



CASSIE GERTZ

## Committee Nominates Candidates for Open Seats in Board Election

### Ballots Mailed This Week

*(The following message is the latest in an on-going series of e-mails from the PGA WEST Master Association Board and its management team, describing the Board's decisions, challenges and priorities. This message is being sent to all PGA WEST homeowners by Cassie Gertz, Association Manager.)*

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As required in our Bylaws, the Master Association Board's Nominating Committee has nominated candidates to fill four open Board seats in this year's election. The Nominating Committee, which met and interviewed candidates on March 3, advised the Board of those nominations at the Board's March 5 monthly meeting.

The Nominating Committee told the Board it selected the nominated candidates for their ability to look forward, work collaboratively, and represent all PGA WEST homeowners. In addition, the Nominating Committee discussed key skills and characteristics important to candidates, such as Board or Committee experience, and working knowledge of Master Association issues, finance and governance.

In accordance with our Election Operating Rules and our Board-approved Inspector of Elections, the candidates nominated by the Nominating Committee will be noted on the election ballot with an asterisk by their names. Candidates who were self-nominated, but not formally nominated by the committee, will also be on the ballot.

In this e-mail, I will describe in detail the upcoming Board election process, as well as the following topics:

- Landscape Oversight Committee Holds Initial Meeting
- Board Approves Auditors' Report
- Board Approves Purchase of New Portable Radar Speed Display
- Communication Survey Results Show Positive Trend
- New Board, Committee Minutes Now Available Online
- March Reminders

## **Election Process Follows Approved Operating Rules**

At its March 5 meeting, the Board reviewed the process and timeline for the upcoming election -- and heard from Dave Peters, Inspector of Elections. Dave is a Partner in the law firm, Peters & Freedman, the Master Association's legal counsel, specializing in community association legal issues. He and his firm have represented the Master Association since the early 1990s.

He has nearly 30 years of experience in the field, and is carefully supervising our election process.

At the Board's March 5 meeting, Dave outlined the steps needed for the election to follow California law and the Association's [Governing Documents](#). He explained that the election process is being done by the book, and in accordance with the published [Election Operating Rules](#). In his role as Inspector of Elections, he will supervise and approve all materials and processes for the upcoming election, including ballot counting.

Here are the next steps in the election process:

- March 18: Ballots mailed to PGA WEST homeowners

- April 23: Results announced at annual meeting (assuming quorum is reached)
- April 23: New Board Members seated (assuming quorum is reached)

Board elections are important to the nearly 3,000 homeowners who call PGA WEST home. The elections are an annual event that helps decide who gets the responsibility for managing the Master Association's financial matters, safety issues and property maintenance.

The Board you elect will make major decisions about an updated entrance to PGA WEST and landscaping on PGA Boulevard - the "front door" to our community. The Board manages a \$3.6 million budget and plays a key role in making sure our streets are safe and our homes are secure.

It's an important election, and your vote matters.

## **Landscape Oversight Committee Holds Initial Meeting**

The Landscape Oversight *ad hoc* Committee held its initial meeting on Feb.19. The committee, which will eventually provide recommendations to the Board regarding medium- and long-range landscape renovations at PGA WEST, selected Residential I homeowner and committee member [Perry Koon](#) as its Chair.

The committee asked for the go-ahead to revise its [Charter](#). The Board gave its OK, and now the committee, at its next meeting, will discuss a revision to the Charter. The proposed revision would add a member whose specialty is communications, a demonstration of the importance of keeping the community informed about the committee's activities. The communication specialist would be a non-voting member of the committee.

The proposed charter revision would also make the landscape architect (yet to be chosen) and committee member Bryan Jensen non-voting members. Bryan is Owner and President of Hort Tech Inc. Hort Tech is the Master Association's landscape contractor, responsible for maintaining landscaping along PGA Boulevard and the exterior walls surrounding PGA WEST.

At the Landscape Oversight Committee's initial meeting, it also recommended revising the RFP (Request for Proposal) that was sent to a number of local landscape architects. The [original RFP](#) produced only three proposals; the committee wants to revise the RFP and cast a wider net. The revised RFP would provide a concept approach with itemized costs, and it would be sent to an expanded network of landscape architects that includes professionals familiar with our climate, soil, and other desert environmental conditions. The revised RFP will be presented to the Board for approval at its next meeting.

The landscape architect selected through the RFP process will provide recommendations and guidance to the Master Association Board throughout the landscape renovation project.

Minutes from the Landscape Oversight Committee's Feb. 19 meeting will be approved at the committee's next meeting. No date has yet been set for that meeting. Those minutes will then be accepted by the Board and posted on the Master Association website, as all committee and Board minutes are.

To learn more about the Landscape Oversight Committee and its members, [click here](#).

## **Board Approves Auditors' Report**

The Board, at its March 5 meeting, reviewed and approved an annual Auditors' Report. This independent audit of the Master Association's financial statements is required by California civil code. The audit was conducted by Brabo & Carlsen, a Palm Springs CPA firm.

The Auditors' Report looks at the Master Association's balance sheet as of Dec. 31, 2014 -- as it compares with the balance sheet from Dec. 31, 2013. In addition, the audit reviews related statements of revenue, expenses, and changes in fund balances and cash flows for these periods.

Brabo & Carlsen concluded that the financial statements present fairly, in all material respects, the Master Association's financial position. The Auditors' Report also concluded the result of operations and cash flows of the Master Association is in accordance with accounting principles generally accepted in the United States.

We will post the Auditors' Report to our website when the final copy is available.

