

Creating a Strategic Vision for LPOA/LHC

2024 and Beyond

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January 2024

A strategic vision serves as a roadmap for the future of the LPOA/LHC and plays a crucial role in guiding our decisions, actions and overall direction.

- **Purposeful Community Development:** a strategic vision provides a clear sense of purpose and direction ensuring that community development efforts are aligned with the long-term goals and aspirations of residents.
- **Enhanced Property Values:** by implementing initiatives that align with the vision, the LPOA can enhance the desirability and safety of the neighborhood, attracting potential buyers, and increasing resale values.
- **Proactive Decision-Making:** with a strategic vision in place, the LPOA can make informed and proactive decisions that prioritize the needs and preferences of the community. We can also avoid short-sighted decisions that may negatively impact the community.
- **Effective Resource Allocation:** a strategic vision provides a framework for prioritizing and optimizing the allocation of resources.

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- **Improved Communication and Engagement:** a strategic vision acts as a unifying force for the community, fostering better communication and engagement among residents, board members, and staff. It provides a common understanding of the LPOA goals and facilitates collaborative efforts to achieve them.
- **Long Term Sustainability:** a strategic vision helps ensure the long-term sustainability of the LPOA. By setting clear goals and objectives, the association can focus on initiatives that promote environmental sustainability, financial stability, and community well-being.
- **Adaptation to Change:** a strategic vision enables the LPOA to adapt to changing circumstances and emerging trends within the community or broader housing market. It provides a framework for evaluating new opportunities, addressing challenges, and adjusting the course of action when needed.

LPOA Mission Statement

- The goal of the Lakewood Property Owners Association (LPOA) is to maintain and enhance the property values of its members and promote the development of a desirable residential community through projects, programs and services.

Proposed Two-Pronged Strategy

- Implement a Communication Strategy: a strong culture of communication will increase trust, credibility, and a sense of belonging and inclusion. It will promote transparency, keep residents informed and enable community participation.
- Create a Strategic Vision for the Future: A strategic vision serves as a roadmap for the future of the LPOA/LHC and plays a crucial role in guiding our decisions, actions and overall direction. The vision includes the hiring and transition of a new General Manager.



