

# STRATEGIC PLAN GOALS 2018-2019

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- GUIDING PRINCIPLE OVERVIEW
- DRAFT STRATEGIC GOAL DISCUSSION
- 2019 BUDGET PROCESS

# STRATEGIC PLAN GUIDING PRINCIPLES

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- **Vision:**
  - Tahoe Donner is a vibrant and desirable mountain community, providing attractive and well-maintained facilities, events, programs, and leading customer service to its members, guests, and public, all while maintaining accessible and healthy natural surroundings.
- **Mission:**
  - Tahoe Donner is a recreational homeowner community of 6,500 property owners and over 25,000 members located within Truckee, California, five miles from Donner Lake, and 15 miles from Lake Tahoe. The association operates several recreational facilities and programs including a downhill and cross country ski area, two restaurants, a championship golf course, equestrian center, and campground. These amenities are available for members and public access. Additionally, the Association manages other amenities for the exclusive use of the property owners and their guests, including tennis courts, hiking trails, playgrounds, pools, a beach club marina on Donner Lake, and a fitness center. Tahoe Donner is comprised of approximately 7,000 acres, with over 4,000 acres of common area, trails and open space interspersed among the community homes.

# STRATEGIC PLAN GUIDING PRINCIPLES CONT.

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- As our organization moves forward in pursuit of our strategic goals, we shall align ourselves daily with these principles. They are cornerstones which support our direction and philosophy, and provide a basis for everything we do. Every goal in this plan is founded on the following principles:
  - Support the customer first and always.
  - Sustain the foundation of Tahoe Donner programs and services.
  - Encourage environmental stewardship.
  - Engage in local community involvement and participation.
  - Minimize annual operating assessment by allowing homeowners to pay for the amenities they desire to use.
  - Responsibly maintain, preserve and enhance the common property.

# DRAFT STRATEGIC PLAN GOALS 2018-2019 FOR DISCUSSION

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- 1.** Execute the board-approved Capital Plan on time and within budget. The Capital Plan is composed of the board approved Trails Masterplan, Land Management Plan, Association Masterplan, (priority list of future year reinvestment projects in our amenities from the Development Fund) and Replacement Reserve Study (plan to replace major components of the association according to each component useful life).
- 2.** Balance operating revenue and expenses with the need to provide a consistent and appropriate level of defined services for members, member guests, and where appropriate the public. All amenity operations are expected to break even on a Net Operating Result (NOR) basis with members paying for services they choose to utilize.

# DRAFT STRATEGIC PLAN GOALS 2018-2019 FOR DISCUSSION (CONT.)

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3. Execute effective approaches to maintaining the association's architectural and covenant standards.
4. Establish a proactive approach to maintaining the health of our natural resources.
5. Communications and Marketing
6. Work in partnership with the Town of Truckee and Special Districts to maximize the return on Homeowner tax dollars.

# 2019 BUDGET PROCESS

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