



CASSIE GERTZ

Board Selects Members for Landscape Oversight Committee

Members Picked for Relevant Experience,
Credentials, Community Leadership

(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.)

The Master Association Board has selected six members of the new Landscape Oversight *ad hoc* Committee. The Board's action took place at its Feb. 5 monthly meeting.

In this e-mail, I will describe the committee members' qualifications, and the committee's next

steps.

In addition, this monthly message to homeowners will also cover the following topics:

- Board Selects Nominating Committee
- Revised Transponder Gate Policy Available
- What the Master Association Is, and Is Not
- New Board, Committee Minutes Now Available Online
- February Reminders

Selection of Landscape Oversight Committee

As discussed in previous e-blasts, the [Landscape Oversight ad hoc Committee](#) will eventually provide recommendations to the Board regarding medium- and long-range landscape renovations at PGA WEST. The renovations will focus on the nearly 30-year-old PGA WEST entry and landscaping on the PGA Boulevard median.

The Board sought Landscape Oversight Committee members with expertise and substantial experience in the areas of landscaping, project management, water usage, construction, and/or leadership in similar homeowner association landscape projects.

Here are the six committee members named at the Feb. 5 Board meeting:

- **Arnis Budrevics.** Arnis is a homeowner at PGA WEST and a landscape architect with more than 35 years of professional experience. A graduate of the University of Toronto with a Bachelor's degree in landscape architecture, he has led a variety of projects on institutional, commercial, and high-density residential developments. Arnis is a Principal Landscape Architect at [Alexander Budrevics & Associates](#) in Toronto, and is a lecturer on architecture, landscape and design at the University of Toronto in Ontario, Canada. He is a Fellow of the Canadian Society of Landscape Architects, and a full member of the American Society of Landscape Architects.
- **Perry Koon.** A homeowner at PGA WEST since 1996, Perry has been in the construction and development business for more than 50 years. He has been involved in construction in Alaska, Washington, California and Arizona. He served for six years as Chair of the Master Association at Coronado Shores, a 1,500-unit condominium development in the San Diego area. At Coronado Shores, he chaired the construction group that oversaw a three-year, \$11 million renovation of the development that included landscaping and hardscaping. Perry has a Bachelor of Arts in Business, and a Bachelor of Science in Construction Management -- both from the University of Washington. He has held general contractor licenses in California and Arizona.

- **Lynda Orsatti.** Lynda has been a homeowner at PGA WEST since 1997. Her background is in construction and design. She's a contractor who was on the design team for a regional building committee in Calabasas, Calif. Lynda, who has worked with many landscape designers and contractors, describes herself as a detail-oriented person. She was on the Landscape Committee at The Ridge at Calabasas, a high-end gated community near Malibu, Calif. Lynda is a licensed general contractor in California.
- **Penni Sturgill.** Penni is a homeowner at PGA WEST and a member of the PGA WEST Master Association Board. She chairs the Board's [Landscape/Hardscape Committee](#). Penni has been involved in several major landscape projects within the PGA WEST community, including leading the Fairways HOA Landscape Committee's effort to design and manage installation of the Legends fountain and cart path.
- **Bryan Jensen.** 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. He has a Bachelor of Commerce, Honors from Queens University in Kingston, Ontario, Canada. Bryan is a certified arborist, certified landscape irrigation auditor, and a licensed landscape contractor.
- **John Cochrane.** John is General Manager of the Private Clubhouse at the Club at PGA WEST. A member of the PGA of America and former Director of Golf at PGA WEST, John managed the Del Mar Country Club in the San Diego area for 13 years before returning to La Quinta in 2014. The Club at PGA WEST is undergoing a major renovation to remain vital and relevant -- also a key goal of the Landscape Oversight Committee. John will help make sure the Master Association's efforts are aligned with the Club's, and that the landscaping is in harmony with the Club's.

The seventh and final member of the Landscape Oversight Committee will be a local landscape architect who will provide recommendations and guidance to the Master Association Board throughout the landscape renovation project. The Landscape Oversight Committee will review the landscape architect candidates and recommend one of them to the Board for its approval.

As defined in its [Charter](#), the Landscape Oversight Committee will decide on a recommendation for its Chair, and present that recommendation to the Board for approval.

When the Landscape Oversight Committee begins to meet, we'll identify its meeting schedule on our website. And, of course, we'll publish their meeting minutes, as we do for all our committees.

Board Selects Nominating Committee

Earlier this week, the Master Association Board issued a call for Candidates for our upcoming annual election, in which four Board seats are open. Our [Feb. 9 e-blast](#) described the Candidate qualifications, and explained how to submit an [application to serve](#). The Candidate application period ends on Feb. 27.

At its Feb. 5 meeting, the Master Association Board appointed the Nominating Committee for this year's election. The Nominating Committee will consist of current Board President Mary Caldwell, who is not seeking re-election, current Board Member Sarah Murr, whose seat is not up for election, and former Board Member Linn Wiley.

