



Master Association Launches New Communication Program

(The following message is the first in an on-going series of e-mails from the PGA West Master Association Board of Directors, describing the Board's decisions, challenges and priorities. This message is being sent by Mary Caldwell, Board President.)

I'm very pleased to tell you the PGA West Master Association is beginning a new era in improved communication with homeowners. This e-mail note kicks off our communication effort, and we will launch our shiny new website later this month.

We hope you'll appreciate our commitment to update you regularly on community news that affects the nearly 3,000 homeowners who call PGA West their home. Several times each month, we'll provide news updates via e-mail, about Board meetings and minutes, Committee activities, progress reports on development activities and other improvements to our community.

All homeowners at PGA West have made a significant financial commitment to own property here. We hope our regular communication helps you see that the Master Association is being a responsible steward of your monthly assessments.

A final note about our new communication program: at our September 2014 meeting, the Master Association Board unanimously approved the policy that formally enables our new e-mail system and our new website. Our entire Board supports the significance of regular, timely, factual information. As communication is a two-way process, we'd like to know what you think about our e-mails and our website, when we launch it later this month.

It's been a busy summer. We have some important news to share with you.

Introducing Our New Association Manager: Cassie Gertz

First, I want to introduce our new Association Manager, Cassie Gertz, who joined the Master Association management team earlier this month. Those of you who live in the Fairways Homeowners Association are familiar with Cassie, and the tremendous work she's done at Fairways for the past three years, most recently as Assistant General Manager.

Cassie's customer service orientation is absolutely world-class. Her approach to working with homeowners is to carefully listen to their goals and concerns, then work collaboratively to develop a resolution. I'm confident that Cassie will keep the Master Association running smoothly.

Cassie's office is at the Weiskopf Residential Gate.

New Directors Seated on Master Association Board

We also have some new faces on our Master Association Board. In May, we seated two new Directors: Sarah Murr and Penni Sturgill. And, incumbent Russ Roehrkasse began a full two-year term.

Sarah chairs our Communications Committee, whose key task is to manage our new communication program. Penni chairs our Landscape/Hardscape committee. Russ is our Board's Secretary/Treasurer.

When we seated a new Board at our May 2014 meeting, we also said goodbye to two long-serving Directors who had a lasting impact on our community. After many years of service, former Board President Richard Hayes and former Board Secretary/Treasurer Linn Wiley chose not to seek new terms on our Board, opening up the seats that Sarah and Penni now occupy. I want to acknowledge Richard and Linn for their tremendous contributions to the Master Association and to our community.

Our Board meets the first Thursday of every month, at 1 pm. The next meeting will be on Oct. 2, at Embassy Suites in Old Town La Quinta, 50-777 Santa Rosa Plaza. The meeting will be held in the San Jacinto B room. Our Board meetings will be at this location for the near future. The PGA West Private Clubhouse, our former meeting location, is no longer available to us. As a result,

we are evaluating possible sites for future meetings, and will let you know when we settle on a more permanent location.

Fourth Amendment to CC&Rs Passes

In a vote that was finalized on Aug. 5, 2014, homeowners overwhelmingly approved a new Amendment to the Master Association's Covenants, Conditions and Restrictions (CC&Rs). This is the fourth Amendment to the CC&Rs since the original document was recorded in January 1986. This Amendment, along with all our other governing documents, will be posted on our new website, which you can see in the near future.

The new Amendment makes important changes to our Compliance Committee, allowing it to operate more effectively. The Amendment defines the Compliance Committee's makeup, its function and duties.

The new Amendment also defines the Master Association's powers regarding future annexation and development within PGA West.

Update on New Developments at PGA West

Speaking of new development within PGA West, two developments are moving forward and the Master Association is involved in both.

Many of you are familiar with The Signature, which is the last major new community to be built within PGA West. The Signature sits on 42 acres at the southern end of PGA Boulevard. Currently, crews are grading the area, and construction should begin in early 2015.

Monterra is a planned 40-home community within the Greg Norman development at PGA West. It is awaiting regulatory and municipal approvals. Construction could begin at Monterra in 2015.

A key function of the Master Association is to ensure orderly development within the community. We've been involved every step of the way on both The Signature and Monterra, to make sure they meet our standards.

Landscape Update

A primary duty of the Board of Directors is to protect, maintain and enhance the value of Master Association properties. Landscaping is perhaps the largest asset we manage, and one of our largest annual budget items. In addition, landscaping is the first thing homeowners and visitors see when they come to PGA West. That's why it's so important for us, as a Board, to make sure any changes we contemplate are the right ones.

As a Board, we deeply appreciate and are very receptive to thoughtful, constructive and diverse

thinking when it comes to developing new concepts for landscaping within the community. Our most informed Board decisions are those where we have a true sense of what the entire PGA West community is thinking.

Over the next several months, the Board will begin taking steps to move forward on major upgrades to PGA Boulevard, the entrance to PGA West at Avenue 54, and the perimeter walls around our community.

We are committed to including PGA West homeowners in our study and evaluation process. There will be ample opportunity, outside of Board meetings, to share information and gather comments from homeowners throughout PGA West, and from experts in landscape architecture and environmental sustainability.

There will also be many opportunities for the Board to share information with homeowners via meetings, e-mail blasts, and our website. Please consider these official Master Association sources of information to be the most current and accurate references for this or any other issue under the Master Association's purview.

Looking Forward to the New Season

With Fall in the air, the new season is nearly upon us.

If you've been gone for the summer, we look forward to your return. Our weather here in La Quinta is beginning to cool slightly, allowing us to begin planting fall flowers, and start the annual turf overseed process.

While living here may be seasonal, keeping PGA West a world-class community is a year-round job.

Our commitment to you is simple: we operate openly and transparently, and we pledge to keep you up to date on what we're doing - and why we're doing it.

Mary Caldwell
President
PGA West Master Association Board



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