



Pine Mountain Lake Association Strategic Plan Final

January 22, 2018



FROM THE BOARD

In 2017, the PML Board of Directors and management began work on a strategic plan for our community. The Board hired a professional facilitator to assist with the effort and spent several months developing the plan. To ensure that all stakeholders participated, the Board held open meetings at the Lake Lodge and asked for member and staff input. All of this work culminated in the adoption of the plan in January of 2018.

The Strategic Plan includes a Mission Statement, Vision Statement, pillars and tactics that will be used for guidance in our decisions. The Board of Directors intends to review the plan each year to determine if it continues to meet the needs of the community.

We would like to thank all members who participated in the process and provided input.

PMLA Board of Directors

Steve Griefer, President • Mike Gustafson, Vice President
Wayne Augsburger, Secretary • Nick Stauffacher, Treasurer
Pauline Turski, Director

MISSION STATEMENT

Provide members and guests with a positive experience through strong leadership, fiscal responsibility and modern amenities.

VISION STATEMENT

Pine Mountain Lake: the most memorable and desirable place to live, work, vacation and visit in the Sierra.

5 PLAN PILLARS

MAINTAIN AND IMPROVE
PROPERTY VALUES

EFFECTIVE MANAGEMENT
OF FINANCIAL RESOURCES

SAFE ENVIRONMENT

MEMBER SERVICE

EFFECTIVE HOA
MANAGEMENT/OPERATIONS

PILLAR 1

Maintain and Improve Property Values

- Maintain, restore or improve amenities
- Develop new amenities
- Enforce CC&Rs
- Improve infrastructure
- Marketing PML
- Improve relationships with local organizations

PILLAR 2

Effective Management of Financial Resources

- Continue funding reserves in accordance with the Association policy
- Use technology to improve productivity
- Member financial education
- Board liaisons to departments for reserves and new capital
- Utilizing financial technology efficiently
- Monitor financial metrics

PILLAR 3

Safe Environment

- Maintain access gate infrastructure
- Provide more safety patrols
- Annual Community Security Risk Assessment
- Fire Safety program
- Safety communication system
- Safety education program

PILLAR 4

Member Service

- Setting member expectations; what to expect from PMLA and what PMLA expects from you
- Employee customer service training
- Utilize modern technology for website improvement, improved communications and online surveys
- Amenity-wide reservation system
- New member orientation

PILLAR 5

Effective HOA Management/Operations

- Appropriate staff compensation
- Recruit and retain employees
- Update and enforce CC&Rs
- Evaluate staffing requirements
- Ongoing staff improvement plan
- Develop and monitor performance metrics