The Board also appointed an Inspector of Elections. The Board selected attorney David Peters of the law firm, Peters & Freedman. Peters & Freedman is the Master Association's legal counsel. The firm specializes in community association legal issues.

Revised Transponder Gate Policy Available

The Master Association Board, at its Feb. 5 meeting, approved a revised [Transponder Gate Policy](#). The updated policy more clearly defines terms, duties and processes than the previous policy.

The revised policy also better reflects today's business practices. Most of the changes are designed for smoother administration of the existing transponder program. There are no major changes that affect homeowners in their day-to-day use of transponders.

The Master Association's Director of Community Services, [Bob Pantanella](#), continues to be responsible for managing and enforcing the transponder program.

What the Master Association Is, and Is Not

At PGA WEST, there are five major entities: the Master Association, three Residential Homeowners Associations, and the Club at PGA WEST.

This structure has been in existence since the early days of the PGA WEST community. But I am reminded from time to time that some homeowners are unclear about what the Master Association is, and what it is not. So I'd like to take a moment to clarify the Master Association's role in our community.

In addition to landscaping common areas along PGA Boulevard and the perimeter of the PGA WEST community, the Master Association is responsible for safety, patrol, and gates into the

private residential community. The Master Association manages six manned and three unmanned entry gates, controlling the comings and goings of homeowners, guests, and vendors within the private PGA WEST homeowner community.

The Master Association is not responsible for picking up trash, does not handle residential work orders, does not manage homeowner architectural issues, homeowner yard landscaping or community pools. Those are responsibilities of the Residential Homeowner Associations (Res I, Res II, and Fairways).

Homeowners occasionally ask us about golf course maintenance, or how to make reservations for events at the Club. Those are issues for the Club, which is a separate corporate entity; they're not issues for the Master Association.

For more, [click here](#).

New Board, Committee Minutes Now Available Online

Much of the information in this message has been highlights from the February 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 February Board meeting, the Board approved minutes from its [January meeting](#), and minutes from the [January Study Session](#) on The Signature Wall landscaping history.

In addition, the Board accepted minutes and reports from four committees. Here are links to those Committee Minutes and Reports:

- [Community Services Committee Minutes](#) (December 2014)
- [Governing Documents Committee Minutes](#) (December 2014)
- [Landscape/Hardscape Committee Minutes](#) (December 2014)
- [Communications Committee Minutes](#) (January 2015)
- [Community Services Monthly Report](#) (January 2015)
- [Landscape Monthly Report](#) (February 2015)
- [Communications Committee Report](#) (February 2015)

In addition, the Board approved a revised [Charter for the Compliance Committee](#).

The next Board meeting is set for Thursday, March 5, 2015. We are currently evaluating possible meeting locations for future Board meetings, including the March 5 meeting.

All meeting agendas are posted on our website's [Calendar](#), and at the Master Association office, at least four days prior to the meeting. The Master Association office is at the Weiskopf gate: 56144 PGA Blvd. The agenda will, of course, include the Board meeting location and time.

February Reminders

Finally, a few reminders:

Communication Survey Closes Today: On Jan. 30, we sent all homeowners an invitation to take our Communication survey. That e-mail invitation contains a link to our survey. The survey is designed to provide feedback that will help us improve our communication to homeowners. The survey closes today (Feb. 13). If you haven't had a chance to complete the survey, please do so. We'll publish the results in my March Manager's Monthly Message.

Signature Road Work Continues: California West Communities, developer of The [Signature at PGA WEST](#), has begun work on the left turn lane from PGA Boulevard into the development. The turn lane is just south of the entrance to the PGA WEST Private Clubhouse. Cal West is performing the work in accordance with traffic engineering requirements approved by the City of La Quinta. Construction will involve modifying the median to accommodate the turn lane. Cal West, which is paying for all the median modifications, says work should be completed by mid-March. Expect minor temporary traffic revisions during construction. Also, expect occasional traffic revisions on PGA Boulevard between the Nicklaus Gate and the Weiskopf Gate for work unrelated to the left turn lane. All these revisions will be easily navigated and clearly marked.

Wanna Go Green? Nearly 1,000 PGA WEST homeowners have signed up for our "Go Green" program. Going Green allows the Master Association to share legally required materials with you electronically, saving time, money and being environmentally responsible. If you sign up to Go Green, 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 has so far saved the Master Association more than \$3,000. [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.

Three-Year Proxy Available: The Master Association's [governing documents](#) require a simple majority (50 percent plus one) of homeowners to establish a quorum at Member meetings, such as the annual meeting held each April. Historically, lack of homeowner participation has made establishing a quorum challenging. To help the Master Association achieve a quorum, we encourage homeowners to sign and submit a three-year proxy. The proxy is for quorum purposes only, not for voting. [Click here](#) to submit your three-year proxy. Not sure if you've already signed a three-year proxy? [Send us a note](#) and we'll let you know.

That's a lot to digest. But that's to be expected; there's a lot happening in our community.

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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