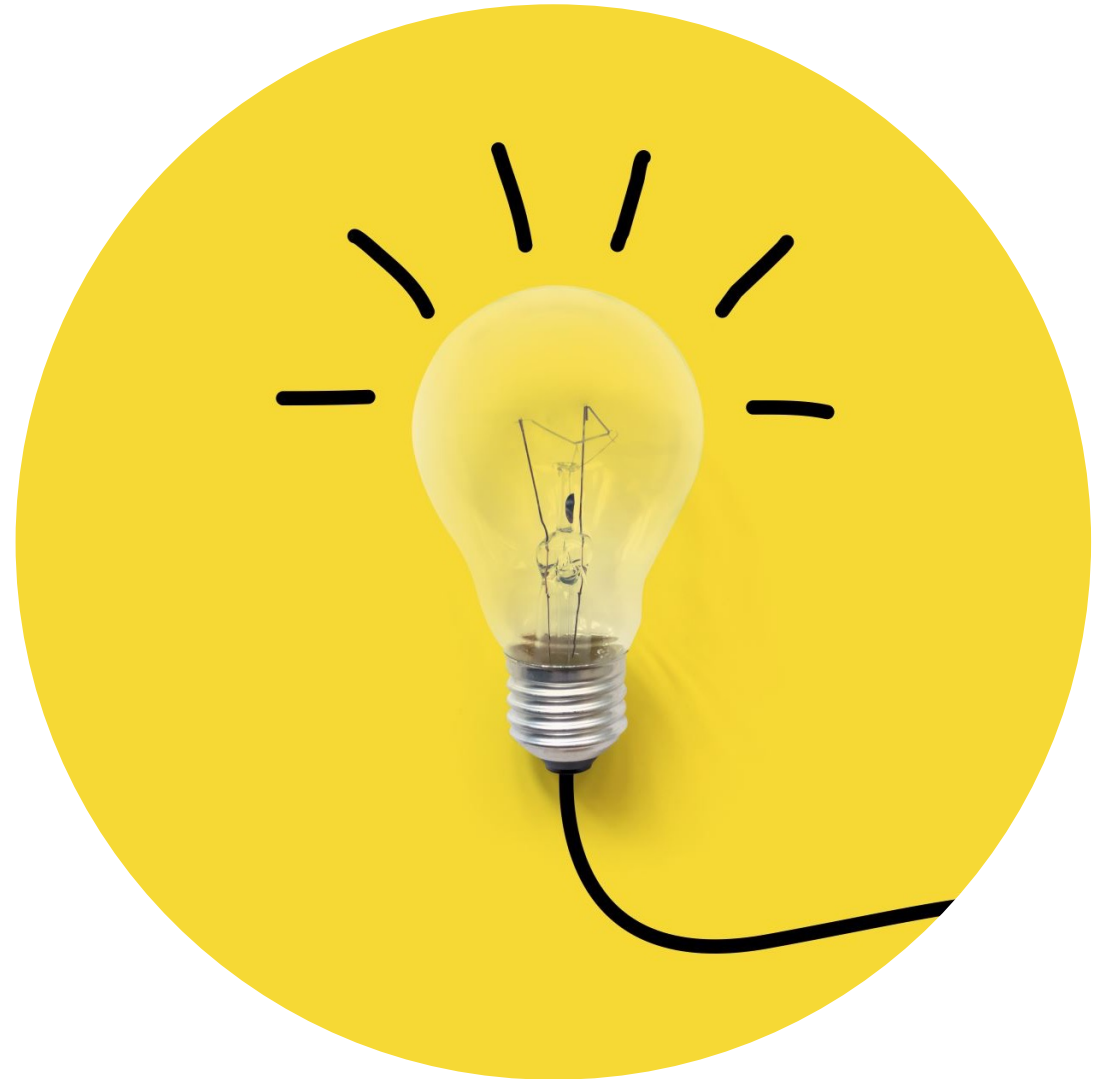


LPOA Vision/Program 2020

- In 2015, the LPOA launched its first ever comprehensive 5-year plan, developed as a group effort by the Facilities Development Committee, the Finance Committee, and the LPOA Board of Directors. They used the 2015 Reserve Study to inform their decisions about how to plan for the future. It was a plan to incrementally increase dues to accommodate the repair and replacement needed to some facilities, to be completed by 2020.
- Program 2020 was a significant collaboration among leadership groups and had a major impact on strengthening our community facilities. Not all proposed enhancements were completed due to a variety of reasons.
- In 2024, what steps need to be taken to implement another long-term strategic plan to ensure our community thrives into the future?

LPOA/LHC Vision for the future 2024 and beyond

- Create a Lakewood Vision planning committee utilizing a similar process to 2015 and/or
- Hire a professional consulting firm to guide us through the process. Interview a few and understand the full scope of what they would offer as well as associated costs. My understanding is they would facilitate meetings, send and analyze survey data, etc...
- Firms to consider:
 - Services/Olsson – prior work w/Lakewood
 - Shockey Consulting Services – Lake Winnebago, City of Lee’s Summit strategic planning
 - ETC Institute – resident referral
 - Others?



LPOA/LHC Vision for the future 2024 and beyond

- In 2024, begin preparing for the hiring and transition of a new General Manager, who is retiring at end of contract May 2026.
 - Create an Adhoc Search Committee to liaison with the Board and make recommendations. (Committee to include past Officers of the Board and Committee chairs). Those that have worked closely with the GM with factual knowledge of the LPOA.
 - Hire a professional search firm to guide us through the process and mitigate risk.
 - Review current GM roles and responsibilities. Determine if an additional Golf Course Supervisor position is needed.



Steps for creating a LPOA/LHC Strategic Vision for the future 2024 and beyond

- Assess the current state of the LPOA – strengths, weaknesses, opportunities, threats
- Identify goals and objectives
 - Maintain and enhance property values
 - Complete debt reduction strategy
 - Maintain/Enhance the quality of amenities
 - Golf Course
 - Argyle & St Andrews Pub (Food & Beverage)
 - Pools and Sports Facilities
 - Solicit resident feedback via a series of surveys/questionnaires.
 - Utilize 2019 Reserve Study to identify long term financial and facility needs.
 - Utilize feedback, related data, and future trends to create a strategic plan for the future.
- Utilize our communication strategy to promote and inform residents along the way.



Steps for creating a LPOA/LHC Strategic Vision for the future 2024 and beyond

- HOA Operations – align staffing and capabilities with the growth and needs of the community
 - Back-office efficiencies – technology solutions to reduce paper, postage; optimization of staff
 - Ensure fiscal responsibility for short-term and long-term resiliency
- Lake Management
 - Protect and preserve the quality and health of the Lakes (cove dredging)
 - Maintain and enhance the safety of the Lake for residents
- Multi Family - Assess the property management needs of multi-family areas.
- Promote Lakewood as a safe and active community.



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- “Strategic Planning is Worthless – Unless There Is First A Strategic Vision” – John Naisbitt