



CASSIE GERTZ

## Board Approves Charter for Landscape Oversight Committee

First Major Step in Evaluating Long-Range Renovations  
to PGA WEST Landscaping and Entry on Avenue 54

*(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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The Master Association Board has unanimously approved the Charter for the new Landscape Oversight *ad hoc* Committee. It's the first major step in developing a long-range landscape renovation plan at PGA WEST. The Board's approval of the Charter took place at its Jan. 8 Board meeting.

In a recent e-mail to PGA WEST homeowners, I provided an introduction to the Landscape Oversight *ad hoc* Committee concept, and called for candidates to serve on this committee. Because of the Committee's importance to the future of PGA WEST, I'll discuss the Oversight Committee in greater detail in my January "Manager's Monthly Message."

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

- Board Approves Revised Election Operating Rules
- Board, Homeowners Discuss Signature Landscaping
- Three-Year Proxy Now Available Online
- Improvements to Weiskopf Gate Evaluated
- Updates on Management Staff, Committee Members
- New Board, Committee Minutes Now Available Online
- Emergency Text Alert Sign-up Encouraged
- January Reminders

## **Board Approves Landscape Oversight Committee Charter**

As I mentioned to you earlier this week, the Master Association Board has approved the [Charter](#) for the new Landscape Oversight *ad hoc* Committee. The 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 PGA Boulevard.

The Board is now actively seeking homeowners to serve on the Committee. Prospective committee members should have expertise and substantial experience in the areas of landscaping, project management, water usage, construction, and/or leadership in similar homeowner association landscape projects.

If you meet these qualifications and are interested in serving on the Landscape Oversight Committee, [click here](#) to submit your request to serve. Please attach your resume, as well as a 200-word summary of why your participation would benefit the Committee and the PGA WEST community. Applications are due by Jan. 26.

Selection of Committee members should be made at the Feb. 5 Board meeting. Also at that meeting, the Board is expected to review proposals from various landscape architecture firms who responded to our [Request for Proposal](#).

## **Board Approves Revised Election Operating Rules**

At the Jan. 8 meeting, the Board approved a revision to the Election Operating Rules. Following a 30-day comment period, as required by Civil Code, the Board adopted the proposed changes.

The [Election Operating Rules](#) define the process that governs our annual Board of Directors election. The Election Operating Rules describe:

- Candidate Qualifications
- Nomination Process
- Access to Master Association Communications
- Voting Qualifications
- Inspector(s) of Elections
- And, Election Procedures

Here are the next steps leading up to this year's Board election: In February, the Board will appoint a Nominating Committee, and issue a call for candidates. Ballots will be mailed to homeowners in March. And, results of the election will be announced at the Master Association annual meeting on April 23, 2015. Board members elected through this process will be seated at the May 7, 2015 Board meeting.

## **Board, Homeowners Discuss Signature Landscaping**

The Jan. 8 Board meeting included a Study Session addressing The Signature Wall landscaping history, and rationale for the desertscape concept and installation.

As with other Study Sessions, the format included a formal presentation by guest speakers, followed by Q&A with Board Members and then homeowners. Presenters at the Study Session included:

- **Rob Parker**, from RGA Landscape Architects. RGA handled the landscape design for the exterior of The Signature wall. Rob explained the chronology of the design and installation of the Signature Wall landscaping.
- **Dave Koller**, Conservation Manager for the Coachella Valley Water District. He discussed CVWD's requirements for restricting water use in new landscaping, such as The Signature's exterior wall.
- **Bryan Jensen**, President of Hort Tech Landscaping. Hort Tech is the Master Association's landscaper, responsible for maintaining landscaping along PGA Boulevard and the exterior walls surrounding PGA WEST.
- **Liz Belloso**, Forward Planning and Land Development Manager for California West Communities. Cal West is the developer for The Signature. Liz described Cal West 's role

during the design and installation phase of The Signature Wall landscaping.

## **Three-Year Proxy Now Available Online**

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. Signing this proxy allows the Board to represent you for the purpose of establishing a quorum, in the same manner and with the same effect as if you were personally present.

Proxies are one way to help keep the Master Association costs down, by avoiding the considerable expense of additional meetings. To make it easier for homeowners to complete the proxy form, we have created an on-line form that's now available on our website. Filling out the form takes less than a minute. I strongly encourage you to submit your proxy.

