

HOT SPRINGS VILLAGE PROPERTY OWNERS' ASSOCIATION
AD HOC COMPREHENSIVE MASTER PLAN STEERING COMMITTEE
2:00 P.M., THURS., OCTOBER 26, 2017 (UNAPPROVED MINUTES)
OUACHITA BUILDING, PONCE DE LEON CENTER

A meeting of the Hot Springs Village Property Owners' Association's Ad Hoc Comprehensive Master Plan Steering Committee was held at 2:00 p.m., Thursday, October 26, 2017 at the Ouachita Building of the Ponce de Leon Center.

Attendance: Committee members present included Stephanie Heffer, Lesley Nalley, Kate Chagnon, Brandon Tedder, Paul Phillips, Liz Mathis, Linda Mayhood, Stacy Hoover, Cheryl Dunson, Bill Turner, John Weidert, Michael Dollar, Bill Staggs, Keith Keck, Jason Temple, and Tom Weiss.

Call to order: Chair Stephanie Heffer called the meeting to order at 2 p.m.

Approval of October 2, 2017 minutes: A motion to approve the minutes was made by Stacy Hoover, seconded by Liz Mathis and approved by all.

Approval of agenda: A motion to approve the agenda was made by Stacy Hoover, seconded by Liz Mathis and approved by all.

Communications plan: Kate Chagnon provided an update from the Communications & Marketing subcommittee that a communications plan is being compiled with the goal of reaching all stakeholders, i.e. individuals invested in the future of Hot Springs Village (property owners, business owners in surrounding areas, schools, etc.) The committee discussed needed components of this plan, such as digital messaging strategies utilizing e-blasts, website content, social media content, and digital messaging boards, plus print messaging strategies such as posters and fliers to be displayed at other upcoming events like the Fall Festival and in the Recreation and Golf department locations. Nonresidents will be engaged through print messaging via a pre-charrette newsletter and letters sent to them inviting them to remote sessions of the charrette, which will allow nonresidents to provide input via a webinar with the project team (Crafton Tull & DPZ) during the charrette.

Rumors: Committee members provided information about questions or rumors they have heard recently. Jason Temple has heard comments about the cost of the CMP but has not heard any information about the future spending that will be made more wisely and the savings that may occur once the comprehensive master plan has been put in place. Stacy Hoover has heard that the POA will spend all its money on a town center. Tom Weiss brought up the topic of assessments and asked if there is a proactive way to address misconceptions of increased assessments to fund development. John Weidert stated that he has observed some people fear change while others embrace it and look forward to the opportunity; he spoke to his neighborhood last night, for example, to discuss how infill might lead to an increased revenue stream, and those he spoke with were enthused. Keith Keck stated that an increase in plain language information would be helpful; Stephanie Heffer agreed and stated that the weekly e-blast would be the ideal location for this. Other rumors brought up were that the POA already knows what it is doing and that the sought-after input will not be incorporated in the plan, and that David Twiggs is currently involved in this effort. Clarification to the listed rumors and or misinformation will be incorporated in the weekly Comprehensive Master Plan Digest.

Subcommittee reports: Committee members took turns providing updates from their respective subcommittee meetings with the project team, held in succession on Tuesday, October 24. Stacy Hoover, Amenity & Service Needs, stated they are working to reach out to stakeholders about amenities, and to introduce themselves, to invite participation, and to provide an overview of the comprehensive master plan activities. Liz Mathis, Budgeting & Funding, stated their meeting was primarily to provide information to the project team. John Weidert, Governance, stated their efforts would be ongoing but are currently focused on finalizing the HSV mission, vision, and values. Cheryl Dunson, Zoning & Aesthetics, stated that this subcommittee will need Brandon Tedder to pull in local builders. Linda Mayhood, Health & Education, shared that this subcommittee provided the project team with information on existing relationships and information gathered in past surveys regarding medical resources in the area, and that the subcommittee's next task is to reach out and provide updates.

Mission, vision, values statement: Stephanie Heffer distributed a draft of the mission/vision/values statement that was generated by the Board of Directors during a retreat earlier this year. Lesley Nalley reminded the committee that while the mission/vision/values would be discussed in meetings, it would be the Board of Directors' task to take it back up for a vote. Tom Weiss stated that it is the Board's responsibility to express goals via the mission/vision/values, while staff are responsible for facilitating a master plan to achieve those goals. With a constantly changing Board, the challenge is to stay the course, and the community must provide input and support because ultimately these are their goals as well. The committee discussed the wording of the current mission/vision/values draft, and provided several suggestions for consideration by the Board. Directors Weidert and Weiss are tasked with taking these suggestions back to the Board of Directors.

Discussion of barriers: Stephanie Heffer distributed planning objectives based on the RFP desired outcomes to be used by sub-committees as they consider barriers to and or gaps that would hinder the successful outcome of reaching the objectives. Each sub-committee is asked to consider the objectives as they relate to their area, and respond by email back to Stephanie with identified barriers, gaps and actionable items to accomplish the objectives.

Deliverables/timeline review: As no physical deliverables have come due, this is currently on track. All milestones have been met; the first deliverable is due on November 19.

Action items: Current action items are for each of the subcommittees to reach out and touch on their assigned stakeholder groups, and to respond to Stephanie Heffer by email with the barriers and actions to be taken relative to the planning objectives.

Date and location for next meeting: The next meeting will be held on Tuesday, November 14, at 2 p.m., with the location to be the Ponce Center.

Questions from audience: An audience member asked if there is currently a way for former business leaders who live in HSV to share their experience and teach new business leaders. Lesley Nalley agreed that this is a good idea, and that there are so many experienced professionals in the Village who would be a great fit for an innovation hub. This idea will be considered for inclusion in the CMP.

The meeting was adjourned at 3:35 p.m.