As required by civil code, homeowners will receive a copy of the Auditors' Report in the U.S. mail no later than April 30. Those of you who have signed up for our [Go Green](#) program will receive the Auditors' Report by e-mail.

## **Board Approves New Portable Radar Speed Display**

At its March 5 meeting, the Board approved the purchase of a new portable radar alert system. The system is designed to let drivers know how fast their vehicle is going, and how that speed compares to the posted speed limit. The Community Services Committee recommended purchase of the new radar alert system. The Board authorized spending up to \$4,200 for the device.

You may remember seeing radar alert systems previously in our community. Our previous alert system was stolen in late 2014. The new system should be available for use by early April. To avoid a repeat theft, a tracking system will be attached to the display.

Master Association Director of Community Services Bob Pantanella calls the radar alert system an excellent tool to help slow drivers down. Bob says the portable radar alert system is used only to help drivers slow down; it is not an enforcement tool.

Speeding enforcement is a significant area of emphasis on our roads -- because speeding poses a high safety risk to drivers, golf carts, bicyclists, and pedestrians in PGA WEST.

## **Communication Survey Results Show Positive Trend**

Many of you participated in our Communication Survey from Jan. 30 through Feb. 13. We thank those of you who took time to provide feedback on our new communication program, which centers around these regular e-blasts and our [website](#). The new website and e-mail communication program were launched in September 2014.

At the March 5 Board meeting, Communications Committee Chair Sarah Murr presented a summary of the survey results. Among the highlights:

- 80% of respondents say they generally read All or Most of our Manager's Monthly Messages
- 92% of respondents say the Manager's Monthly Messages are Good, Very Good or Excellent
- 79% of respondents say the Master Association keeps them Adequately Informed, Fairly Well Informed, or Fully Informed
- 81% of respondents say they are Somewhat More Knowledgeable or Much More Knowledgeable than a year ago (before the new communication program began)

The Communications Committee will use the survey results as a tool in exploring opportunities to make our communications with homeowners even more effective.

To read a summary of the Communication Survey Results, [click here](#).

## **New Board, Committee Minutes Now Available Online**

Much of the information in this message has been highlights from the March Board meeting. These highlights are not official Board minutes. The official Board minutes are posted on our

website, after they are approved by the Board.

At the March Board meeting, the Board approved minutes from its [Feb. 5 meeting](#). In addition, the Board accepted minutes and reports from four committees. Here are links to those Committee Minutes and Reports:

- [Community Services Committee Minutes](#) (January 2015)
- [Governing Documents Committee Minutes](#) (January 2015)
- [Landscape/Hardscape Committee Minutes](#) (January 2015)
- [Community Services Monthly Report](#) (February 2015)
- [Landscape Monthly Report](#) (March 2015)
- [Communications Committee Report](#) (March 2015)

## March Reminders

Finally, a few reminders:

**Signature Road Work Continues:** Road work on PGA Boulevard near the Signature development continues to move forward, with an anticipated completion date sometime in May. This is the latest news from California West Communities, developer of The Signature at PGA WEST. Until then, expect to see crews working on PGA Boulevard between the left turn lane into the development, and the Tournament Clubhouse. Cal West is paying for all the median modifications and road work.

**Wanna Go Green?** As I mentioned earlier in this note, nearly 1,000 homeowners enrolled in our Go Green program will receive the annual Auditors' Report electronically, saving the Association time, money, and being environmentally responsible. If you haven't already signed up to Go Green, I encourage you to do so. You will still receive all the materials you're legally entitled to -- but you'll get them faster, cheaper and greener. Our Go Green initiative saves the Master Association more than \$3,000 each time we do a mailing required by civil code. [Click here](#) to Go Green. Not sure if you've already signed up to Go Green? [Send us a note](#) and we'll let you know.

**Music Festivals Ahead:** As our weather warms up and the annual music festivals are around the corner, it's a good time to remind PGA WEST homeowners about expected and appropriate behaviors. Our community has a significant number of rental units that are occupied during the festival weekends. I should remind you that homeowners are responsible for their renters' behavior. Homeowners who rent their units during the music festivals should give some thought to how to control renters' activities -- including following PGA WEST Master Association's [Community Rules and Regulations](#) regarding loud noise, lewd behavior, parking restrictions, and other issues that may affect the "quiet enjoyment" of PGA WEST homeowners. If you rent your

property during the music festivals, you should check the La Quinta City Ordinances regarding rentals. Be sure to retain a security deposit until you check with our Community Services department for any potential citations on your property that result from renters' behaviors. The dates of this year's music festivals: Coachella Valley Music and Arts Festival, April 10-12 and April 17-19; Stagecoach, April 24-26. During the festivals -- and any other time -- if you have complaints about rules violations or excessive noise, call the PGA WEST Command Center: 760-564-5452. You may also register your concerns with the City of La Quinta Noise Complaint Hotline: 760-833-9050.

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Finally, since we're in the reminder mode ... a reminder about the upcoming election.

In these regular e-blasts, we've been communicating with you about the election regularly for the past three months. The Board has done its job in being open and transparent -- and carefully following the Election Operating Rules.

Now, it's your turn.

When you receive your ballot in the mail, please take a few minutes to thoughtfully review the election packet, which includes candidates' statements.

Then vote.

As a PGA WEST homeowner, you have a significant financial investment in your property here. Voting is one way to make sure your voice is heard.

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If you have questions about any of the items in my Manager's Monthly Messages, please feel free to contact me. I welcome your thoughts.

Best regards,

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