

# Joining the Palmetto Dunes Property Owner's Association Board

*A rewarding experience*

# Agenda

- Thank you for attending
- Introductions
  - Erin Gaian
  - Lee Smith
- Background Information about Palmetto Dunes
  - History
  - Statistics
  - Our communities
  - Our commercial partners
  - Financial overview
- Overviews and Roles
  - Board
  - Administration
- Activities of a Board Member
- Role of the Nominating Committee
- The Process
- Questions and Answers



# Background: History of Palmetto Dunes

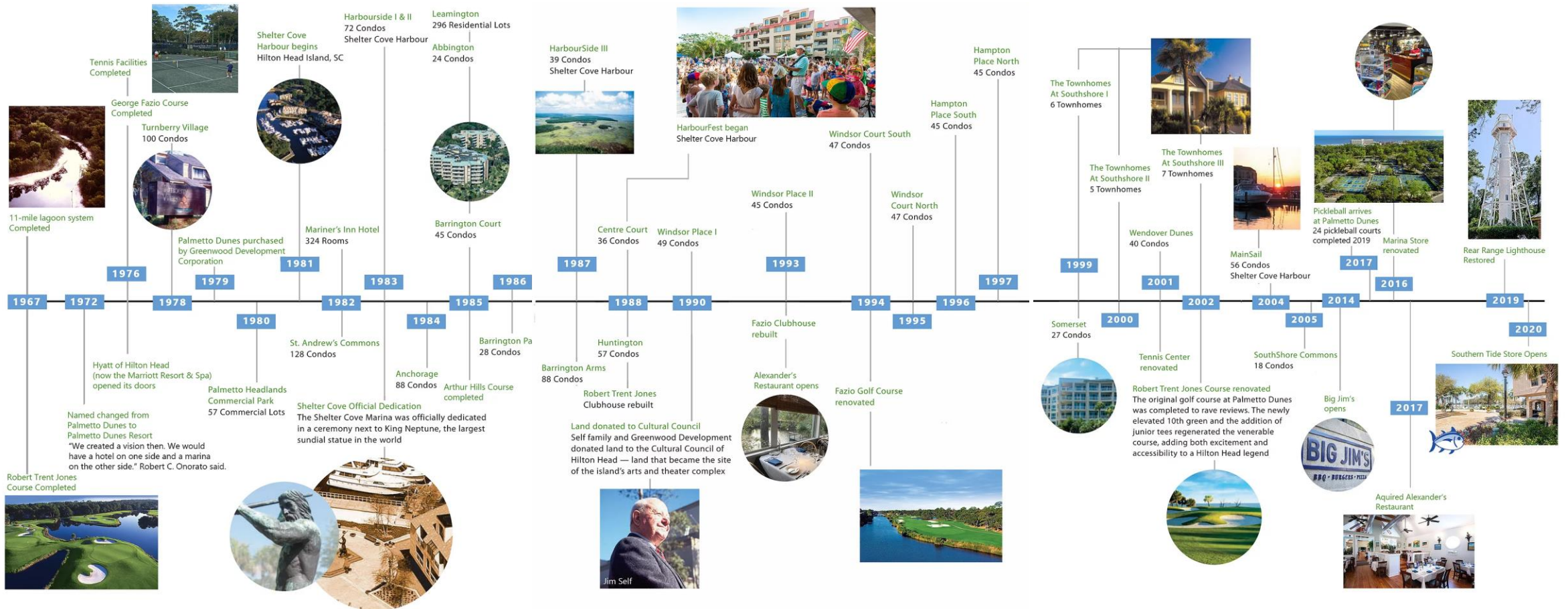
- 2,000 acres purchased by Phipps Land Development Corporation in mid-1960s
  - Paid \$1,000 per acre
  - Original developer creating:
    - Lagoon System
    - Robert Trent Jones and Fazio Golf Courses
    - Tennis Facility
    - First Villas: Fazio
- Greenwood Development Corporation purchases in 1979
  - Develops much of Palmetto Dunes and all of Shelter Cove
  - Develops Leamington and the Author Hills Golf Course
- POA separated from Greenwood in 2005
  - POA assumes responsibility for common areas: roads, bridges
  - Lagoon System
  - Community Oversight



