

TDA LRPC APRIL MEETING NOTES

Meeting Date: April 13, 2023, 2:00-5:00 PM

Location: The Mezzanine Room at the Northwoods Clubhouse and Zoom

Committee Members:

Joe Balan	Denise Gauny (Minutes)	Jackie Ginley
Laura Lindgren	Rob McCray	Jerry Meek (Vice-Chair)
Dan Simmons (Chair)	Ward Sproat	Michael Sullivan
Mike Vivas	Keith Williams	Jon Mitchell (Staff Lead)
Beth Wang		

Liaisons: Julie Vietor (Finance), Julie Thornton (TOS), Don Koenes (Board)

1. **Call to order & acknowledge / welcome member guests** (Dan)
 - a. The Chair called the meeting to order at 2:06pm. All committee members except Jackie G. and Joe B. were present. Liaisons Don K. and Julie T. were present. (Liaison Julie V. arrived later in the meeting.) The Chair recognized guests, Lindsay Hogan (a presenter at today's meeting) and Nan Meek.
2. **Approve notes of the March 9 meeting** (Dan)
 - a. The Chair asked for any changes or discussion. There were none of either. Rob M. moved to approve, Jerry M., second. All approved. Motion passed 10-0 (two committee members not present).
3. **Approve the Agenda** (Dan)
 - a. The Chair asked if there were any changes to the proposed Agenda. Rob M. asked if we could get an overview from the Amenity Policy Process Board Meeting held yesterday. If time permits, Don K. will provide an update at the end of this meeting. Dan S. also mentioned that he emailed the link to the Staff Presentation (from yesterday's meeting) to the committee.
4. **Discussion: Reports** (Dan, Jerry, Jon, Don)
 - a. **Chair Report:** Dan S. reported that he, Jon M., Jerry M., Keith W., and Lindsay H. met a few days ago. The Member Outreach working group and Laura L. have been working very hard on setting direction and they will provide an update on their progress today with more details in our May Meeting. Dan S. also reported that he will be out of the country for our May meeting. He plans on attending but that Jerry M. will be running the meeting in anticipation of him not having Internet access. Jon M., Jerry M., and Dan S. have taken the Board's direction and updated our Committee Task List with progress updates (which was provided as part of this agenda).
 - b. **Vice Chair Report:** Jerry M. reported that he will be at the May meeting in-person.
 - c. **Staff Lead Report:** Jon M. reported that he met internally with his team for agenda item #7, and he will provide his update during that agenda item discussion. He also reported that our committee's 2023 workplan has been update with progress to date and that none of the tasks have changed.

- d. **Board Liaison Report:** Don K. reported the initial direction Replacement Funding approach will be discussed at the upcoming Board Meeting on 4/28 and that he anticipates that the Board will be asking for input from this committee. He encourages all to attend that meeting. The Amenity Access Policy meeting held yesterday will be discussed later in this meeting.
5. **Discussion: Northwoods Campus Future State Case Study progress** update (Laura)
- a. Laura L. went through the Amenity Outline document (that we previously reviewed and decided to use Northwoods Campus as a case study for describing and documenting all of our amenities). The components of this report and the status updates are as follows:
 - i. OVERVIEW WITH DETAILED DESCRIPTION OF ALL MAJOR ASSETS AND REMAINING USEFUL LIFE and CURRENT FUNCTIONS OF FACILITY: The gathering of this information is complete, and the verbiage will be added by our May meeting.
 - ii. KNOWN ISSUES: A lot of this information has also been gathered and will be added to the report by May. There is one additional meeting with the TDA GM, and that information will also be added to the report.
 - iii. POTENTIAL PROJECTS ON THE 5-YEAR AND 20-YEAR PLAN: Ward S. will be reviewing these plans and report to us at the May meeting.
 - iv. MEMBER OUTREACH: It is expected that Lindsay Hogan will be guiding us through this component, and she is making a presentation at this meeting today.
 - v. OVERLAP WITH OTHER FACILITIES: Staff will be making an in-depth presentation later during this meeting and that information will be added to this report.
 - vi. OTHER ISSUES GOING FORWARD OR REQUIRING FURTHER INVESTIGATION: This is an ongoing topic and Laura L. is looking for someone to track items as they are surfaced.
 - vii. VISION FOR NORTHWOODS CAMPUS, BASED ON THE FOREGOING AND MEMBER INPUT TO BE CONDUCTED: When to begin drafting this information is up for discussion but seems that the timing should be in the Fall after we conduct some of our Member Outreach activities.
 - b. Rob M. thinks that the cost of the wants of owners and expected impacts on assessments and user fees should be an added component.
 - c. Jerry M. added that we as a committee need to “speak as a common voice.” It was determined that the “one voice” is being developed and will be reviewed at our next meeting and that ultimately, it will be posted to our TDA project webpage (that Lindsay Hogan will be discussing shortly).
 - d. There was some discussion around defining the difference between “members” and “owners.” Davis-Stirling refers to “members” as being the person(s) named on the Deed of Trust. Some TDA governing documents define “owners” as those on the Deed as well as their family members. It was stated that “owners” refers

to financial responsibility and governance and “members” refers to usage and enjoyment. All owners are members but not all members are owners.

