

# DC Ranch Association - Board of Directors

## Meeting Minutes: Monday, March 7, 2016

### Meeting

**Date/time:** Monday, March 7, 2016 Started: 6:00 PM Ended: 7:43 PM  
**Location:** Homestead Community Center  
**Purpose/notes:** Regular scheduled meeting  
**Chaired by:** Fred Green  
**Minuted rec. by:** Terri Raimondi  
**Status:** Minutes distributed

### Attendance

**Present:** Susan Grace, Fred Green, Tom Headley, John Henrickson, Stephen Koven, Don Matheson, Andy Andrews, Terri Raimondi  
**Absent:** Joe McGarr

### Meeting documents

- DC Ranch Brand Management Plan Presentation
- January 2016 - Financial Reports

3 documents attached to agenda items below

### Agenda

## 1. Agenda

---

### 1.1. Open Forum

Two residents spoke. The first comments were about the new app that was mentioned at the recent Town Hall on the Standards for Conduct. The resident was concerned that this might encourage neighbors to tattle on each other. The second resident brought up concerns about the traffic volume and speeding on 94th Street. The resident noted that it is especially dangerous for younger children attempting to cross this public street. The street is owned by the city, and the Ranch Association will work them to gain improvements.

**Status:** Completed

---

#### 1.1.1. Call to Order

President Fred Green called the meeting to order.

**Status:** Completed

---

#### 1.1.2. Roll Call - Directors

Andy Andrews conducted the roll call. All members were present, except Joe McGarr.

**Status:** Completed

---

## 1.2. Approval Meeting Minutes

Fred Green moved to approved the February 2016 minutes with some stylistic changes. Tom Headley seconded. The minutes were approved.

**Status:** Parked

---

## 1.3. Treasurers Report

Andy Andrews provided the Treasurer's Report for Joe McGarr. Revenue from assessments was \$1,400 greater than budgeted for the month due to 15 new units that were not accounted for in the master budget. This favorability will continue through the year. Non-assessments were \$3,000 less than budget. Disclosure, modification and delinquency fees were each \$1,000 less than anticipated. Operating costs for the month of January were \$32,000 less than expected, largely due to landscape and maintenance projects that were planned for the month but won't complete until February or March. Security is also under budget, as new computers and gate cameras were budgeted for the month but were purchased in February. With respect to the balance sheet, there is an increase in prepaid insurance because the premium is due annually; however, it is expensed on a monthly basis. The accounts receivable category is healthy. Operating cash was down by \$64,000. That was the amount moved to the reserve fund.

**Status:** Completed

- January Financial Summary / Statements
- 

## 1.4. Executive Directors Report

Andy Andrews provided the executive directors report. He spoke first about the renovation of the front foundations in Market Street Villas. Larry Cowles developed four uniform design plans for all 75 units. Management met with residents and gave them an opportunity to choose which plan they preferred. The project should finish up this month.

The Ethel's Garden project involves replacement of eight Sissoo trees. The five suggested replacement trees were planted in the park to allow homeowners to see how the new trees would look. Those living around the garden originally chose the Mulga tree following a resident survey and discussions with neighbors. However, the original design plans called for a smaller, more ornamental tree. Discussions are continuing and the new trees should be planted within the next two weeks.

The Estates: Management followed the same procedure as in Desert Haciendas. There was very little response from residents until the trees were removed from the playground area. Residents are concerned about the lack of shade and have expressed interest in trees larger than the Mulgas. They are also considering a proposed basketball court and a shade structure. The Association met with about 30 neighbors and will follow up with a survey of residents.

New athletic field: Great Heart's Academy is proposing a lighted sports field in a commercial area south of The Estates. This area is governed by the Community Council, so questions should be directed to Chris Irish. The school has purchased the land in the DC Ranch Corporate Center. They are proposing 40 parking spaces, portable bench seating and no fencing, so the field would be usable by residents on a reservation basis. However, residents may be concerned by the four 70-foot light poles that may impact surrounding homes. An email has been sent to all the residents living in the vicinity with an update on the plans. Fred Green commented that the school is very small, with only about 60 students in the graduating class. As more information becomes available, additional details will be shared.

Arcadia Survey: Many residents in the Arcadia neighborhood would like to have enhanced security at the south gate on Legacy including additional cameras and a pedestrian gate. The Ranch Association conducted a formal survey of the neighborhood. We did not receive an affirmative vote to proceed, and will rely on direction from the board of directors regarding next steps. This information will be shared with NVMs. After discussion, it was decided that the NVMs will be given two more weeks to obtain a majority vote.

**Status:** Completed

---

## 1.5. DC Ranch Brand Management Plan - Community Council

Jona Davis will present information on DC Ranch Brand Management Plan

Jona Davis, Community Engagement Director provided the report. Early in its development, DC Ranch produced a best practices guide that staff and management has been following.

In 2015, the Community Council decided to hire consultant Michelle Mace to analyze the current brand and develop a brand management road map. The initial phase included seven focus groups of residents, business owners, realtors, builders, architects and staff. The research identified three top perceptions about DC Ranch: premier, luxury neighborhood, good location-freeway access, and sense of community. There were also several areas where improvement is needed: gate access, transfer and disclosure, Market Street, the governance structure, and a “we” versus “they” culture. From the studies, the brand promise was somewhat revised, and two of the brand dimensions were retained and two were revised. The final phase will be implementation by staff of the five defined strategies: Collaborative Culture, Brand Consistency, Relationship with Realtors, One Community and Commercial Centers. It was suggested that we conduct a broader survey of residents to ensure a representative sample of opinions.

**Status:** Completed

---

## 1.6. Ranch Association / Community Council Relationship

John Henrickson and Tom Headley will present information on the relationship between Ranch Association and the Community Council.

The Ranch Association and the Community Council boards are working more collaboratively together. A DC Ranch Governance Committee has been created consisting of the board presidents and executive directors of the Ranch Association and the Community Council and the president and design review manager of the Covenant Commission. The group meets monthly and will plan to make recommendations to each of the boards. Other ideas include nominating temporary ex-officio board members to serve on each other's boards, and for board members from each entity to attend each other's meetings and provide updates. Tom Headley's position on the Ranch Association board is testament to the new synergy. Headley was formerly the president of the Community Council.

**Status:** Completed

---

## 2. New business

---

### 2.1. Resolution - Conduct for Standards

John Henrickson provided an overview of the proposed Standards for Conduct prior to a vote by the board. He recapped the process over the last year, which included a prior review by the board, presentations to NVMs and at

a town hall that some 100 residents attended. Comments and suggestions from these various meetings were incorporated into the final document being presented for adoption. Each proposed revision was discussed and additional comments were solicited. Following the extensive review, Fred Green moved to approve the recommendations of the Safety and Security Committee. Don Matheson seconded. Residents were asked to comment after the board review. There were no changes requested. The board voted to adopt the DC Ranch Standards for Conduct which will supersede all previous policies and amendments.

**Resolution #:**

**Moved:** Fred Green

**Seconded:** Don Matheson

**Status:** Carried

**Vote:** Unanimous

- DC Ranch Resolution.pdf
- Standards for Conduct

---

### 3. Adjournment

---