# Background: Timeline of Palmetto Dunes



**PALMETTO DUNES**  
PROPERTY OWNERS ASSOCIATION  
RESIDENTIAL RESORT COMMUNITY

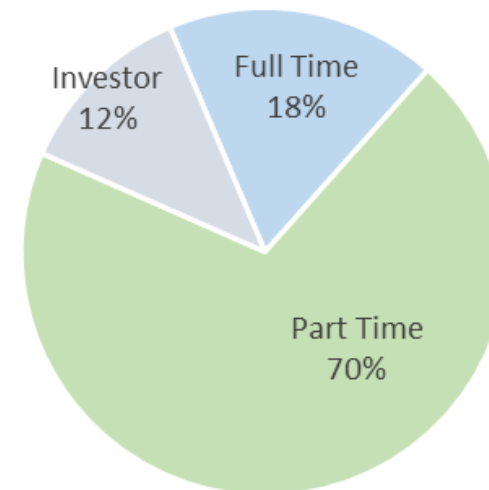


For more information, visit <http://mypalmettodunes.com>

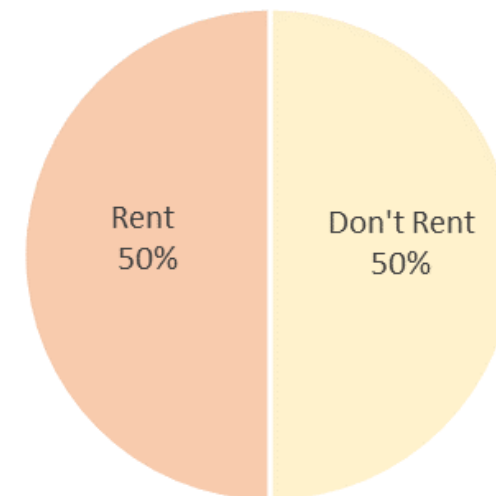
# Background: About Palmetto Dunes Today

- **Diverse Community:** 2,172 properties
  - 1,241 Villas (57%)
  - 931 Homes/lots (43%)
  - 4 Commercial Partners
- **Statistics**
  - 1,136 acres (excluding Leamington and Shelter Cove)
  - 3 miles of beach
  - 11 miles of lagoon
  - 18 miles of roads
  - 167,000 passes issued annually
  - Millions of vehicle entry/exits annually
- **Owners from**
  - 40 US States
  - 4 Continents

Owner Residency



Short-Term Rental Status



# Background: Our 17 Communities

- St. Andrews Commons: 128
- Queen's Grant: 297 (5 Regimes)
- The Village: 62 (time shares)
- South Gate: Inverness
  - 187 Homes
  - 551 Villas (7 Regimes)
    - Center Court Villas: 36
    - Fazio Villas: 58
    - Inverness Village: 97
    - Turnberry Village: 100
    - Villamare: 160
    - Captain's Cove: 16
    - Captain's Walk: 84
- North Gate: Mariners
  - 744 Homes
  - 203 Villas (5 Regimes)
    - Moorings: 48
    - Beach Villas: 17
    - Ocean Cove: 38
    - Hickory Cove: 52
    - Water Oak: 48



# Background: 4 Commercial Partners

- **Greenwood Communities and Resorts** (east side of 278)
  - 3 Golf Courses (plus clubhouses)
  - 19 Tennis and 24 Pickleball Courts
  - 3 Restaurants: Alexanders, Big Jim's and Dunes House
  - Bike and Kayak Rental: Outfitters
  - Convenience Store: General Store
  - Property Mgmt: Palmetto Dunes Resort (~150 properties)
  - Real Estate Sales: Dunes Real Estate
- **Marriott**
  - 480 Hotel Rooms
  - 4 Restaurants/Drinks: Blue, The Cafe, Ocean Blu, Liquid
  - Conference Facilities
  - Spa and Fitness Facility
  - 2 Pools
- **Omni**
  - 323 "Hotel" Rooms
  - 5 Restaurants/Drinks: HH Prime, Palmetto Market, Breeze, XO Sports & Spirits, Buoy Bar
  - Conference Facility
  - 2 Pools
- **Disney** (oceanfront Clubhouse)
  - 1 Restaurants/Drinks: Snack Bar
  - 2 Pool

# Background: Annual Finances

- 2020 Revenue
  - Residential and Commercial Assessments and Fees \$4.6MM
  - Community Enhancement Fee \$1.0MM
  - Pass Office (Rental, Contractor and Daily) \$3.1MM
  - Security (Services provided to Leamington) \$0.4MM
  - Investment Income (Realized and Unrealized) \$0.8MM
  - Miscellaneous \$0.5MM
  - **Total** **\$10.4MM**
- 2020 Expenses
  - Security \$1.8MM
  - General and Administration \$1.3MM
  - Property Maintenance \$1.2MM
  - Pass Office \$1.0MM
  - Depreciation \$0.9MM
  - Miscellaneous \$0.5MM
  - **Total** **\$6.7MM**
- 2020 Net Profit
  - **Total** **\$3.7MM**
- Capital Budgets (major budget item)
  - 2020: Sea Lane \$2.2MM
  - 2019: 2 Port Tack Bridges \$4.3MM
  - 2018: T-Streets and Lagoon \$1.9MM
  - 2017: Queens' Folly \$3.0MM
  - 2016: Queen's Folly \$1.3MM
- Total 5 Year Improvements \$12.7MM



# PDPOA Board Overview

- **10 Total Board members**
  - 9 board members elected by the community
  - 1 appointed Greenwood representative
- **3 Year Terms**
  - Every year, 3 board members depart, and 3 new board members are elected
- **Meetings**
  - Monthly Board Meetings: 3<sup>rd</sup> Thursday of every month at 2PM with the exception of April, July and December
  - Working Sessions: Typically one or two per month
- **Objectives**
  - Advance the common good of Palmetto Dunes for all owners
  - Strategic and tactical: Review, develop and adopt policies
  - Oversee the execution of polices by the Administration

