, LinkedIn and YouTube and then will be available on your fresh new website. Feel free to share them with friends, family and especially the grandkids. They are thrilled you are having a blast and it's a perfect lesson on saving for the future.

There are seven videos:

- o Overview
- o Tennis
- o Bocce
- o Fitness Center
- o Indoor Pool
- o Pottery Studio
- o American Tobacco Trail



Click to watch video

Photography stills were also taken in November and we will continue to share those as part of our social media campaign which reaches out to the late Baby Boomer generation who are looking to retire or semi-retire in a phased plan.

The competition for 55+ active adult communities is getting tough but your community is thinking ahead, it's all part of the ambitious strategic plan to stay ahead of the curve.



HOA President Comments

by Tom Crotty

It's the middle of winter and when you look around all looks quiet. However, there is a lot going on within the Carolina Preserve HOA. We are four weeks into the transition of two new landscapers maintaining the exterior and interior grounds of Carolina Preserve. The new furniture for the lower level of Bradford Hall has arrived. The Board Advisory Committees are fully staffed (thanks to our many volunteers) and working on their projects. The Board has a meeting with the architect/engineering firm to get some updates on the Clock Tower project. The Pickleball Task Force will meet soon. The 2019 Pocket Park Task Force will resume to finish the final touches on the Serenity (Allforth) and Fun & Fitness (Finnbar) pocket Parks. Every two years the Board is required to review and update our association documents and we are now evaluating which CP association documents need to be updated.

A new Task Force will start in February to evaluate the possibility for use of solar energy at Bradford Hall to reduce our energy consumption. By late spring a new Task Force will start to propose plans to revitalize the Beckingham Loop and Arvada Pocket Parks. The professional videos and photos taken in early December along with drone video of CP have been completed. These included active shots of fitness area, pool, tennis and bocce courts, pottery studio, pool room, dance studio, and the American Tobacco Trail staring dozens of CP resident volunteers. These will all be made available on the web site. Deborah, Freda, Mary and the IT Committee are constructing a new Public web site project. The public site with lots of new content, photos and videos will present CP as a very active 55+ community.

Finally, we are looking forward to reaping the Beautification groups' hard work with early color for the community. Can't wait for the tulips and daffodils to start peeking out of the ground around CP. It's a busy year with lots of projects and many volunteer opportunities so looking forward to seeing and working with many of you.



Carolina Preserve 2020 Strategic Planning - Part I

Every year in March our General Manager and the HOA Board plan out the Strategic Planning agenda for the year. This is the first of two articles outlining the Strategic Planning process for 2020. This is Part I and Part II will run in the March HOA newsletter.

We started our Strategic Plan journey a few years ago. At the beginning, Carolina Preserve held a focus group with several realtors to solicit their unbiased feedback about what outsiders think about our Carolina Preserve community. We asked them to be direct and honest with their feedback. It was a very eye-opening experience for us that were part of this experience. These findings were documented and shared back in 2018. A brief recap follows;

Realtor General Comments from 2018

- The Triangle is a very competitive market for 55+ Active Adult Communities
- Realtors feel CP is the best value for HOA fee in the area.
- Realtors were impressed that we replaced all the fitness equipment
- Primary entrances (Main entrance, and O'Kelly Chapel entrance) used by Realtors make a negative initial impression.
- Bradford Hall is first place realtors take prospects and again bad impression. Décor is old, out of date, carpets look faded, etc.
- Look and feel of community including entrances and pocket parks look plain or run down
- Realtors stated CP does not generate an Active Vibe to prospects
- Lack of visibility for Pickleball courts hurts initial impression
- Due to poor public side of ClubExpress web site, realtors and prospects not aware of Clubs/Groups, Lifestyle class schedules, vendor fairs, wellness fairs, CPU etc. or access to calendar or Lifestyle Newsletter that would be of high importance to younger prospects.
- No Go-Green community image. Very important to younger prospects.
- Lack of promotion of Amberly amenities shared by Carolina Preserve
- And many, many more comments.

Carolina Preserve has implemented many Strategic Plan generated changes since early 2018 and it's time Carolina Preserve got a report card on our accomplishments along with what we currently have planned for 2020-21. Therefore, Part I of our 2020 Strategic Planning process is another focus group with about 15-20 realtors. This is scheduled for late February. The valuable feedback received will be shared during the March Strategic planning sessions held with residents and used as input to our 2021-2023 Carolina Preserve Strategic Plan.

