

# PLANNING COMMITTEE MINUTES

January 16, 2017

- I. **Meeting called to order:** The meeting was called to order at 5:45 p.m. by Chuck MacDonald, in the clubhouse of Americana Cove. Seven additional residents attended the meeting
- II. **Board Members Present:** Chuck MacDonald, Frank Holbrook, Ted Meljac, Sandy Shouse, Phil Quince, and Lori Casey. Absent: Dan Dugger.
- III. **Minutes:** The minutes of December 30, 2016 meeting were read by Chuck and approved as amended. Lori will scribe the minutes this month.

## IV. **Old Business:**

**A. Boat Slips:** Lori presented information on the slips. A majority of material was provided by the manager (boat slip data, storage data, AmeriDocks quote, Tampa Bay Docks). This committee was asked to help the MAROA Board find answers to the following questions. Why are lifts not being rented? How might the community increase usage and revenue for slips?

Lifts are not being rented because boat owners want a lift. Three individuals are on the waiting list. The cost does not seem to factor into usage because rental charges are inexpensive compared to other area slip charges.

To increase usage and revenue it is suggested: a) The Board might consider purchasing their own lifts. This initially increases dock expenditures however revenue from a \$1500 slip would be amortized in approximately 5 years; b) Adding electricity and slip water (hose) access may attract some boaters. Currently a hose is available by the boat ramp; c) Consider providing an option to transfer (sell) ownership of lifts to a new renter - rate determined by lift owner. Take into consideration the current lift owner who put in the lift, a selling timeline and individuals on the waiting list; and d) Perhaps offer a larger discount for residents, for a few years, who put in a lift and are required to return it to MAROA.

**B. Current Committees of MAROA:** There have been questions about overlap in committee efforts. We are aware of potential overlap. Chuck provided a list of current Board Committees. Architectural (Chuck MacDonald), Finance (Mike Butler), Landscaping (Dave Casey), Marketing - (Mark Nixon) and Planning (Phil Quince).

**C. Field Trips to Competing Communities:** Several committee members wish to visit other communities to generate ideas for this committee regarding activities, amenities and overall community attractiveness. Discussion ensued about awareness of what is offered, wants of MAROA Board, wants of retirees present and future, where to get information, what is pickleball, and surveying residents electronically or otherwise. The survey discussion will occur at another meeting.

Chuck will arrange the field trips. Approximately three locations will be considered.

**D. Mission Statement:** The committee worked together to agree upon the following Mission Statement: Evaluate and recommend to MAROA's Board improvements, added amenities, activities or infrastructure that align with resident interest and or needs.

**V. New Business:**

**A. Suggest a Meeting Between All MAROA Committees to Discuss Areas of Overlap.** Chuck will discuss with MAROA board or manager about a meeting to discuss committee purpose and potential overlapping responsibilities.

**B. Short Term Goals and Long Term Projects** – tabled until another meeting

**C. Appointment of a Chairperson** - Chuck nominated Phil Quince to chair the planning committee. There were no other nominees or volunteers. Frank seconded the motion. Appointment made by acclamation.

**VI. Other**

**A. General agenda ideas for the next meeting**

- a) Speaker from Barefoot Realty (Marty) - to discuss Americana Cove and potential buyer needs/wants. It was suggested to provide the speaker with a list of questions to focus the conversation. Mark Nixon will be notified of this plan. (Responsibility – Phil)
- b) Review Charity Cicardo's article. Article provided by Ted. (Lori will scan article and email to members)
- c) Look at websites regarding current and future communities wants and needs. (Responsibility – Lori)
- d) Review Field Trips to Communities. (Responsibility Chuck)

**B. Community Survey Completed 5 years ago** - Sandy inquired about gaining a copy of this survey which described our community overall infrastructure. (Chuck will ask our manager)

**C. Next Meeting:** February 27, 5:30 p.m., place to be determined (tbd).

**VII. Adjournment:** 6:44 p.m.

Lori Casey

Approved Date:

Tabled or Discussion Item Reminder  
MAROA committee overlap  
List of existing amenities  
Old community survey  
Goals and objectives  
Survey Monkey