SUNRIVER OWNERS ASSOCIATION  
BOARD OF DIRECTORS WORK SESSION  
SROA BOARD ROOM  
January 19, 2018  

DIRECTORS PRESENT: David Jendro, Pat Hensley, Mike Gocke, Richard Wharton, Bob Nelson, Jim Fister, Dwayne Foley, Gary Bigham and Jim Adams via phone  

STAFF: Hugh Palcic, Keith Kessaris, Mark Smith, Susan Berger and Joe Healy  

The meeting was called to order at 9:00am.  

OWNERS IN ATTENDANCE: 6  

OWNERS FORUM: Tim Loewen, Circle 4 Ranch Cabin 21 shared his concerns regarding the $5 fee for fitness classes for Sunriver owners and requested the SROA Board suspend the February 5, 2018 implementation of this charge until an equitable solution could be reached. Mr. Loewen also requested the SROA Board consider forming an advisory group of SROA staff and fitness class participants to examine the issues and subsequently develop and present to the Board both short and long-term solutions for moving forward.  

Janice Dost, 4 Bachelor Lane echoed Mr. Loewen’s concerns and further suggested the re-introduction of the SROA Recreation Committee. Additionally, Ms. Dost shared concerns relative to any proposed changes to the Sunriver Scene. Ms. Dost further added that, in her opinion, the Board is running like a for-profit business and it should be operating as a community organization.  

Amenities Work Group Update: Assistant General Manager Keith Kessaris provided the Board with his latest report on Recreation statistics both through December 14th and year to date. The reason for the December 14th date is that staff starts renewals for the upcoming year on December 15th and those renewals are good through the end of January of the following year. We ended the season with 836 properties participating in the Recreation Plus Program. 706 of those are renewals and 130 are new to the program. 6,575 people either renewed or purchased their Member Preference cards during the season with 5,625 of those being renewals and 950 new to the Member Preference program. This is an increase of 157 cards issued compared to last year at this same time.  

At present 93 new Member Preference Cards have been issued for 2018 and 997 have been renewed which is 510 more than last year at this same time. 16 new properties have signed up for the Recreation Plus program for 2018 and 167 properties have renewed that program for 2018.  

Member Preference revenues are currently $406,812 against a 2017 budget of $365,000, Recreation Plus is at $1,915,532 versus a 2017 budget of $1,827,956 and general gate admissions are currently at $783,668 against a 2017 budget of $751,800.  

Overall, we were down by approximately 9100 visits to the SHARC for the year 2017 compared to 2016 when all categories were combined. This was attributable in part to schools getting out later due to the severe winter weather we experienced state wide as well as the heavy smoke that hung in the air in August and September from various wildfires burning throughout the state and which caused folks to stay inside.  

North Pool usage was up 1933 visits over 2016 and Boat Launch swipes were up 1917 card swipes over 2016. 1394 of those were Member Preference card swipes and 523 were Recreation Plus card swipes. 1,563 folks took advantage of the Resort’s shuttle from the canoe pickup point back to the marina, an increase of 583 over the previous year. As of December 14, 2017, 21,520 paper guest passes had been redeemed which equates to 37% of the total number issued and is down from the 40% redeemed in 2016, 42% in 2015 and 47% in 2014.
The Board had a few comments and asked a number of questions of Mr. Kessaris who they thanked for this monthly update.

**Bank of America Loan Payoff Update:** SROA Controller Joe Healy was in attendance and reported to the Board he has requested the final payoff amount for the BOA (Bank of America) loan for the construction of the SHARC facility. Mr. Healy noted he expects the amount to be approximately $1.7 million.

**Abbot/Beaver Intersection Update:** GM Palcic reported two owner forums have been held and two more are scheduled for next weekend, one in Lake Oswego and one in Eugene. The two previously held Sunriver gatherings were well attended with approximately 110 participants who asked a number of good questions and provided some good input as well. We have also received a number of written submissions of comments and suggestions. All comments received are being passed onto the engineers for consideration in the final plan. Public Works Director Mark Smith was also on hand and noted that attendees seemed to really appreciate hearing the background of the project so they could better understand what is being proposed at present. Pedestrian safety seemed to be the number one concern for those in attendance. GM Palcic noted there were a lot of good questions asked at both forums and the engineers were also on hand to answer questions and garner input. The plan has been posted on the SROA Website, [www.sunriverowners.org](http://www.sunriverowners.org) > New & Notices > Abbot/Beaver Intersection. Improvements and written comments can be submitted to info@srowners.org. All the questions and concerns that were brought up at the first two forums are also included on that web page and all comments received from the info@srowners.org option will also be passed to the engineers for consideration.