2019 Financials at A Glance

Operations (\$000)

	Full Year	
	Actuals	B/(W) Plan
Income	\$3,862	\$21
Uses		
Reserves	\$524	\$7
Expenses	\$3,316	\$-6
Net	\$22	\$22

Reserves (\$000)

	Replacement	Villa	IIF	Painting	Operating Contingency
12/31/18	\$874	\$272	\$29	\$5	\$633
Contributions	\$383	\$27	\$89	\$25	\$22
Interest	\$17	\$5	\$1	\$0	\$0
Expenses	\$352	\$19	\$31	\$16	\$0
12/31/19	\$922	\$285	\$88	\$14	\$655

By Chet Sadosky, HOA Treasurer

Summary of 2019 Full Year Financials

2019 full year Net Operating Income had a \$22k surplus primarily driven by:

- Higher income due to a greater number and a higher value of resales plus higher interest income.
- Total expenses were essentially on plan with greater consulting service and landscape expenditures offset by reduced payroll, maintenance and utility expenses plus the favorable Amberly perimeter true-up.
- Since Villa irrigation maintenance expenses were over budget, contributions to Villa reserves were reduced to have a net zero impact.

Villa reserve contributions + Villa expenses = Villa assessment

The 2019 surplus of \$22k is reported as part of the 2019 year end Operating Contingency value. We plan on spending these funds in 2020 for the replacement of dead trees which could not be completed in 2019 and for additional marketing support for our new external website. Utilizing the 2019 surplus in 2020 is why we adopted IRS Revenue Ruling 70-604 at our November community meeting.

AUTO DRAFT SAVES TIME & MONEY

By Christine Hast, General Manager

Just a reminder the Carolina Preserve 2020 Assessments increased to \$231.00 for Single Family homes and for Villa Homes \$264.00. Please check your account balances to ensure you submitted the correct amount for your January Assessments and each month going forward. In fact, this is a great opportunity to sign up for AUTO DRAFT through the Kuester Management Website.

www.kuester.com

If you haven't already, log-in by creating an account with your user name and password and complete the Auto Draft form. Kuester will do the rest for you! You will never have to worry again about paying the correct amount or mailing a check. This also saves the HOA \$1.39 per month per owner to mail statements or monthly delinquency reminders. At 100% community compliance your HOA would save over \$22,000 per year. Please help; sign up for auto draft!

om



Owner Support



Help Center



CUSTOMER LOGIN

About Kuester ▾

HOA Management Services ▾

HOA Management Locations ▾

Blog ▾

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Homeowner Features

Finally give your homeowners access to online features and functionality that they have come to expect. Providing owners with 24-7-365 access of their account information will lead to a more satisfied community.

- ✓ Sign up for Direct Draft Payments
- ✓ Security Features for Protection of Owners and Board Members
- ✓ Make Echeck or Credit Card Payments
- ✓ Make Online Requests to Management Company or Board



HOMEOWNER PRIDE AT CP

By Michelle Greene, Director of Operations

It is no surprise that Carolina Preserve received the 2019 CAI Community of Excellence Award! Carolina Preserve is filled with passionate homeowners dedicated to their community in so many ways.

Being a homeowner is hard work! Homes require constant care and lots of attention. We appreciate that our homeowners truly care for their properties and invest the time and resources needed to keep them looking great.

Part of my role as the Director of Operations is to assist Carolina Preserve with this as well, through covenant enforcement. The collective goal is to preserve and protect the integrity, design, and value of all the homes within the community, while also ensuring compliance with the legal documents of the association. As you know, I do routine inspections throughout the community. The most prominent items I see needing attention are always power washing, dead plants, substandard street trees, and mailboxes needing replacement. (Did I mention power washing?) Please regularly do a once-over of your property to see if any maintenance is required.

During inspections, if I notice something that needs attention, I will send a letter to the homeowner letting them know of the issue. The letter offers 15 days for the homeowner to correct the issue or the option to contact me directly to discuss. If you have any questions regarding the violation, simply contact me. I can be reached via email at MichelleG@Kuester.com or by phone at 919-467-7837.

