SUNRIVER OWNERS ASSOCIATION
BOARD OF DIRECTORS WORK SESSION
SROA BOARD ROOM
October 18, 2019

DIRECTORS PRESENT: Bob Nelson, Gerhard Beenen, Keith Mobley, Jim Fister, Jackie Schimd, Mark Burford, Brad Skinner, Director Bigham & Mandy Gray

STAFF: Hugh Palcic, Keith Kessaris, Susan Berger, Patti Gentiluomo, Joe Healy, Leslie Knight, Brad Olson, Mark Smith & Steven Stanfield

The meeting was called to order at 9:00 a.m.

OWNERS IN ATTENDANCE: 5

OWNERS FORUM: Michael Patron with Sunriver Resort addressed the Board about the Resort’s desire to include fireworks as part of their November 23rd Grand Illumination event. Mr. Patron went over the precautions and safety measures they have taken in past years and the increased safety precautions and measures they plan to take in 2019.

The Resort hires a professional contractor to perform the fireworks display on their behalf. This vendor is very familiar with Central Oregon and performs most of the firework display shows in the region. Additionally, the display is held over the large Meadows Driving Range, which ensures the fall-out area remains within the driving range and not in a heavily wooded area. The contractor must submit for a permit for the event to the State Fire Marshall. If approved by the State Fire Marshall, it then must be approved by the local Fire Chief and local Police Chief.

Mr. Patron noted that Sunriver Fire Chief Tim Moor has agreed to partner with the Resort to add an additional layer of safety and peace of mind at this year’s event should the Board approve their request.

Ed Pitera, 25 Quelah Lane, addressed the Board regarding concerns he has with both the covered cinder storage being constructed at the Public Works area and the proposed upgrades to the recycle center. Mr. Pitera has several questions he feels need to be addressed prior to owners voting on the recycle center project and urged the Board to postpone the vote if necessary, to ensure there is adequate communication with owners prior to the vote on this proposed project.

Cindy McCabe, 13 River Village Condo asked what the status of the banners being reinstalled is and was informed that is on today’s agenda for an update. Ms. McCabe also would like to submit ideas for further improvements to Mary McCallum Park that she would like to see considered in the 2020 budget. Ms. McCabe was instructed to submit her input to info@srowners.org and to the attention of the IAMP (Infrastructure & Amenities Master Plan) task-force.

2020 Budget- Challenges & Opportunities:  SROA Department heads provided the Board with a presentation to address and identify future financial impacts to SROA, long-range planning as well as opportunities, challenges and visionary proposals. The department heads detailed their individual departments and expanded on different aspects of their departmental budgets providing a recap of what has occurred this year, what is expected next year and for two years beyond that. The Board posed several questions and expressed their appreciation to the staff members for their very informative presentations today.
**Welcome Banner Update:** Director Fister directed the Board members to the information included in their binders relative to this issue and provided a bit of history for the Board.

When the Welcome Banners were first put in place the purpose was to welcome people to Sunriver and to Sunriver events that were occurring. The banners were never intended to be used by groups or organizations as their main advertising tool.

As the banners were considered a type of signage, administration of the banner opportunities was handled by the Community Development Department and applications were reviewed and approved and/or not approved by members of the Design Committee. A clear and concise process was spelled out in the application process that all users were required to read and complete for their event.

Over time the banners became problematic due to a number of factors including disregard of specifications of banner size, the use of verbiage allowed on the banners, requests for events outside of Sunriver proper, applicants being upset when all three spots were already reserved for the time frame they wanted and problems with the banners being hung poorly creating a less than desirable first impression to visitors arriving to Sunriver.

Due to these ongoing issues, a task-force was created to examine whether the banners were an effective and desired part of the community, if they were in character with the first impression we want people arriving to Sunriver to have and if there was an impact on events if the banners were not there. The original task-force included a variety of viewpoints including a number of owners who were also involved with groups who utilized the banners, a board liaison, SROA staff and representation from the Village and Sunriver Resort.

The key findings from the task-force included the fact that banners worked effectively for some to welcome people to events, the intended use, but major event representatives did not rely on the banners to drive their events. Additionally, the banners provided an opportunity for low-information guests/residents to find and attend events. The task-force did find there were some liability concerns due to the method by which some users chose to hang their banners.

The task-force provided several recommendations that were implemented including further standardization of sizes, specific allowed verbiage and a tiered cost structure among other things. Community Development staff went so far as to provide applicants with the contact information for area businesses that were familiar with SROA’s guidelines and could print event banners following the set guidelines. Additionally, SROA’s Public Works staff took on the responsibility for hanging the banners to minimize liability concerns. Also recommended and implemented was allowing banners for events being held outside of Sunriver proper. Data was then to be collected for several months.

After the expansion beyond the Sunriver boundary, staff found only a small interest from the broader area to utilize banner space. On the other hand, staff did have numerous occasions especially in the summer months and around the holidays when the three-banner limit prevented some from being able to get a space to hang their banner. Their unhappiness at this revelation was often taken out on Community Development Department staff. Additionally, Design Committee members, who are volunteers for the Association, found themselves the brunt of disgruntled friends or community members frustration if a banner that was important to that person was not approved or there was not space left for an applicants desired time frame.

These are but a couple of examples why the task-force is now recommending that if we do continue some type of entry notification system, the process should fall under the Communications Department for
administration so we can get volunteers out of the process and as such not subject to the blowback from disgruntled applicants.

With the development of the new traffic circle, the south banner location was removed and SROA suspended all banner displays other than the occasional public safety notice at the north entrance location. Further and more importantly, the engineering company contracted to develop the circle strongly and repeatedly has recommended that the south banner location not be rebuilt in its existing location due to safety concerns given its proximity to the new Abbot/Beaver circle.

