

Community – We built a company around it.

Summer

JUNE 2019



Two kids enjoying a round of soccer golf at Torreon, a master-planned community managed by HOAMCO.



HOAMCO'S NEW OFFICE

We have a **new office** in Bullhead City, Arizona!

Prepare for Summer!

Pool season and warmer weather are right around the corner, how can your Association get ready?

A NOTE FROM THE CEO

The season of renewal is in full swing and summer is just around the corner. All around us, trees are in bloom, flowers are on their way, and rains promise even more new life. HOAMCO has been all about new growth lately. Just since January 1, we've opened a new office, grown our staff, and been grateful to have taken on many new clients.

This is a great time of year to focus on growth. You'll see that theme throughout the articles in this issue of HOAMCO Today. We pride ourselves in providing outstanding Board education and our newsletter is no exception to that. It is always our goal to provide useful insight into the world of community management to our current and prospective clients. Whether it is sharing how to avoid burnout as a Board Member, giving our expert opinion on how to get the most out of your amenities, or sharing our findings on how technology can improve your community, we are always hoping to help you grow as you serve your community.

We truly appreciate those who take the time to read this newsletter and we invite you to send any feedback you may have to our Editor, Drew Tracy, at dtracy@hoamco.com. We hope you enjoy it!



Justin Scott, CMCA, AMS,
Chief Executive Officer

HOAMCO

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What's Happening at HOAMCO



Announcing the Grand Opening of **HOAMCO's New Bullhead City Office**

We are excited to announce that HOAMCO has expanded into the Bullhead City area! On May 1, HOAMCO opened the doors to our new office in Bullhead City, located at 2755 Silver Creek Road, Suite 203.

Bullhead City sits on the Colorado River in Mohave County, Arizona, roughly 90 miles south of Las Vegas, Nevada, and directly across the Colorado River from Laughlin, Nevada, a popular vacation destination best known for its gaming, entertainment, and water recreation. This area offers residents affordability, a dry desert climate, and plenty of options for outdoor recreation. Lake Mohave and the Colorado River offer ample opportunities for boating, rafting, fishing, and even scuba diving.

HOAMCO is no stranger to having offices in smaller towns/regions, and we feel that Bullhead City is going to be another great fit for HOAMCO. We are grateful for the opportunity to partner with some of the area's largest and most prestigious communities and we look forward to serving this great community for years to come.

Welcome, **Kierland Master Association!**

Kierland comes as close as exists in Scottsdale to an urban lifestyle. It is an upscale master-planned community in Scottsdale, AZ including luxury residences, the award winning Kierland Commons shopping and dining district, and the Westin Kierland Resort, a world-class resort hotel boasting one of the most prestigious public golf courses in Scottsdale, offering 27 holes of play.

Once a year, the Kierland Master Association presents an incredible event – Kierland POP. A collaboration between Kierland Commons, The Westin Kierland Resort & Spa, The Kierland Master Association, and the Southern Arizona Arts & Cultural Alliance (SAACA) – the Kierland POP experience features immersive and experiential activities throughout Kierland Commons and The Westin Kierland Resort & Spa. We can't wait to see what's in store at this year's event!



Summer Prep for HOAs!

Summer is just around the corner. As the weather gets warmer, more and more people are coming out into the community to enjoy the sunshine. As use increases, let's take a look at some ways your Association can prepare the community for the season.

Prepare to open the community pool.

If your community has a pool, now is the time to prepare for its use! Memorial Day weekend marks the opening of community pools across the US, but first ensure all proper procedures are followed, according to your community's bylaws and CC&Rs, and take these tips into account:

Set the rules. Clear rules and guidelines help to ensure the safety of community members who use the community pool. Make sure your community has established and communicated these rules with the community. Some things to consider including in the guidelines are; pool keys, appropriate swimwear, flotation devices and toys, food and drink, running, and diving.

Get it staffed. It's important for any community pool to have adequate staff to operate safely and effectively. Decide how many employees you'll need, how to execute training, hours, and so on.

Discuss Insurance. Pools can be a liability for the community, because the possibility of a resident getting injured in this common area is higher than in others. After establishing and communicating clear rules to residents, it's a good idea to discuss the pool with your insurance provider to ensure you're covered.