6. **Discussion: Member Outreach** (Lindsay Hogan, Director of Communications + Member Relations)
 - a. **Existing information (relevant to our NW Campus Project):** Since 2019, TDA has made a robust effort to survey the membership on a variety of information, including amenities. In 2019 a specific member survey was conducted that focused on member usage and satisfaction and contained a large number of open-ended questions. Every year, TDA conducts a sub-survey on issues/topics that are forefront in the community. In 2020, there was the Strategic Plan Survey and in 2021, a survey was conducted on the Amenity Access Policy. All of these surveys could help inform the work we are doing. TDA has also obtained member feedback via the “Happy or Not” and its predecessor “Like Emoji” but that feedback is more reactionary and transactional and probably not as valuable as the survey data. Member Services uses ZenDesk software to capture member feedback. It is pretty good for data storage but trying to search using “Northwoods” (or any specific amenity) is very generic and data mining for that may not be a good use of our time. A better approach may be to meet with Member Services personnel and Lindsay would be happy to coordinate a meeting if we want to pursue.
 - b. **What do we want to know? This outreach is successful if we learn.....:** Member outreach can go a million different ways, so it is in our best interest to define our goal for before we determine what sort of member outreach is appropriate. Lindsay shared the project “web hub template” that has been used for other large TDA projects and they anticipate using for this project. It can be customized to meet the project needs starting with baseline education and awareness information and expanded as the project progresses.
 - c. **Feedback methods:** There are many, many feedback methods and all are valuable for their purpose. There is a sequence of feedback methods that should be followed, depending on the project or topic. TDA has been using a specific methodology and we should follow that plan. If we are going to obtain direct member feedback, likely this summer is our window since most members are up during the summer months. Keith W. has done some preliminary work on answering the question “what do we want to know....” The Member Outreach committee will work through some of these topics and bring their suggestions to the May meeting.

7. **Discussion: Outdoor Activities Related to Northwoods Campus Operations:** Staff Q & A (Miguel Sloan, Director of Operation; Jesse Strzok, Assistant Director Operations; Josh Geiszler, Trout Creek Manager)
 - a. **Current state Northwoods recreation and programs:** Miguel S. provided a brief background of how summer family recreation programs started and how they have evolved as facility availability, weather conditions and member demand has changed over time. Programs and activities at the campus include, summer day

campus and drop-in activities, tennis, pickleball, pools, horseshoes, bocce, archery, volleyball, yoga, POTH, music, disk golf, Geocaching, playground, bingo, ping-pong, locker rooms, bbq and firepits.

- b. **Challenges:** Parking is a challenge, particularly in the evenings. It is common to see people parked on the road above the campus. There is not great access to the bocce courts, volleyball and archery. And there are many ADA compliance issues. There is a tent in the back that has uneven pavers but is critical for weather conditions. If it is smokey, having everyone inside the NW Clubhouse is extremely challenging. There is no big open grass area as many members would like to have. The pool does not have a hot tub and in the late afternoons, the pool deck is shaded and cool so having a hot tub would help warm-up people. The bathrooms are an inconvenience and could be improved. The Rec Building is being used as an office and is inadequate for that use. The bridges are all on the Replacement Reserve Study. Shade at the bocce and tennis courts is often requested. Disk golf is very small and is good for beginners but not good for advanced players. Geocaching is very limited.
- c. **What is working and could be better:** Bocce works well but shade would be better. The slide at the pool is very popular. The pool is utilized for deep water lifeguard training and is a great alternative for overflow and other reasons the TC pool might not be available. Music is very popular so creating an actual outdoor stage/amphitheater would be good. The playground is extremely popular, especially as it is next to the family orientated restaurant (Pizza On The Hill). Many activities start at the Rec Hut like cornhole tournaments, but a better one could be used for other indoor, multi-use activities, like shuffleboard. NW campus is the “center” of TD and people look at it that way. This is our opportunity to redefine it with specific purpose verses it being “morphed” to what it is today.
- d. **Trout Creek functions Related to Northwoods Camps (overlaps):** Not many overlaps with “Programs” but the pools have the biggest overlap. It would be nice to have a “warm” pool for lessons and training. There was some discussion about wanting a splash pad and a “warm” pool for lessons, etc. at TC in the space that is underutilized (playground and basketball court, which have no shade). The hot tubs in the evenings and lap pool in the mornings get crowded. Some discussion about the driving range and the opportunity for adding restrooms (would help with Snow Play) and shade. There are many discussions around Snow Play and lack of facilities and the ideas around the driving range and concerts. However, any additions to TC area activities would require review of parking which is a limiting factor and is mandated by the Town.
- e. **Other amenity overlap (ACAC):** ACAC may be a better place to move some of the NW Campus activities. Disk Golf, Geocaching (Treasure Hunt), Archery, and Adventure Day Programs are top of mind. Adding a ropes course and moving the Equestrian Arena somewhere else to accommodate an open grass field are ideas to consider.

