



*Sun City Vistoso Community Association, Inc.*  
BOARD OF DIRECTORS MEETING

**STUDY SESSION NOTES**

Thursday, March 11, 2010 • 9:00 AM • Vistoso Center – Apache Room

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**Strategic Planning Committee Charter**

- Objective is to provide continuity between boards and transparency to the community.
- Discussion involved Committee Charter objectives.
- Strategic planning committee will develop a process map for monitoring Board approved projects selected from among the Long Range Planning Committee report.
- Recommendations to proceed with project study but individual projects have not been approved.
- Add to the Board Meeting consent agenda.

**Heroes Among Us**

- The new board policy should be considered as guidelines to selection and not construed as criteria for nomination.
- Add to the Board Meeting consent agenda.

**Proposed Marketing plan**

- Board liaison made a presentation on the proposed marketing plan.
- Marketing to new residents for three years has created a prospective database that is cross checked against actual sale information to close the loop on marketing efforts.
- There is a coupon in new resident packets for a round of golf and a meal the café.
- There is more competition now than 10 years ago.
- Advertising dollars of competitors is huge.
- Guests are leaving with a good, positive feeling from staff to ambassadors and the warm welcoming received when visiting the other recreational building.
- Budget includes money for Yahoo (retirement and real estate), Where to Retire magazine.
- Information packet has been pared down to a mailer due to cost of mailing.
- There is a process proposed to capture the new resident's feelings by interviews and/or visits and/or questionnaire/survey.
- Add to the Board Agenda new business.

**Alzheimers Care Facility**

- Property developer Copeland plans to cut in a new driveway from Rancho Vistoso Blvd., our ARC will be involved for compliance of our development standards for exterior color, signage, etc.
- Organization is not experienced in this type of business and not qualified in the medical field.
- Board suggested forming an executive committee to monitor the project involving both the properties committee and the ARC after the new Board members are seated.
- Views from adjacent Association properties are impaired by existing building, any larger building will further obstruct views.
- Suggested focus group to look at street parking questions.

### **Cart Parking behind Crafts Building**

- During a busy maximum usage day recently due to a large golf event, there was orderly parking and further study would not be needed.
- Barrier on exposed side of path has eliminated congestion as golf cart parking now occurs on both sides.
- Item will be placed on a six month suspense and Board wants to revisit issue

### **New Clubs Approval**

- Add to the Board Meeting consent agenda.

### **Desert Oasis tennis courts reconstruction**

- General Manager is asking tennis players whether court realignment is desirable.
- Current quote is \$79,900 for reconstruction, however, to move to new alignment would be approximately \$91,600.
- Bid and summary sheet will be in board packet.
- Add to the Board Meeting new business.

### **Solar applications and installation guidelines**

- ARC and solar group will prepare questions for attorney.
- Legal counsel advises we don't have much latitude and court cases are not siding with associations.
- Recommendation would be to allow the ARC committee to hire a consultant to assist us to developing models to evaluate each case on a case-by-case basis.
- Aesthetic guidelines need to be in place.
- We need to educate the community.
- Set up a informational forum for the community in April.
- Set up a process for a resident to come to the ARC first for guidance and education for solar installation.
- Add list of cooperative solar panel installers to Consumer Referral vendor list..

### **Board Newsletter as a Board Policy**

- Discussion on adding policy to insure that the Board Newsletters continue as part of the Board culture. The Board Secretary will be responsible for their publication.
- Add to the Board Meeting consent agenda.