



Manager's
Monthly
Message



CASSIE GERTZ

Board Approves Landscape RFP; Process Will Select Architect for Renovations

(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 approved a Request For Proposal (RFP) to consider landscape architects for significant landscape/hardscape renovations at PGA West. The Board's approval of the RFP, as well as the five landscape architecture firms it's considering, took place at the Dec. 4 Board meeting.

In my December "Manager's Monthly Message," I'll discuss the RFP in greater detail, as well as other highlights from the December Board meeting.

Here are the major topics I'll cover in this e-mail message:

- Landscape Renovation RFP Approved
- Proposed Election Operating Rules; Comment Period Underway
- Providing Context for Your 2015 Monthly Assessments
- "Go Green" Saves Money, Supports Environment
- Board Approves Updated Code of Ethics and Conduct
- Signature Work to Affect PGA Boulevard Traffic
- New Board, Committee Minutes Now Available Online

The actual Board minutes are available after they're approved by the Board at its **next** meeting. So, the December Board minutes will be posted to [our website](#) after the January Board meeting.

Landscape Renovation RFP Approved

The Master Association Board is studying significant upgrades to the PGA WEST entry at Avenue 54, as well as improvements to landscaping on PGA Boulevard and the perimeter walls around the PGA WEST community. At its November 2014 meeting, the Board approved a Request For Proposal (RFP) process to select a landscape architect for these long-term plans.

And at its Dec. 4 meeting, the Board took a major step forward in the RFP process by approving the RFP letter, and approving the five landscape architecture firms who will receive the document.

The RFP, which was sent out this week, describes the landscape architect's required involvement in the project renovating the nearly 30-year-old PGA WEST entry, and landscaping of PGA Boulevard and the perimeter walls around the community.

The deadline for the RFPs is Dec. 29. The Board is scheduled to make a decision on the landscape architect at its January 2015 meeting.

All landscape considerations will be measured against the Landscape/Hardscape Committee's Vision Statement, which the Board accepted at its November meeting:

"To enhance the aesthetic value of PGA WEST, by balancing architectural and landscape design with environmental sustainability."

This Vision Statement will guide the process of evaluating landscape possibilities.

[Click here](#) to read the Landscape/Hardscape Renovation RFP.

[Click here](#) to view the list of landscape architects receiving our RFP.

[Click here](#) to read a summary of the Landscape/Hardscape RFP process.

Proposed Election Operating Rules; Comment Period Underway

At the Dec. 4 meeting, the Board approved a revision of the Election Operating Rules and authorized posting of the proposed new rules to homeowners for a 30-day comment period. [Click here](#) to view the proposed changes. Follow the directions for providing comments to the Board -- if you have any. Or, [click here](#) to make your comments online; please be sure to include your name and PGA WEST street address.

The Election Operating Rules describe:

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

Pending homeowner comments, the Board plans to adopt the Election Rules at its January 2015 meeting. 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.

Providing Context for Your 2015 Monthly Assessments

Recently, you received a budget packet in the mail from your Residential Homeowners Association -- either Res I, Res II, or Fairways. In that packet, you learned of your 2015 monthly assessments. Your monthly assessment is the sum of your Residential Homeowners Association amount -- plus your Master Association assessment.

As we pointed out last month, the Master Association's monthly assessment for 2015 will remain at \$78. That's the same amount as you are paying for 2014. If you live within the Greg Norman area, the Master Association monthly assessment will remain at \$156.

Please keep that in mind as you evaluate your total monthly assessment. If your monthly assessment changed, it was because of a change at your Residential Homeowners Association, not the Master Association.

To review our Master Association financials, [click here](#).

"Go Green" Saves Money, Supports Environment

In late November, the Master Association sent all homeowners its annual Budget Report and Policy Statement. Those of you who signed up to receive these materials electronically through our "Go Green" initiative saved the Master Association more than \$3,000. To date, 965 PGA WEST homeowners have enrolled in our Go Green program. That's one-third of all homeowners. I thank you for your commitment to reduce costs.