# Administration Overview

- **48 Employees**

- 9 Administration
- 3 Maintenance
- 6 Pass Office
- 15 Gate Personnel
- 14 Security and Patrol
- 1 “Resource Officer”

This is what it takes to run a 24/7 operation

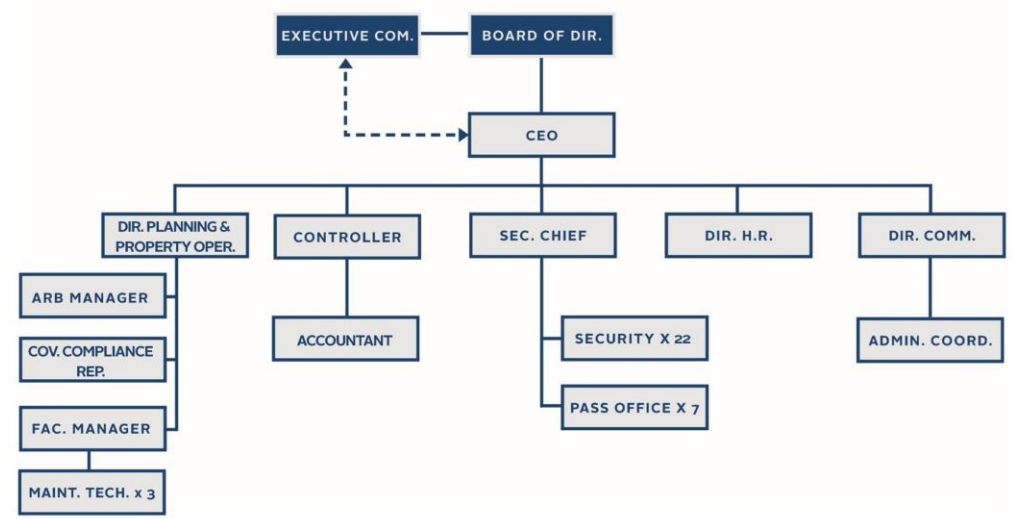
- Management (1)
- Administration (1)
- ARB (1)
- Communications (1)
- Community Services (1)
- Finance and Accounting (2)
- Human Resources (1)
- Project Planning (1)

A very efficient team

- **Mission**

- Work with the board to help develop policies
- Oversee the execution of policies
- Oversee the day-to-day operations of Palmetto Dunes
  - Manage “access” and security
  - Respond and address owner concerns
  - Interface with our commercial partners

## Organizational Chart



# Activities of a PDPOA Board Member

- **Talking** with your neighbors and fellow owners
  - In-person or via telephone
  - Email
  - Social Media
- **Discussing issues** and **potential solutions** with other board members and the administration
  - Research to understand the policies of other communities: What works? What doesn't?
- Participating in **committee meetings**
- Preparing for **working sessions**
  - Review provided information
  - Ask questions—and provide answers
  - Work with others to arrive at solutions for the *entire community*
- Preparing for **board meetings**
  - Review packet and ask questions in advance
  - Attend and actively participate in board meetings

# A Day in the Life of a PDPOA Board Member

- Erin's Perspective
  - Lee's Perspective
- 
- Challenging topics:
    - Understanding the diverse needs and opinions of owners
    - Balancing the needs of all owners within the community
    - Making data-driven, transparent decisions
    - Rebuilding and retrofitting our aging community
    - Acting now while planning for the future

# Nominating Committee

- Five property owners, including two board members and three non-board members
  - Dave Carothers
  - Kurt Faires
  - Janet Fantano
  - Erin Gaian
  - Lee Smith
- Goal: recommend one candidate for each open directorship (three in 2021)
- Attributes
  - Good listener and strong communicator
  - Ability to work as a team member
  - Available and responsive
  - Dedicated and hard working
  - Problem solver willing to create and explore new options
  - Willing to hear, view and understand the perspective of others
  - Skilled negotiator
  - Able to marshal people around a goal
  - Passionate about Palmetto Dunes

# The Process

You've taken the first step: *a desire to learn more*

- **April:** Discuss the role and satisfaction of being a board member
- **May:** Receive materials from interested candidates
- **June:** Meet with each candidate—learn more about your experiences and desires
- **July:** Announce Nominated candidates; Petition candidates to provide 10 signatures to the POA
- **August:** All candidate profiles published in the Perspective and Tidings
- **September:** Ballots issued to all owners with all candidates (new for 2021)
- **October:** Election results announced at the Annual Meeting: the 3 receiving the most votes become directors
- **November:** Seated at the November Board Meeting

# What's Expected of a PDPOA Board Member

- Desire to enhance our community
- Willingness to engage and participate
- Desire to think ahead and anticipate issues
- Understanding we're a diverse group
- Recognize that you're serving your neighbors
- Be the strongest possible advocate for all Palmetto Dunes property owners

Questions?