

PHCA Board - Community Meeting Minutes

March 8, 2011

Board and Staff Present: Art Albin, George Horensky, Alan Sylvester, Joan Dombrowski, Joe Hawver and management representatives and community members

The meeting was called to order at 6:00 p.m. in the clubhouse.

Minutes of the February 2011 work study meeting were previously approved by e-mail.

Treasurer's Report – George

For the two months ending February 28, 2011 income was slightly under budget due to no sales or party income. Operating revenue continues to be under budget due to seasonal variances in landscaping services. Management will reallocate the annual expense for landscape services to reflect the emphasis on snow removal in the winter and grounds care in the spring and summer months.

Community Relations Committee – Joan

A variety of events are planned for the Parkview Hills Community Center including a blood drive, a bicycle clinic, pool opening party, coffee club and potluck meetings. The committee is also considering a car wash in June, a special event for the lighting of the holiday lights and National Night Out.

Security Meeting

On February 17th, Joan and George attended a meeting with representatives of the Kalamazoo Department of Public Safety. Representatives of Altman Management Co. and Phoenix Properties attended as well as Parkview Hills management staff. The discussion covered communications by apartment residents and the security service, as well as pool security during the months the outdoor pool is in use. A camera, some additional signage and the safety of the pool fence were reviewed. The committee recommends that the rules be reviewed and updated.

Environmental and Architectural Review Committee – Joe

Joe reviewed a draft of the Lake Shore Buffer Zone guidelines prepared by the EARC Committee. At first review these appear to meet the expectations of the Board. They will be reviewed for action by the Board at the April work/ study meeting.

President's Report - Art

Nominating Committee

Art discussed the nominating committee that will recommend a slate of directors prior to the annual meeting in May. Gary Niemeck and Art are serving on this committee. To date, the committee has received two applications to serve on the Board from Robert Jameyson and from David Magerlein.

Project List Update

At its next meeting the Board will hope to receive updates from the Prairie Garden Committee and Trails Committee to see where they stand relative to their plans for the coming season.

Marketing Committee

Art reviewed a meeting that was held with the Board and interested stakeholders in updating the overall marketing strategy for Parkview Hills. The purpose of these efforts is to increase the property's image and value at all levels. Next steps involve identifying and updating the brand or marketing theme for the property; followed by projects that stem from this; followed by ongoing attention to completing marketing related projects such as sign replacements and clubhouse advertising.

Two consulting firms have submitted letters of interest in preparing marketing strategies for Parkview Hills and Joe may know of a third interested consultant. The Board will review these in a special meeting to be held on Friday March 25th at 7:30 a.m. at the Parkview Hills Management office. Cathie Weir, a longtime Parkview resident, expressed an interest in assisting in these efforts. She has a background in marketing.

Parkview Hills Management – Dusty

Dusty presented a proposal to replace the aging pool deck furniture at a total cost of \$5,912.68. The new furniture is sold by Lowes who will extend their warranty to commercial use by Parkview. Art asked Dusty to get this in writing. The Board approved the purchase.

The City of Kalamazoo is providing cleanup of trees and branches that fell in the recent ice storm. Management is cleaning up the branches and hauling it to the curbside for pickup by the City in the near future. Previously the Board approved up to \$2,000.00 in contractor cost for this. Dusty projected the final cost at well under this amount.

Management needs to submit its lawncare proposal for the summer 2011 season as soon as possible for Board review. Also the nursery plant material and labor costs needs to be finalized within the next one to two weeks.

The organizers of the first Kalamazoo Marathon, to be held on May 8, 2011 have asked Parkview Hills to consider organizing an “Excitement Zone” on Parkview Avenue along the route of the marathon race. Joan volunteered to assist with spearheading such an effort.

Resident Comments

There was a concern that the advertising of real estate within the clubhouse would be visually unappealing with brightly lit flat panels or similar displays. The Board agreed to consider the clubhouse as a community space not just a place to sell or lease real estate.

There was a question about why the new treadmills should not be cleaned by users each time. Management explained that the display screens can be damaged if wiped with the wrong products. They will look into supplying the appropriate wipes so these can be clean frequently. Also one piece of weight equipment is in need of a replacement part to prevent ongoing damage to the ceiling tiles.

Submitted by:
Alan Sylvester
Board Secretary