

2012 Goals of your CA Staff

Your CA's staff's number one goal in 2012 is our resident's satisfaction. In the development of our annual goals, staff reviews the Boards goals to ensure they are aligned and then develops action plans to meet each. All of this will be clearly outlined in our 2012 Business Plan for the Community that will be finalized in January.

Resident Satisfaction

As stated, our resident's satisfaction with their Association and its overall management is our number one goal. To achieve this goal we need to ensure that we are walking the walk and doing as we say we are going to do. We must be professional in our actions and be good stewards of our buildings and grounds. It is important that we properly maintain the assets of the Association to ensure our homeowners property values are protected as well as the assets of the community. We need to ensure that our policies are being enforced and that we are accessible when needed. Staff must truly care about the success and life of this community for us all to be successful. The recent MOSAK Resident Satisfaction Survey, which the results will be presented to the community in January, showed that we are meeting this goal but always have room to improve.

Financial Responsibility

Each year the staff works to develop our annual operating budget to cover the necessary expenses to run the community over the next year. Once approved, staff is responsible to ensure that we are working within that budget and are being good stewards of the community's money. We take this responsibility very seriously and know if we fail in this goal, we will not be successful in goal number one. As such, through disciplined accounting procedures, expense controls and a thorough understanding of the budget, your staff lives this budget and attacks each year with a desire to be financially successful for our residents. The drought conditions that caused the CA financial strain in 2011 are expected to continue through 2012 and staff will be looking at enhanced water conservation projects to keep our water expenses in line while properly maintaining our landscaping and common area assets.

Golf Operations will be a huge focus for the CA, our committees and most importantly our senior staff in 2012. It is imperative that we meet our golf budget this year and that we strategically position our community to manage the golf operations at a break even position as quickly as possible.

Enhanced Communications

When I compare our communications at Sun City Texas to those of other Associations, I feel confident that we are communicating effectively and

providing multiple avenues for our residents to know what is going on within their community. Every year, staff challenges itself to raise the bar and look for best practices, new methods of communicating and ways we can be open and transparent in our business to meet this goal. We look at publications like our weekly communicator and the Sun Rays and discuss changes that could be made to enhance the readership and support of these publications. We develop and host various town halls to communicate specific issues and work with our committees to ensure the work they are doing is communicated to all. We have come a long way since our communications in 1995 and your staff plans to continue this trend to ensure we are doing everything possible to get the news out to all in a timely and responsible manner now and into the future.

Employee Development

As a sixteen year veteran of Sun City Texas, I must say our current staff is the best ever and one that is truly dedicated to success and the overall satisfaction of our residents. To maintain, promote and support such a good team, it is important to provide proper training and education to our staff and provide them the necessary tools to be successful in their jobs. Over the last year we have made a conscious effort to ensure that all team members are receiving community communications and recaps of not only Board meetings, but recaps from senior management meetings as well. We continue to facilitate monthly all employee meetings to discuss current events, status of our goals and action plans, customer service, and safety related training presentations. As a team, we have stressed that Teamwork is the key to our success.

Best Practices

We plan to continue reach out to other communities, Community Association Institute (CAI) and various operations to investigate the best methods to manage the various components of our business and to ensure we are doing so in the most efficient, economical and professional manner possible. Our Special Projects Committee assisted with this in 2011 in their Organizational Study which can be found on the portal at the SPC site. In their study, they found that we are doing most things "right" and while no recommendations were made to the Board, we know we can always do better. We will continue to read our trade magazines, attend seminars, converse with our business peers and evaluate how we do business. I must add that our volunteers have helped us tremendously in this goal over the years and our overall success as a team and as a community association is directly attributed to their time and talents.

Attention to Detail:

This goal for the team is one that I personally plan to strongly enforce again in 2012. I have encouraged the team to look for those details that need better attention in all aspects of our operations and while the drought and weather

hindered this in 2011 with some of our landscaping and common area plans, we hope we can do more this year. One aspect you will notice is a clean-up of our monument signage and beautification around our amenity buildings.