



Manager's
Monthly
Message



CASSIE GERTZ

Master Association Introduces "Manager's Monthly Message"

(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 by Cassie Gertz, Association Manager.)

Welcome to my first Manager's Monthly Message. It's designed to be like a newsletter, covering a variety of timely topics about the Master Association, its actions and activities. Keeping up on what's happening within PGA WEST helps strengthen our community.

I became your new Association Manager in September. I'm very excited to join the Master Association management team. My focus is on long-term planning and maintaining the aesthetic value and prestige of PGA WEST. It's an honor to serve the nearly 3,000 residents who call PGA WEST home.

Normally, my Manager's Monthly Messages will arrive in your in-box about a week after each Master Association Board meeting, held the first Thursday of each month. This will allow me to do a brief recap of the meeting, and to let you know that the documents approved at the meeting are posted on our website.

There's a lot to talk about. Let's get started.

Studying New Lights on the Santa Rosa Mountains

The Master Association Board has authorized expenditures for three new-technology lights along the Santa Rosa Mountains. The lights, which were installed over the summer, are being tested to help the Board determine whether they should consider replacing all 21 lights along the western and southern boundaries of PGA WEST.

Because the existing lights are aging and inefficient, an *ad hoc* committee is evaluating the new lighting technology, which is brighter, more energy efficient, and less expensive to maintain. The committee is also evaluating whether the new lights could generate sufficient long-term cost savings to justify the project.

You can see the three test lights near the 17th hole of the Arnold Palmer Private golf course. That's near the intersection of Arnold Palmer and Riviera.

Go Green Sign-up Now Available Online

One of the Master Association's major initiatives is our "Go Green" program. If you sign up to Go Green, we can deliver important documents to you electronically -- faster, cheaper, and greener.

By signing up to "Go Green," you are helping keep Master Association costs down and being environmentally responsible. Materials such as the Annual Budget, Audited Financial Statement, Reserve Study, and Rules and Regulations, will be sent to you electronically.

And, you will receive these materials far sooner -- and at far less cost to the Association - than if we have to print and mail them to you.

As we do every year, the Master Association is preparing to send out its annual disclosures, including the annual budget report and annual policy statement. So, now is a good time to sign up to Go Green. You can easily do it on our website. It takes less than a minute. I strongly encourage you to Go Green.

[Click here](#) to Go Green.

Governing Documents Update

I want to update you on our *ad hoc* Governing Documents Committee, which began meeting over the summer in an effort to recommend changes and improvements to the Master Association's governing documents.

The PGA WEST development is nearly 30 years old, and so are many of our Association's governing documents. The Governing Documents Committee is reviewing the Master Association's CC&Rs and Bylaws, to make sure they conform to all changes over the years in the California Civil Code and industry practice.

The Committee, which meets monthly, is focused on recommending changes to the Governing Documents to reflect a mature community, like PGA WEST. The current documents were written for a community under development, which was the case when the documents were originally written in the mid-1980s.

The Committee has selected a law firm, Peters & Freedman, to draft a restatement of the governing documents, beginning with the CC&Rs. To view the current Master Association Governing Documents, [click here](#).

The Governing Documents Committee is composed of two Master Association Board Members and representatives from each of the three PGA WEST Residential Homeowners Associations. [Click here](#) to learn more about the Committee's members.

The Committee's meeting minutes will be posted to our website after they've been approved and signed by the Committee, and then accepted by the Master Association Board.

First Board "Study Session" Set for November 6

At the Board's next regularly scheduled meeting, on Nov. 6, it begins a new practice: Study Sessions. The Study Sessions are designed so that homeowners interested in specific topics can attend the portion of the meeting at a specific time that is dedicated exclusively to that topic.

The Study Sessions, modeled after the La Quinta City Council's approach, are a way of allowing for more dialogue with homeowners on issues important to them. The Study Sessions will be implemented, as appropriate, and will typically take place immediately following the Board

meeting.

Our first Study Session guest speaker is Liz Beloso of California West Communities, developer of The Signature. Liz will be discussing the Street Improvement Plan on PGA Boulevard as it pertains to the entrance of The Signature. The Study Session begins at 3 pm.

The Nov. 6 Master Association Board meeting will be held at Embassy Suites, 50-777 Santa Rosa Plaza, in Old Town La Quinta.

Board Approves Emergency Text Alert System

At the Board's Oct. 2 meeting, it approved a significant enhancement to our new Communication Program: a text alert system. We expect to implement this system sometime in November.

Here's how it works. When there's an emergency in the community -- like floods, earthquakes, power outages, road closures, criminal activity, or even a mountain lion sighting -- the news is perishable and immediate.

You should know about these emergencies right away. Sending you an e-mail isn't likely to get your immediate attention. Studies show that many people take up to several days to view their e-mail, but nearly 90 percent of all mobile text messages are opened within 90 seconds.

That's why we've chosen a simple "opt-in" system based on text messages. To join our contact list, you will go to our website and sign up. 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.

We'll let you know when our text alert system is ready.

Beginning-of-Season Reminders

Now that the start of the new season is upon us, here are a few reminders as you ease back into PGA WEST life:

- **Update Vendor and Guest List:** Please go to our [on-line Visitor Management System](#) and update these lists. This will help make sure your visitors are able to access the PGA WEST private residential communities.
- **Update Contact Information:** When you log in to our Visitor Management system, click on "My Account," then click on "Edit" - and update your contact phone number(s), e-mail address, or password. Or, you can call our Command Center: 760-564-5452

- **Golf Cart Traffic on PGA Boulevard:** For those of you with golf carts, please remember the former shortcut along the southern end of the Stadium golf course to PGA Boulevard is now closed due to construction at The Signature development. Instead, please use the golf cart lanes on PGA Boulevard.
- **Subscribe to Our E-mail List:** If you're receiving this e-mail, you are already on our e-mail list. But if you want to receive our e-blasts at additional addresses, you may do so by going to [our website](#) and scrolling down to the "Sign Up For Our Newsletter" box. Also, please encourage your PGA WEST friends and neighbors to subscribe.
- **Check Out Our New Website:** www.pgawest-ma.com

My Door is Always Open

Finally, I want you to know how important customer service is to me. You are all my customers. My approach to working with homeowners is to carefully listen to your concerns and then work collaboratively to develop a resolution.

As the new kid on the block, I look forward to working with you enhance the value and prestige of home ownership at PGA WEST, and to keep our community world-class.

My door is always open. I'd love to introduce myself and begin a dialog with as many of you as possible. My office is at the Weiskopf Residential Gate, near the Stadium Clubhouse: 56144 PGA Blvd.

Please stop by to say Hi. Let me know if you have questions about the Master Association, and feel free to share your ideas about how we can work together to improve our community.

Best regards,

Cassie Gertz
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