Additionally, if you would like to see the full process, please log in to the Carolina Preserve Website at Cpamberly.net. On the blue banner, hover over 'Governance,' and select 'CP Documents.' From there you will choose 'Policies and Procedures,' and finally select Violation Policy v4.2.pdf dated April 9, 2019.

Please let me know if you have any questions or need clarification on anything.

I hope you all have a lovely day!



WINNING THE COMMUNITY OF EXCELLENCE AWARD

By Carole Katz, HOA Board, Member at Large

Carolina Preserve is a proud recipient of the prestigious Community of Excellence Award. Awarded by the North Carolina Community of Associations Institute (CAI), we were one of only five communities that earned this distinction in 2019, and the only 55+ recipient. CAI is an international membership organization dedicated to building better communities. With over 40,000 members, CAI has 64 chapters worldwide. CAI provides information, education and resources to the homeowner volunteers who govern communities and the professionals who support them. CAI members include association board members and other homeowner leaders, community managers, association management firms and other professionals who provide products and services to associations. All applications are judged by CAI members from other states, not NC. The CAI judges are individuals who have received the highest designation of the CAI education system, the "PCAM" (Professional Community Association Manager Certification).

In 2019, there were over 347,000 HOA covenanted communities in the United States, comprised of 26.6 million housing units, and approximately 70 million residents living in these units. In 2018, NC had the fourth highest number of HOA communities, at 14,000 and growing. (Source: ipmanagment.com). Winning this award is a big deal. Why we won is also a big deal.

It took a community. A Strategic Plan, day to day management and execution by our onsite Kuester Staff, our financial strength and budgeting process, on-going committees and taskforces, and the numerous projects and dozens of volunteers who dedicated their time and effort to see these projects successfully completed. Add to that the approximately 120 volunteer driven clubs and groups all of whom contribute to the vibrant active lifestyle of CP. As important as it is to give credit where credit is due, it's important to remind ourselves, it took all of us.





Our next opportunity to apply for a Community of Excellence award will be in 2021, and will continue to require an engaged community. We look forward to the various contributions you all make to secure this valuable recognition, once again, for Carolina Preserve. Among the many initiatives and plans that we hope to complete since the last award are:

- New digital monthly HOA newsletter
- Finishing Bradford Hall's lower level redecorating
- Continue leveraging our Strategic Plan and execution of major items:
 - Creation of Serenity pocket park
 - Creation of the Fun and Fitness pocket park
 - Redo of the Beckingham pocket park
 - Redo of of the Arvada pocket park
 - Continued beautification projects
- Adding new, outdoor Pickleball courts and disc golf amenities
- Improved landscaping
- New marketing initiatives including a new public website with robust videos and photos
- Continued and expanded Lifestyle programs including
 - Completion of a new fitness survey, classes and programs
 - New CP University offerings
 - Conducting a new volunteer reception and database to facilitate matching volunteers with HOA committees, task forces and future HOA Board vacancies
- Completion of a Solar Energy study and direction for Bradford Hall

Our winning application for the 2019 award acknowledged the CP Connections Magazine, and deservedly so. However, in recent weeks, this acknowledgment has taken on a life of its own, beginning with the CP Connections editor's insert in the winter 2019 issue stating, "I have been told CP Connections played a huge part in CP winning the neighborhood award." Since then, this sentiment has been echoed in emails to the Board, on the message boards, and in word-of-mouth chatter. Claims continue to be increasingly exaggerated. It has been posted that the "judges had a paper copy of the magazine," and it has been implied that with a digital edition we might not have won. In fact, the judges did not have a paper copy of the magazine (they didn't even have a paper copy of our application; only digital submissions were accepted.) The reference to the CP magazine was a total of five sentences, out of our 37 page submitted application. We were proud to reference CP Connections. However, it's important that the community focus on facts and keep the various contributions in perspective.

The CP application can be found on the cp website homepage under News and Events, Community News, More.

Regarding digital, it should also be noted that the results of the Communications Survey included within CP Connections in the summer 2019 issue, found that 93% of the 669 respondents have access to a PC. Based on the demographics of respondents, we can extrapolate that this may be a conservative figure for the community. A summary of results of this survey were published in Issue 1 of the HOA newsletter in December, 2019. For complete survey results, go to the CP website governance tab, click CP Documents, HOA e-Newsletters, Issue 1, page 13.

As a community that seeks to keep moving forward, competing with newer communities, going digital may be an increasingly winning approach.

