

**SUN VALLEY ELKHORN ASSOCIATION
BOARD WORKSHOP MINUTES
February 9, 2009 – 12:00 p.m.
Harker Center**

AGENDA BUSINESS ITEMS

1. Review 2006 Strategic Planning – Action Plan
▪ Mission Statement
▪ Summary of Strategic Planning Objectives
2. 2008 Accomplishments
3. 2009 Goals and Objectives/Prioritize
4. Long-Term Goals

IN ATTENDANCE

Board Members	Staff & Counsel
Jim Fletcher	Marlene Lowry
Cris Thiessen	Darlene Kuehn
Patty Rosewater	Jan Kaas
Sid Alpert (via phone)	Chuck Williamson
Jack Dalieri (via phone)	
Stephen Smith	
Margaret Walker	
Ted Witt	

ABSENT

Board Members	Staff & Counsel
Pam Bailey	Ed Lawson

CALL TO ORDER

Jim Fletcher called this Board Workshop to order at 12:00 p.m.

ESTABLISHMENT OF A QUORUM

A quorum was established with eight Board Members in attendance.

BUSINESS

1. Review 2006 Strategic Planning – Action Plan
 - Mission Statement
 - Summary of Strategic Planning Objectives

Jim explained the SWOT process used in early 2006 to develop our current Mission Statement and our goals and objectives for the past three years. It was agreed the same process would be used during this meeting to identify our direction for 2009 and beyond.

The Mission Statement was reviewed. Discussion was held as to whether or not language should be added to address the enforcement responsibilities of the Board. It was decided that Patty and Margaret will draft language for consideration at the March 30th Board Meeting.

The Board identified and discussed various points in each of the four categories then ranked them on a scale of 1 – 4, with 1 being most important.

Strengths

Facilities/Amenities	1
Financial Stability/Acumen/Capital Reserves	1
Management Staff	1
Board & Committee Involvement	1
Use of Strategic Planning	2
Improved Communications	2
Owner/Sub-Association Relationships	2
Open Space	3
External Relationships (City of Sun Valley, etc.)	3

Weaknesses

Outdated Technology/Financial Processes	2
Succession Planning for Staff	2
Property Owner Indifference	3
Seventy percent (70%) Non-resident Owners	3
Village Core Still Weak	3

Threats

CG Elkhorn Unsold Units/core services/golf course	1
Open Space Protection (weeds, fire, willows, water)	2
Current Economy	2
Infrastructure (power, water, etc.)	2
City Budgets	3
Property Owner Activism/Dissatisfaction	4

Opportunities

Improved Communications	1
Continue to improve Association processes	1
Upgraded Facilities (learning programs, workout area, park area)	1
Technology Upgrade	2
Open Space Recreation Improvements	2
Improve Capital Planning	2
Local Government Relations	3
Open Space Development	4
Development (Independence Creek [de nova], Sunshine, Crown Ranch)	4

2. 2008 Accomplishments

Jim spent a few minutes recapping the 2006 Strategic Planning process that generated the current mission statement, as well as the five areas identified in the action plan; Upgrade Facilities,

Communications, Management Staffing, ADC, Legal Defects. The accomplishments of 2006, 2007 and 2008 were a direct reflection of the earlier strategic planning work.

3. 2009 Goals & Objectives/Prioritize

The 2009 Goals as outlined at the Annual Meeting were discussed and revised to include:

Facilities & Open Space

- Mapping of Elkhorn Trail System
- Small Parks and Dog Park
- "Welcome to Elkhorn" Entrance Signs
- Amenity Program Review and Software / Hardware Updates
- Open Space Land Usage / Policy
- Completion of Harker Upgrades
- Continue Open Space Willows Maintenance / Wildfire Danger Mitigation
- Improvements to Existing Village Tennis Center
- Work with CG-Elkhorn to Improve Golf Amenity

ADC

- Complete Standards & Guidelines for Board Approval and Inclusion in the ADC Manual
- Update all ADC, Violations and Office Procedures

Communications

- Continue Membership Communications
- Ongoing Website Development
- Continue and Improve Interaction with Sub-Presidents
- Continue and Improve Interaction with City of Sun Valley

Finances

- SVEA Budget Management
- Cash Assets Actively Managed
- Review Capital Reserve Analysis and Projections
- More actively manage cash assets
- Improve Capital budgeting
- Purchase Amenity Card System

Management

- Succession Planning

4. Long-term Goals

The goals and objectives for 2009 were discussed and it was determined that all would give some thought to their ideas and bring them along with a suggested level of importance (High, Medium and Low level) to the March 30th Board meeting for discussion.

ADJOURNMENT

The meeting concluded at 5:15 p.m.

Respectfully submitted,

Pam Bailey, Secretary
/ml – v-1