**Sunriver Rules & Regulations Proposed Changes – First Reading:** Culminating out of the annual SROA/SSD meeting held on November 28, 2017 to review the Enforcement of Rules & Regulations agreement were a number of suggested language changes and request for potential new rules. While a number of proposed rule changes will require more evaluation and legal interpretation before being ready for a final action, the proposed changes being brought to the Board currently have been identified as ready for a first reading. The current proposed changes are to Section 4.03, Fires & Smoking and 4.07, Temporary Living Conditions. The Board will be asked to approve the first reading of these proposed changes at tomorrow’s meeting. The proposed changes will then be posted on the SROA Website, [www.sunriverowners.org](http://www.sunriverowners.org) > News & Notices > Sunriver Rules & Regulations First Reading for a 60-day time period to allow for input by owners.

**Sunriver Scene Overview/Recommendations – Campbell Consulting:** Director of Communications Susan Berger introduced Judy Campbell of Campbell Consulting who was hired by the Association to research and make recommendations for possible changes to the Sunriver Scene newspaper. Mrs. Berger noted that while the community has seen a number of upgrades over the past few years, the monthly SROA newspaper has not seen any significant changes for over 20 years. Ms. Campbell interviewed over 50 people including resident and non-resident owners, business owners and other stakeholders in doing her research. She and her staff looked at the audiences currently being served, the messages the publication is trying to convey and if there is a more efficient way to accomplish it. Ms. Campbell broke down the methodology used in compiling her report which includes content, stakeholders, reputation, benchmarking and internal financing.

Ms. Campbell noted a number of things that are important to any publication being successful including branding, audience and content. Ms. Campbell also provided an overview of her report and recommendations going forward. Some of the recommendations include developing a stronger SROA brand that carries across all publications and platforms making them easily recognizable, re-defining and announcing the purpose of the publication, consideration of developing an extensive event calendar of all events in one easy to find place and consideration of splitting the Scene into two publications, one for owners and one for non-owners and guests. It was noted however that after tallying the numbers from the over 50 folks she had contact with, it was a split decision on the number of people who think there should be two publications and the number who think it should just remain as one publication.

The key hot buttons with the folks contacted for this project include transparency, timeliness of messaging, accuracy of information, the variety of information or lack thereof, a desire to see more human-interest stories.
focusing on both resident and non-resident owners, fairness of space allotment for clubs/groups and the quality of stories and writing. Ms. Campbell also provided an overview of what other publications, owner newsletters and/or Websites that other planned communities are doing and how they compare to what SROA is currently doing. Some of these communities have owner only password protected sites that Campbell was unable to access.

Ms. Campbell provided a comparison of rates for advertising in publications similar to the Scene noting that Sunriver has not raised its rates since 2007 and that it might be time for an increase. Ms. Campbell also provided a cost analysis of what it would cost the Association to offer and produce two publications, one for owners and one for the general public and stakeholders.

In conclusion, Ms. Campbell’s recommendation would be for the Scene to be split into two distinct and focused publications, one geared to internal stakeholders containing SROA business and one geared to the general public and community at large focused on events, news and features. Further, Ms. Campbell recommends this be conducted with a refresh of the SROA brand and all its publications and that the two new publications both be launched with new names and visual identities. This could be achieved internally or with the use of a outside branding agency.

The Board held a lively discussion about the issue, had several questions and comments for Ms. Campbell and thanked her for her attendance and the valuable information she provided. President Hensley asked the Board to read Ms. Campbell’s report in its entirety as well as the verbatim comments from the recently completed comprehensive owner survey and be prepared with input and comments at a future Board Work Session.

**Executive Session**: Director Wharton 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 Fister; motion passed unanimously.

The public meeting recessed at 12:34pm.

The executive session adjourned at 3:14pm.

**Review of 1/20/17**: The Board reviewed the agenda for Saturday’s meeting.

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

Director Fister moved to adjourn the meeting. Seconded by Director Jendro, motion passed unanimously.

The meeting adjourned at 3:20pm.

Respectfully submitted,

Richard Wharton, SROA Secretary