



SHIPLEY FARM OPERATIONS PLAN

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Abstract

This document contains the high-level tasks to achieve the strategic pillars as laid out in the Shipley Farm Homeowner's Association Strategic Plan. These tasks should communicate to current and prospective homeowners how the board of directors are working in the best interest of the Association.

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Table of Contents

- 1. INTRODUCTION2
- 2. STRATEGIC PILLARS AND HIGH-LEVEL TASKS2
 - 1. STRATEGIC PILLAR #1: EFFECTIVE MANAGEMENT OF FINANCIAL RESOURCES2
 - 2. STRATEGIC PILLAR #2: CAPITAL AND COMMUNITY IMPROVEMENTS3
 - 3. STRATEGIC PILLAR #3: OPERATIONS EXCELLENCE3
 - 4. STRATEGIC PILLAR #4: COMMUNITY ENGAGEMENT.....4
- 3. 2018 SPEND PLAN6

1. Introduction

This Shipley Farm Operations Plan provides the framework for planning and executing tasks during calendar year 2018. It should be used by community members as a document to understand what work is being performed on their behalf and how the funds are being spent.

Other tasks may be added to this Operational Plan at the discretion of board of directors.

2. Strategic Pillars and High-Level Tasks

1. *Strategic Pillar #1: Effective Management of Financial Resources*

Operate from a position of financial strength by becoming as efficient as possible in spending while incrementally aligning the Association dues with cost of living increases.

High-Level Tasks:

- Through a third-party auditor, complete the 2017 audit review to ensure financial practices and statements are accurate and complete.
- Through a third-party, complete the 2017 taxes to comply with state and federal laws.
- Through a third-party, conduct a reserve study to determine appropriate funding levels and strategies to offset deterioration regarding community assets.
 - Develop both a 5-year long-range budget, and a 10-year long-range budget to reserve funding for the perservance or replacement of assets.
- Strategize to raise HOA fees sufficiently to cover a 5-year period. Note: HOA fees should be expected to rise every five years due to inflation and rising costs of maintenance.
- Investigate the feasibility to waive community members' legal and late fees to bring all the Association's accounts in good financial standing.
- Develop a spend plan to create a roadmap for monitoring spending, as well as help determine the most appropriate methods for saving.

- Transfer reserve funds to the operational fund account to adequately cover operational expenses in a timely manner, as well as financially support the approved 2018 projects.

2. Strategic Pillar #2: Capital and Community Improvements

Provide maintenance and repair of all common property, as well as enforce the Covenants, Conditions, and Restrictions for the preservation and protection of the property values.

High-Level Tasks:

- Power wash the community entrance fence to regain an aesthetic appeal
- Conduct an annual inspection and routine inspections of properties to determine if the property is being properly maintained and in accordance with the Association's Covenants, Conditions, and Restrictions (CC&Rs).
- Refresh the tot lot to regain aesthetic appeal. Refresh will include power washing the play set, picnic bench, and picnic table; replacing the wood mulch with kiddie mulch to ensure safety; and procuring trash removal services.
- Replace trash can, bench, & picnic table on the tot lot.
- Plant new flower beds with deer resistant flowers and ground cover to regain aesthetic appeal at the entrance of the community.
- Repair the base of the Shipley Farm columns with sturdier material to make the columns durable, as well as regain aesthetic appeal.
- Research the feasibility to add community assets to the retention pond area. If area is proven to be usable, additional assets may include park benches, a walking path, and gazebo.

3. Strategic Pillar #3: Operations Excellence

Ensure lean and efficient operations through the maturation of standards, procedures, and repeatable processes.

High-level Tasks:

- Develop the Shipley Farm Strategic Plan to provide a three-year roadmap to achieve the Association's goals.
- Develop the Shipley Farm Operations Plan to communicate yearly tasks to the Association's members.
- Develop the Shipley Farm Architectural & Environmental Guidance to provide the Association members with comprehensive guidance for the Covenant, Conditions, and Restrictions (CC&Rs).
- Establish a group of subject matter experts (SMEs) to council the board on various business aspects such as investments, business management, and architectural changes. These SMEs may serve on a committee established by the board.
- Create role-based emails for the board to consolidate and manage all business information.
- Set up a virtual office to include a meeting space, telephone number, and address for a professional image, business credibility, and continuity of operations.
- Re-enact board meetings to discuss and vote on the Association's business.

4. Strategic Pillar #4: Community Engagement

Gain the position as a sought-after community to live and enjoy the benefits of family, friends and community through active community support and communication.

High-level Tasks:

- Launch first community contest to establish the Association's tagline.
- Launch second community contest to promote aesthetic appeal throughout the community.

- Launch interactive website, social networks, and other media to communicate with the Association's members.
- Budget and host at least two community events to bring the Association members socially together. The volunteers to host these events may serve on committees.
- Establish separate committees devoted to carrying out projects and helping to meet the strategic goals. The recommended committees are as follows:
 - *Architectural Review Committee*
The Board of Directors is currently responsible for this function. It sets and maintains architectural standards for the Shipley Farm community. All new construction and modifications to existing exterior structures require the approval of this committee.
 - *Events (Social) Committee*
The Events Committee plans activities which homeowners may attend to be acquainted with others in the neighborhood.
 - *Finance Committee*
The Finance Committee assists the board with strategic financial matters. It advises the board on strategic financial plans, budget, and investment matters.
 - *Landscape Committee*
The Landscape Committee monitors and processes the landscaping needs and requests on the Association's common area.
 - *Maintenance Committee*
The Maintenance Committee monitors maintenance of the Association's common property and advises the board on its maintenance plan and budget.