[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.

## **Improvements to Weiskopf Gate Evaluated**

The Community Services Committee is evaluating possible modifications to the Weiskopf gate and the area surrounding it. The committee is focusing on ways to improve vehicle, golf cart and pedestrian safety. Because of the original gate design, cars entering the gate may have difficulty seeing golf carts that are crossing Spanish Bay, just inside the gate.

In addition, the committee is working closely with the Master Association Landscape/Hardscape Committee to enhance the aesthetic look of the area around the gate.

The Committee will work with our management team to begin the process of getting bids for the project. The Committee expects to make a recommendation to the Master Association Board in the near future for their approval and implementation.

[Click here](#) to learn more about the Community Services Committee.

## **Updates on Management Staff, Committee Members**

There are a number of new faces supporting the Master Association. First, I'd like to introduce Jonathan Torres, our new Assistant Association Manager. Jonathan comes to us from Desert Security Services, where he had been an officer at the Weiskopf gate at PGA WEST. In his new position, Jonathan will provide administrative support to me, and to Community Services Director Bob Pantanella. Jonathan will be located at the Master Association's office at the Weiskopf gate.

Another new member of our team is Blanca Corona. She's the Transponder Clerk, located at the Nicklaus gate. Blanca is responsible for issuing transponders to homeowners, guests, and vendors.

Also, we have several new committee assignments to share with you. First, our Board President, Mary Caldwell, is the new Board liaison to the Community Services Committee.

Paula Turner is the newest member of the Landscape/Hardscape Committee. And, Carol Jelus and Pat Asay are new to the Communications Committee. As we do for all Management, Board Members and Committee Members, we will post bios and photos of each new committee member to our website as they become available.

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

Much of the information in this message has been *highlights* from the January 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 January Board meeting, the Board approved minutes from its December meeting. [Click here](#) to read the December 2014 Board minutes.

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

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

The next Board meeting is set for Thursday, Feb. 5, 2015, at 1 pm. We are currently evaluating possible meeting locations for future Board meetings, including the Feb. 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 agenda will, of course, include the Board meeting location.

## Emergency Text Alert Sign-up Encouraged

As I've mentioned in previous messages to you, the Master Association Board has implemented an emergency text alert system as part of its overall communication program. This text alert system is designed for emergencies -- when the news is immediate and perishable -- like floods, earthquakes, power outages, road closures, criminal activity, or even a mountain lion sighting.

The Board is using a simple "opt-in" system based on text messages. Our sign-up process is available on the Master Association's website. To join our emergency text alert system, [click here](#).

The enrollment takes less than a minute. As with our e-mail list, we will not share your cell number with any person, organization or business. Not sure if you've already signed up? [Send us an e-mail](#) and we'll let you know.

We hope we don't need these alerts often, but when an emergency arises, we'll be glad we have the text alert system in place.

## January Reminders

Finally, a couple of reminders.

**Humana Challenge Set to Begin:** First, the Humana Challenge begins next week. The PGA Tour event runs Jan. 19 through Jan. 25. The host course is PGA WEST's Palmer Private. Expect to see heavier-than-normal traffic on PGA Boulevard during the Humana Challenge. And, be mindful of temporary "no parking" signs that may be installed. These signs are established by the La Quinta Fire Marshall and must be obeyed for safety reasons. Violators will be cited. For more on the Humana Challenge, visit their [website](#).

**Road Work Ahead on PGA Boulevard:** Once the Humana Challenge ends, Cal West is scheduled to begin work on the left turn lane from PGA Boulevard into The Signature development. The turn lane is just south of the entrance to the PGA WEST Private Clubhouse. Cal West is the developer of The Signature, and is performing the work in accordance with traffic engineering requirements approved by the City of La Quinta. Construction will involve modifying

the median in order 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. These revisions will be easily navigated and clearly marked. To learn more about The Signature development, [click here](#).

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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.

My office door is always open. Stop by and say hi. My office is at the Weiskopf Residential Gate, near the Tournament Clubhouse: 56144 PGA Blvd. Or, you can call me: 760-564-3858

As I've said before, I am focused on working closely with you to enhance the value and prestige of homeownership at PGA WEST.

Best regards,

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