

COURTNEY MURRELL

EXPERIENCE. DEDICATION. ENERGY

Greetings Tahoe Donner Neighbors,

My name is Courtney Murrell and I'm excited to seek election to the Tahoe Donner Board of Directors! Tahoe Donner (TD) is a fantastic place to live, vacation and play and I look forward to working well with the other board members, management team, homeowner volunteers and friends/acquaintances in the neighborhood to continue making Tahoe Donner a great community in the Tahoe-Truckee area. For those of you who don't know me, I served on the Board from 2013-2016, have lived full-time in TD for 15 years (after leaving the Silicon Valley), have 2 children enrolled in elementary and middle public school, been married over 20 years, work part-time in Truckee, and participate in all the amenities and activities that TD has to offer. I also teach Zumba® exercise classes at Trout Creek and Zumba® Kids at TD day camps. Maybe you or your kids have seen me around or taken one of my classes?



EXPERIENCE: Being a Board Director means listening to the membership, understanding the budget and finances of the organization, debating and executing proposed ideas, dedicating the time required to do a thorough in-depth job, and *most importantly*, balancing the various passionate interests that make up Tahoe Donner's membership. Tahoe Donner is a \$20M annual operation with \$45M in assets. I believe my education, management background at Apple Computer and Coherent, Inc., marketing ability, experience within the community, past board practice, and energy and enthusiasm in all that I do will add *positively* to the mix on the Board of Directors. Also, being the *only* candidate with recent board experience and having participated in and worked with various amenities, special events and General Plan subcommittees, I have keen knowledge about what works well and ways TD can be even better. ***With 2 seasoned board members leaving and 2 freshman members already, elect a candidate with TD board experience who doesn't need a learning curve and can facilitate improvement.***



Elected to the board in 2013, my 3 years' of board experience showed me how valuable member input is to the Board and how member comments on issues help shape Board decisions. For example, in the recent 2015 member's survey, the leading priority was identified as trails and open space. As a board member I listened to your priorities, read your responses, and I voted YES to purchase the Crabtree Canyon land parcel adjacent to TD property in the Euer Valley. I also voted YES to the Trout Creek cycle/walking trail to downtown Truckee, the Alder Creek Adventure Center, and to Snowmaking along Snowbird lift, which allowed your downhill ski area to be open during the important Christmas–New Year's timeframe, generating substantial revenue for the Association (remember, ALL that record snow came *after* January 2). Also, I initiated the discussion and voted YES to webcasting Board meetings so you can revisit board discussions on your own time. ***Please know I do listen to you and do the work to make positive change happen in TD.***

DEDICATION: I like to get involved in my community and know what is happening, either by participating in or reading about various topics, issues and events. In doing my homework for this election, I attended just about every board meeting this year, am a member of the Trout Creek Space Reallocation task force and the Downhill Ski Area task force (both subcommittees of the larger General Plan Committee). I have my kids at Kids' Night Out when needed, play at most amenities, dine at the various eateries in TD, participate in TD sponsored events, donate to the Giving Fund, and question staff when I need clarification. I look forward to meeting and visiting with you in the neighborhood!

ENERGY: Energy and enthusiasm is an asset in any organization or group, and the Board of Directors is no exception. I want to add my energetic and enthusiastic dynamic to the Board and use it to work with staff, members, and community to create positive and desirable outcomes for Tahoe Donner.

My Goals as Your Board Member (in no specific priority):

1. Ensure Tahoe Donner continues the path of excellence for Association Vision, management, amenities, service, and recreation.
2. Be sensitive to the cost of the Annual Assessment while balancing the *needs* of the Association with the *wants* of the Membership.
3. Listen to and get feedback from the Membership. Discuss, decide and promote Board decisions that maintain—or better yet!—enhance member experience, satisfaction and property values.
4. Support the General Plan Committee and various amenity upgrades, (ex. Trout Creek Rec Center remodel) that members request to keep Tahoe Donner a premier neighborhood in the Truckee area.
5. Secure service-level expectations of consistency and breadth for members by guaranteeing quality and quantity of employees for Tahoe Donner Association.
6. Voice family concerns/ideas and bring that perspective to current and future Board decisions and debate.
7. Communicate and be transparent, accountable, approachable, and responsive to members.
8. Motivate and encourage the Membership to read/listen/watch what TD communicates and continually seek more effective ways to engage them.
9. Bring balance, energy, vitality and diversity to the Board.

I support the 20-year Association Master Plan (pending Board final approval May 20) and believe in the Vision Statement of Tahoe Donner (see below). I believe both can be accomplished in a responsible, fiscal manner while being sensitive to homeowners' concerns.

If you like me and what I have to say, believe in the Association Vision, are pleased with what TD offers, and are happy with your property value and/or rental revenue, then protect what you like and vote for me! To be honest, I am NOT your candidate who believes TD is mismanaged, hiding information, wastefully spending money, ignores its membership, or is on the wrong path. Other candidates may have that view. I AM your candidate who believes TD is managed well with sound Board guidance, makes solid and thoughtful financial decisions, plans for and improves facilities when needed, strives for excellent service, and listens to and solicits feedback from its members. ***And I believe TD can be even better!*** Tahoe Donner is a great place to live, vacation and play and ***as your board member I will work openly and***



diligently to support that path. Please don't be complacent—VOTE for COURTNEY!

Thank You!

Courtney Nelson Murrell

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TAHOE DONNER VISION

Tahoe Donner is a vibrant 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.