Fast forward to present and as Director Fister noted, SROA is still getting regular requests from organizations to hang banners and the overall feeling is that the banners do provide a useful service to announce social events to the community as well as visitors. While hard numbers were not available from either the Village or the Resort as to how the lack of banners may have affected their events this year, they both agree that the banners serve a useful purpose.

From a recommendation standpoint, Director Fister noted there has been talk about implementation of a digital signage solution for some time now and such a solution could address a lot of the current concerns especially on the south end. One major advantage is that it would have the capability to do emergency updates from a public safety perspective, which could be very helpful for both owners and workers in Sunriver and is one of the major drawbacks to the current banner system. Road closures and prescribed burn notifications were a couple examples identified to which a digital sign system would be useful.

Director Fister and GM Palcic have visited the south end site and identified an area where digital signage could be accommodated, and which would still leave sufficient time on a straight away before a driver needs to navigate any turns. We still want to minimize traffic safety concerns at this location and while to date the task-force has not followed up with the engineer about placement locations of digital signage, the engineer has noted they are happy to provide an opinion as are the Service District personnel once placement location has been determined.

If this is an option the Board wishes to pursue, consideration to adding something into the 2020 budget as a place holder should be considered sooner rather than later as we are well into the 2020 budget process already.

The North entrance has been on the IAMP (Infrastructure & Amenities Master Plan) for several years for a better welcome experience tool, so the addition of a digital signage solution might work well there too and perhaps they could both be done in tandem.

There are certain rules already in place that the task-force feels should remain including not allowing corporate sponsorship information, graphics, etc. but these rules should all be revisited prior to the program relaunching to adjust any editorial and/or graphic changes that may be necessary.

As far as fees, the task-force recommends adopting a new fee schedule similar to what is done with Scene advertising rates. Director Fister pointed out that he is not suggesting that the electronic option would be an advertising tool, he is just suggesting that a schedule like that be considered for fees to utilize this new proposed option.

The Board had a number questions about what a digital display would look like, would it cause unacceptable light pollution and what kind of cost we are talking about to purchase such a system and run electricity to these locations. While revenue from users would offset some of the expense, it will not likely pay for the improvements necessary to implement this proposal in a timely fashion. It was also
noted that the installation of a digital signage system would have to go before the Design Committee for approval.

The Board directed Director Fister to report the Board’s feedback to his task-force members and with the assistance of staff, prepare a thorough financial analysis to bring back to the Board. There were several Board members who were concerned that this proposal may be cost prohibitive for it to make sense to move forward and there was at least one board member in favor of keeping the current style banner system despite the recommendation from the engineers that those banners not be relocated where they previously were on the south end.

**North Pool Update:** A neighborhood notification meeting was held this past Monday and there were four owners in attendance and all were very excited about the project. Currently we have bids out for demolition of the current structure and once those have been received and reviewed, we will be able to move forward. The project goes before the SROA Design Committee for preliminary approval on Friday, November 8th. Representatives from McKenzie, our architectural firm for this project, will attend that meeting to answer any questions the Design Committee members may have. The entire site has now been secured with fencing which will stay in place throughout the duration of the project. We anticipate once a demolition contractor is selected, they will start work sometime in late fall/early winter and, weather permitting, we will still be on track to open the facility next summer.

**Executive Session:** Director Bigham moved to recess the public meeting and reconvene in Executive Session under the authority given in the SROA Bylaws, Article IV, Section 10 to discuss contractual, personnel and legal matters that may be subject to a claim of privilege. Seconded by Director Nelson; motion passed unanimously.

The public meeting recessed at 11:00 A.M.

The public meeting resumed at 12:15 P.M.

**Admissions Model Workgroup Update:** Assistant GM Keith Kessaris reported on recreation activity for the month of September.

A total of 6,487 Member Preference cards were either purchased or renewed as of September 30, 2019. This is 57 less than on September 30, 2018. Renewals accounted for 5,852 of those and 635 were new cards.

859 properties were signed up for the RPP (Recreation Plus Program) compared to 843 properties on October 10, 2018. Renewals accounted for 784 of those and 75 were new to the program. Gate admissions for September 2019 were 1,365 which is 258 more than September 2018 but overall SHARC aquatic attendance for September was down by 1,556 due in part to one less day of summer this year and the unseasonably cool weather we experienced in September. Total SHARC admissions through the end of September 2019 totaled 230,141 compared to 231,449 at the end of August 2018.

North Pool attendance for September was 468 which is 131 less than September 2018. Total admissions to the North Pool for the season were 10,718 down 287 from 2018.

We are currently at 103% of our budgeted goal for Recreation Plus for the year and at 106% for Member Preference and Extended Family passes.

56,340 paper guest passes were issued through September 30, 2019 and of those, 15,560 have been redeemed at SHARC and 2,037 were redeemed at the North Pool.
Review of 10/19/19 Board Meeting Agenda: The Board reviewed the agenda for tomorrow’s regular board meeting.

Other Business, Volunteer Recognition: Director Schmid reported that on Monday, November 18th the Owner Enrichment Committee has arranged a Volunteer Recognition brunch for community members who have volunteered their time on committees, task-forces, pulling noxious weeds, etc.

The committee is relying on the Board to assist with this event and Director Schmid asked for a show of hands of who all will be available that morning to help out. Director Schmid distributed a copy of the invitation that is being sent out to the volunteers and noted how important it is for our volunteers to know that they are appreciated and to be thanked by the Board of Directors.

There being no other business, President Mobley asked for a motion to adjourn the public meeting.

Director Nelson moved to adjourn the public meeting. Seconded by Director Beenen; motion passed unanimously.

The meeting adjourned at 12:41 P.M.

Respectfully submitted,

Gary Bigham, SROA Secretary