In summary, our Community focus in 2020 needs to be on the execution of the many planned projects from our Strategic Plan. If we are successful, Carolina Preserve will be in excellent position to again compete for the CAI Excellence Award in 2021. Let's bring it home!

NEW YEAR'S EVE RECAP



History:

Many years ago, Carolina Preserve Clubs used to host New Year's Eve events, but the cost of these events became too expensive, required many residents to work the event and was financially risky for Clubs and they stopped. The Board asked Lifestyles to step in and plan this annual event for our residents to allow them to stay close to home. New Year's Eve at Bradford Hall has always been subsidized by the HOA as an opportunity to bring together Carolina Preserve residents to celebrate a non-religious holiday – thus building community. This also allows them to avoid traveling far and be entertained all for an affordable price.



Background:

Holiday parties incur an upcharge from all vendors vs. a regular event date during the year. This ranges from 25% - 30% over regular prices for all catering services and entertainment.



Since we do not have a chef, onsite food, waiters, linen, plates, glass wear, flatware, etc. as restaurants do, everything must be brought in – which adds to the hard costs for the event being at Bradford Hall.

There are both fixed and variable costs involved in planning an onsite New Year's Eve event. Without knowing how many guests will attend, you are guestimating what the final per person cost will be. Due to the wide resident age range and varied interest, CP created the Chez Bradford “early bird” dinner with light listening music to include singles and residents who do not want to dance but still like to celebrate with food and entertainment. Then there is the late event that includes dinner and dancing and runs to midnight.





Staff Time:

Executing these New Year's Eve events still takes a large amount of Kuester Staff time. Time, they give up every year from their families just to provide a holiday event for our CP Residents. Oscar, Mary, Maureen and Deborah worked between 8-14 hours each on New Year's Eve to perform room setup, stage, lighting and electric setup, decorations, coordination with caterers, entertainers, check-in, etc.



2019 Turnout:

The News Year's Eve 2019 early event, Chez Bradford, always sells out and most everyone enjoys themselves. Over the past two years the late event has fallen in popularity. In 2019 only 55 residents purchased tickets.

Recommendation for 2020:

So, what to do about Carolina Preserve New Year's Eve parties? Due to the shrinking popularity for the late event based on the turnout in 2019, this event will be discontinued. The Chez Bradford dinner with live music event will continue. The HOA Board has directed Lifestyles to spend the funds they would use to supplement a 2020 New Year's Eve event to plan something more residents can attend and enjoy. We will try this for a couple years and track back and see if the interest in a late event has changed.



Possibilities:

Lifestyles will make the decision where to spend the funds, but some possibilities are:

- Upgraded Annual Picnic held in May
- Fourth of July with Dixieland Jazz Band / Ice Cream / Fireworks
- Outdoor Fall Festival (New) – taking advantage of the gorgeous Autumn weather
- Movie on the Lawn Series in the Fall



Photos by Sarah Edwards

2020 Committees

Architectural Review Committee

Steve Botha | John Bongino | Elizabeth Diton | David Hall |
Csaba Dosa | Claire Hammitt | Barbara Lewandowski |
Ken Merten | MaryJane Slusser

Club & Group Advisory Committee

Karen Baker | Larry Brown | Carol Davis | Joel Glassman |
Linda Laurich | Paulette Shekell | Tim Sisley

Finance Committee

Melva Brown | Kathy Dunn | Richard Craft | Eugene Harshbarger |
Bill Lazcano | Alan Rosenberg | Carol Stone | Paul Wolf

Information Technology Committee

Jean Curtin | Dennis Curtin | Jeff Diton | Mel Kosmin |
Amy Levine | John J Stolzenhaler | Robert Willenberg

Lifestyle Advisory Committee

David Baker | Dennis Curtin | Glenn Haines | Jill Poston |
Judy Rampolla | Carol Randall | Sandra Rusk | Lynnette Womble

2020 Board

Tom Crotty
President

Burt Katz
Vice President

Margaret Horst
Secretary

Chet Sadosky
Treasurer

Robert Griffith
Member at Large

Carole Katz
Member at Large

John Siciliano
Member at Large

Mark Your Calendar

HOA Board
Open Working Meeting
Feb 18 | 10:15am

Quarterly Community
Meeting
Mar 9 | 6:30pm

HOA Board
Open Working Meeting
Mar 17 | 10:15am