Recap of Meeting October 16, 2014

HOA Members Represented

Canyon Estates	La Pasada
Canyon Sands	Mira Vista
Cathedral Canyon #1	Montage at Mission Hills
Cathedral Canyon # 8	Mountain Villas
Cathedral Canyon #17	Parc La Quinta
Cathedral Springs	Rio del Sol Villages
Country Club Estates	Sonora Wells
Desert Skies	Sun City Palm Desert
First Palm Springs Villa Alejo	Terra Lago

Legal Counsel – Jennifer James – Affordable HOA Legal Services

Speakers Present – Sgt. Enos Cathedral City Police Department
Mark Dodge President, Desert Resort Management

Welcome: Mike Traidman, Chair

Treasurer's Report – To be distributed

Guest Speaker – Sgt. Enos Cathedral City Police Department
"Safety for Homeowners" and related information

Sgt. John Enos began by stating that if someone really wants to get in your community gates, your home or your car – they will get in. The best thing that you can do is to make it difficult, hopefully so difficult that they will go to a different target.

- Lock you home
- Lock your car
- Don't leave valuable in your car

Most crimes are crimes of opportunity. 95% of criminals are not looking for confrontation; they avoid it as much as possible.

Recently there has been an uptrend in stolen vehicles. He has no reason why. But you should lock your vehicles, use a club steering wheel lock or vehicle alarm to help deter criminals. They seem to be stealing Hondas and Toyotas from the late 90s and early 2000s.

Alarm Company signs at your home are a deterrent, the thief may go to the next house. Close drapes to obscure view of inside your home. Most thieves like to target what they want before breaking in so they do not spend too much time. The average thief takes less than a minute and they are gone.

If you are going to be away let your neighbors know. Ask them to watch your home, pick up mail and any flyers that are left.

If you are suspicious of people or vehicles in your neighborhood call the police non-emergency number and report it. If you dial 911 the operator will direct you to the non-emergence number for your city.

760.770.0362 non-emergency number for Cathedral City
760.323.8116 non-emergency number for Palm Springs

More information is available on their website: www.CathedralCityPolice.com

Also, criminal activity information is available online at: http://RAIDSonline.com Enter your City's name or an address and you can see recent crimes in your vicinity.

Guest Speaker – Mark Dodge President, Desert Resort Management

"What you should expect from your management company and what your management company should expect from your HOA Board"

Mark provided a handout with PowerPoint slides developed for his presentation.

Community Management

- Manage HOA Operations – This is the basic function of a management company
- Preserve and Enhance Home Values
- Maintain Sense of Community – sometimes in conflict with the first two above

Mark's next slide was a graphic display depicting a scale from High Expectation to Low Expectations on the horizontal axis and Low Service to High Service on the vertical axis. He said that Property Management Companies can be found in the desert that cover all combinations of these attributes.

His next slide tried to show the inverse relationship between Board member involvement in the operation of a community and the price charged by management companies. Generally as Board involvement increases the management company price goes down.

The Industry Pricing Models:

- Higher Service = Higher Price; Lower Service = Lower Price
- Older Community = Larger Service Requirement
- Other Considerations:
  - 55 and Better – more service demand
  - Financial only vs. Full Service
  - Resort Market Expectations vs. Condominium Expectations
  - Variability in Property Types in Coachella Valley
- Board Involvement

He stated that by far the ideal community for property management company is a resort community made up of Canadians. They come only to socialize and have fun. They do not care if the grass is a little brown or the flowers are not perfect, just so the pool is clean.

Community Life Cycle:

The service requirements are continually fluctuating up and down for most communities. The trend upward with community age. Items causing service needs to fluctuate include:

- Politics
- Age of Community Infrastructure
- Strength of Board Leadership
- Natural Disasters
- Unexpected Maintenance
- Special Assessments
- Vendor Transitions
- Insurable Events

Each of these items has its own cycle of ups and downs. A combination of simultaneous peaks will result in high stress for the property manager and the community.

Elements of a successful relationship

Recognizing service expectations and hiring the right management company
Management company must price to expectations and recognize community life cycles

What a Management Company Should Expect

- Consistency in Leadership
- Consistency in Staff Support
- Ethical and Moral Soundness
- Equitable and Fair Treatment and Expectations
- Commitment to Long Term Relationship
- Keep the Job and Responsibility in Perspective

What a Community Should Expect

- Management Company Should Price to Meet Community Needs
- Commitment to Delivery of Basic Services
- Commitment Through Community Highs and Lows
- An Investment in Quality Staffing and a Work Environment which Fosters Low Turnover
- Commitment to Provide Service You Want as Opposed to Service They Want to or Can Afford to Provide
- Commitment to Continual Improvement in Operations
- Commitment to Continual Improvement in Service
- Dual Commitment to Operations and Community Building

The main thing he looks for in a perspective property manager is the ability to handle the stresses for the peak and low cycles in community activities. If a candidate has that ability to consistently perform without having a nervous breakdown they are a good candidate. The mechanics of the job can be taught through on the job training and formal education.

Most property managers are overworked. They get paid by the number of doors they manage. When peaks services are required by multiple communities they manage he expects them to raise a flag and request help. Other resources can be brought in to provide assistance to get them through difficult periods.

Another observation he made was that generally the quality of vendors available in the Coachella Valley is poor compared to other areas. Maybe it is because there are so many unlicensed under qualified vendors. Maybe it's because communities have put up with poor quality vendors for so long their expectations are low.

With vendors from other areas like Orange County and San Diego County beginning to enter the Coachella Valley market better quality service is becoming available. These vendors have come from areas where poor quality workmanship and service are not tolerated.

Handouts – Other than those mentioned above
Flyer "Change Your Clocks, Change Your Batteries" Cathedral City Fire;
Flyer "National Night Out Saturday October 18th" Cathedral City Police, et al

Next Meeting – Thursday, November 20, 2014 at the Cathedral City – City Hall

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Tom Tousignant, Recorder