As a property owner, it is your right to receive this annual mailing in hard-copy form, via the US Mail -- if that's your preference. We make these documents available to you by mail, or electronically, because California Civil Code requires it. We respect the choice you make regarding how you want to receive these materials.

An analysis of newly available data shows that only 15 percent of the homeowners who receive these materials actually look at them. With this in mind, I encourage you to consider signing up for our Go Green program. You will still receive all the materials you're legally entitled to -- but you'll get them faster, cheaper and greener.

Even if you've already signed up to Go Green with your Residential Association (Res I, Res II, or Fairways), you'll still need to sign-up for the Master Association's Go Green program if you want to receive *our* materials electronically. Similarly, if you've enrolled in the Master Association's Go Green program, you'll also need to sign up with your Residential Association if you want to receive *their* documents electronically.

[Click here](#) to Go Green with the Master Association. Not sure if you've already signed up to Go Green? [Send us a note](#) and we'll let you know.

Board Approves Revised Code of Ethics and Conduct

Also at its Dec. 4 meeting, the Board approved a revised Code of Ethics and Conduct for Directors.

This document encourages Directors to act in good faith, act in the best interest of the Master Association, and follow other required standards of behavior. The Code of Ethics and Conduct is designed to ensure that all Directors understand and act according to the fiduciary duty they owe to the Master Association and its homeowners.

All Board members are encouraged to sign the Code of Ethics and Conduct for Directors. The

document is effective immediately.

[Click here](#) to read the revised Code of Ethics and Conduct for Directors.

Signature Work to Affect Boulevard Traffic

Expect possible minor traffic revisions over the next several months on PGA Boulevard near The Signature development between the Private Clubhouse and the Tournament Clubhouse. Crews will be working on the storm drain and sewer line. Work on PGA Boulevard is expected to be intermittent during this time. We appreciate your patience and vigilance during the construction phase.

These revisions should be easily navigated and clearly marked by signs and construction crews.

The Signature's 42-acre site is at the southern end of PGA Boulevard, between the PGA WEST Private Clubhouse and Tournament Clubhouse. Home construction should begin in early 2015. According to California West Communities, the developer, models representing the 230 residences are expected to open in July 2015. The Master Association is working closely with the developer to make sure the new community meets all of our requirements.

To learn more about The Signature development, [click here](#).

New Board, Committee Minutes Now Available Online

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

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

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

The next Board meeting is set for Thursday, Jan. 8, 2015, at 1 pm. This meeting will be held in

the Conference Room at Res I, 54320 Southern Hills.

As I've mentioned previously, keeping up on what's happening within PGA WEST helps strengthen our community. That's why I encourage you to attend Board meetings: to stay up to date on issues important to all of us. All meeting agendas are posted on our website's [Calendar](#), and at the Master Association office, at least four days prior to the meeting.

Wishing You Happy Holidays

We are smack in the middle of holiday season. Many of you will entertain visitors and family who may not be familiar with rules we have to keep PGA WEST homeowners and their guests safe.

So, I'd like to again remind golf cart owners about the rules already in place to keep the community safe. Per California law, golf carts are considered motorized vehicles. This means children and young adults without drivers' licenses -- your grandchildren -- cannot drive golf carts in PGA WEST, as described in our PGA WEST Master Association [Rules and Regulations](#). For the safety of youngsters, and PGA WEST homeowners, our security patrol aggressively enforces this rule.

If children are caught violating this rule, the homeowner who owns the golf cart will incur a substantial fine.

Finally, I love this time of year. The weather is awesome. Homeowners are in a festive, holiday mood. There are reminders everywhere about how fortunate we all are to call La Quinta home.

Hanukkah begins next week and ends the evening of Dec. 24. The following day, families kick off their Christmas celebrations. And, New Year's Eve isn't far away.

We all have much to be grateful for, as we close out another year at PGA WEST. Whatever you're doing, and wherever you are, I wish you the happiest of holidays!

Best regards,

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