

Q&A: Ad Hoc CMP Steering Committee Meeting (webinar) – Monday, January 29, 2018

- **Where will the town center be located?**
The Town Center has been considered in several areas, but the majority of property owners attending the public meetings, indicated the property near the Woodlands Auditorium to be the best location.
- **Where on the website can we see the detail behind the presentation and other information on the CMP?**
<http://explorethevillage.com/vision/comprehensive-master-plan/>
- **Can we get copies of Ideal Living Magazine and the Arkansas Travel Guide?**
Hot Springs Village advertises in the Ideal Living Magazine and with the State of Arkansas in their Travel Guide. Contact [Ideal Living](#) and [Arkansas State Parks and Tourism](#) to obtain copies.
- **John Kelsh stated the POA should develop the commercial portion of town center(s). Does he recommend the POA shoulder all such costs, or utilize a POA plus partner approach?**
Funding such development comes from various sources, such as private developers and investors, resident co-ops, grants, debt service, public/private partnerships, etc. The POA does not intend to fully fund, or in some case fund at all, every strategy outlined in the final CMP. We would play a more significant financial role in projects that are for the common use and enjoyment of all property owners. For instance, improvements to current infrastructure, like a pool, continue to be part of the annual budgeting process.
- **Are you planning on building houses/businesses higher than 2 floors?**
We have not yet ruled out any heights that are supportable by interested buyers/market studies and within our Fire Department's ability to serve them.
- **I would like to see the land usage set aside for parking. I heard the concept for "walking" communities. However, parking will still be required and hard to add after the fact.**
Building a walkable area does not eliminate parking, but instead creates conditions where walking is preferable. Parking will be included in the development projects being considered.
- **Why do we need cost estimates? That should only be the concern of developers/investors.**
Without considering both the potential revenue and potential cost, we have no method to evaluate one project over another, nor can we speak intelligently with developers and investors about possible returns and revenue or cost-sharing scenarios.
- **Presenters listed an overlay showing lots where infrastructure/activity can be suspended.... Does that mean the POA would have to buy those lots that are privately owned? In some areas property acquisitions will be a strategy, as well as trades, or it could be property already owned by the POA.**
- **When will we see the comprehensive marketing strategy?**
The marketing plan is a deliverable in the CMP. It will be included in the final document. Our current business model markets to buyers, and the potential future buyers from our

Zimmerman Volk Market Study are 61% empty nesters and retirees; 28% working families, traditional and non-traditional; and 11% young singles and couples. Our marketing funds are spent to reach those buyers in the following three tiers:

Tier 1: Hyper local, Hot Springs Village-based advertising, approximately 5% of the marketing budget; examples are Chamber map, HSV Living.

Tier 2: Regional, including Little Rock, approximately 55% of the marketing budget. This includes contiguous states, such as Texas, and states that produce the majority of leads, such as Illinois. This is also where we make use of inexpensive social media boosts to encourage and test targeted markets down to zip code by age.

Tier 3: National marketing, approximately 40% of the marketing budget. This is national advertising in primarily retirement and retirement planning or retirement age media in states such as California.

- **What is the status of wi-fi improvements?**

A subcommittee of the Governmental Affairs Committee has been working with internet providers and residents. One of the action steps following completion of the CMP will be to prioritize improvement areas.

- **With operational specificity, where in the CMP will recovery of abandoned Recycle Center property be prioritized and funded?**

The Director of Public Works is currently compiling a proposed solution, which will be vetted and prioritized within the 3-5 year capital and maintenance projects.

- **With operational specificity, where in the CMP will clean-up of multiple dump sites across the community footprint be prioritized and funded?**

We are already taking steps to strengthen our code enforcement practices and will continue doing so. Specific concerns should continue being reported so they can be addressed.

- **With operational specificity, where in the CMP will an eco-statement of leadership intent for the community and its natural environment be inserted and used as staff guidance for subsequent task execution?**

As discussed in the recent post-charrette newsletter and webinar, preservation of the natural environment is a main pillar of the CMP.