- f. **Questions:** Some included, what are the limitations presented by the meadow? Are there limitations associated with the creek? What about amplified noise for people in the Bennett Flat area? What about the NW Campus planning work and document that was done a few years ago; is that a legitimate starting place for us (maybe)? How does a mobility plan factor in to planning? Is there good usage data for all activities at NW Campus? Are the specific pool and playground overlaps known? These are all good thoughts/questions and will be fleshed-out as we move through the planning process.
8. **Action Items Review** (Dan)
 - a. Existing action items From March 9 Minutes (did not review)
9. **Discussion: Next Steps** (Dan)
 - a. Agenda items for May: Update from Member Outreach and NW Camus Outline Workgroups. Would like to revisit the Current State Report to approve and archive that document. Jon M. reported that he has most of the Staff comments and will get those to Dan S and Jerry M.
10. **Discussion: Amenity Access Policy Update** (Don)
 - a. Don K. reported that the Board provided Staff a “10K foot view.” The overall consensus of the Board is that the Access Policy (private amenities) should focus on “member enjoyment” and “overcrowding” and reinforcement that the policy should have a member centric focus. Three areas of specific focus, 1) What are the “sub classes” of users and build out/identify as many as possible. 2) Address overcrowding. Nothing is off the table as long as the focus remains on member enjoyment. 3) Revenue. What is the impact to fees and assessments. Another Special meeting scheduled for next week will focus on the Operations Policy, digging into the relationship between the Assessment and Fees. The guidance is to remain revenue neutral when recommending pricing strategies. The next meeting on this topic will be a member forum approach where Staff will have sent their recommendations to the Board and members will have an opportunity to weigh-in on those recommendations.
11. **Committee Liaison Comments** (Julie V., Julie T)
 - a. Both Julie’s thanked the committee for the update.
12. **Guest Comments** (Nan Meek)
 - a. Very happy with this work, being member focused and knowing the impact to assessments are very important and she is happy that we are building these components in our planning.
13. **Other Comments**

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- a. Dan S. commented that he is pleased with our committee work and thanks to all for our participation and hard work. And a big thank you to Staff for their support.
- b. Jon M. added that David M. and he met with the Town, and they will be presenting Town projects impacting TD and the 2024 TSSA-1 Funds usage plans, which includes funding for a Class 1 Trail. This presentation will also include updates on Roundabout projects and the 3rd Egress. He encourages all to attend or listen in. This presentation will take place at the Regular Board Meeting scheduled for April 28th.

14. The Chair Adjourned the meeting at 5pm.

Actions and Activities List

No	Description	Responsibility	Status	Completion Date
1	Coordinate meeting with Member Services to review member feedback received	Join M/Lindsay H.		
2	Compile, categorize and distribute list of NW Campus Ideas from March meeting	Laura L., Denise G., Joe B.	Complete	3/13/23
3	Propose list of ideas for organizing member outreach efforts	Keith W. /Jackie G.	In Process: Initial drafts have been circulated and will continue to be refined	
4	Finalize "Current State Overview Outline"	Jon M.	Complete: Being used for NW Campus Project	3/20/23
5	Let Laura L. and Dan S. know which item(s) on the NW Campus Project Roadmap you want to contribute to	All	Ongoing Action Item	
6	Complete and distribute summary of "List of Fives" and "Affinity Ideas List."	Jackie G.	Update: Jackie forwarded to Jerry and Joe	
7	Draft techniques used in previous community outreach/input projects.	Laura L.	No Update	
8	Create a user guide that explains the relationships between the Replace/Refurbish Program	Jon M. and the Finance Committee	Time constraints are placing this item to pending. No Update	

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	List, the Reserve Replacement Project List, the 5 Year Plan, and the 20 Year Plan.			
9	Add IT Infrastructure section to Current State Report	Dan S./ Jon M.	Jon and Dan will work with staff to get information needed. Update: email sent to Mike V. asking for specifics of what he is looking for	
10	Create and communicate MS Teams Site Tutorial	Denise G./ Jon M.	The site is only set-up for Current State subcommittee members; Jon will update and get invitations sent out to full committee. Update: Jon will work on this as soon as he has bandwidth	
11	Create a user guide that explains the relationships between the Replace/Refurbish Program List, the Reserve Replacement Project List, the 5 Year Plan, and the 20 Year Plan.	Jon M. and the Finance Committee	Time constraints are placing this item to pending. No Update	