Maintenance, maintenance, maintenance. In order to keep up a large community pool, it must be regularly maintained by a reputable maintenance company. Collect proposals from a few different vendors in the area to ensure you are getting the best service for the best price.

Plan a fun event.

With the weather warming up and kids out of school, summer is the perfect time for some outdoor fun. Hosting a block party is a community-focused way to do just that while also fostering engagement and encouraging residents to invest in the place they call home. Some ideas for a great warm weather event are; a summer block party, pool party, community carnival, or a chili cook-off! Whatever the event, it is sure to get neighbors together for a good time in the community they love being a part of. Be sure to post the event on your community website, bulletin boards and in your newsletter to spread the word.

Pet Policy Reminders.

During the summer, people tend to stay out and about in the community with their pets for longer periods of time. This is the perfect time to send out reminders about your community's pet rules. This could include things like keeping dogs leashed, utilizing pet waste stations, barking nuisances, and dog park rules, if your community has one. Post a reminder in your community newsletter or on your HOA website in to ensure everyone is aware.

If you don't have an HOA website but would like to know more, please feel free to contact us at web@hoamco.com to learn about HOAMCO Web Services for HOAs!



3 Ways Technology is Improving HOAs

As new technology continues to emerge rapidly in areas of Internet accessibility and smart devices, many of us have adjusted our personal functionality to accommodate and are eager for the efficiency brought to us by these advancements. The impact of these innovations have changed nearly every industry on the planet, and Homeowner's Association management companies use many of these technologies to modernize and enhance services for their communities globally.

Let's take a look at three technological advancements that enhance and innovate the relationship between HOA communities and their Board Members.



Utilizing the Cloud

HOA communities have increasingly relied on using remote host and storage services for data housing and management which has saved thousands in IT and maintenance costs. Online storage of documents like records or meeting minutes makes ease of access a bygone issue for current residents and Board Members, as well. Finally, cloud computing safeguards against loss or damage of this data due to potential natural disasters.



Smart Communication

Smart devices like laptops, phones, and tablets have generated a boom in available mobile apps and websites offering vendor management, property inspections and even communication networks with homeowner communities and their Boards. Automation of these and many other tasks have brought uniformity to Homeowner's Association management rules and enforcement.



Securing Data

Protecting sensitive information about community members requires regular evaluation and updating thanks to technology's rapid growth in an age of security breaching and leaks. Investing in tech platforms offering features such as customized accounts and temporary guest authorizations has streamlined management of community roles. Residents now feel more secure knowing that a lawn care vendor would not receive the same level of access as the community attorney or Board Member.

Key technologies like data security, smart communication, and using remote server hosting are vital to ensure great management of any Association. By prioritizing these services, community management will continue to evolve and serve Community Associations better for years to come.

Please join us in welcoming
**these new
communities!**

Astante Townhomes at Cabezon
Homeowners Association

Cottages at Lakeside
Owners Association, Inc.

Cottonwood Trails
Homeowners Association

Envy Condominiums
Homeowners' Association

Fox Creek
Community Association

Kierland
Master Association, Inc.

Montana Terrace
Condominiums Association, Inc.

Oakmount Townhome
Owners Association, Inc.

Pine Knoll Village
Community Association

The Pines at Show Low
Condominium Owners' Association, Inc.

Stratton Place
Homeowners' Association

The Viewpoint at Prescott Valley West
Homeowners Association

WELCOME
HOAM

Driving Community Engagement at HOA Amenities

Everyone has a story behind why they fell in love with their home during the purchasing process and it's absolutely likely that the Homeowner's Association amenities play into that decision-making. Given amenities are an extension of the home, Association pools, tennis courts, clubhouses and docks represent a sense of community, value and belonging for homeowners!

The weather is getting warmer and summer is nearly in full swing! Using the ideas provided, engagement can be driven using common areas that are diligently maintained and beautified.

Host Socials

Amenities are a social hub - capitalize upon the social atmosphere by holding Board meetings at the clubhouse, children's competitive swim leagues during the summer and even a town hall question and answer period about the Association. If your property is equipped for food service, consider a periodic "member brunch" - food always draws a crowd!

Cover the bases - ensure that the Association has proper insurance coverage for events and socials. Consult your insurance brokerage for more information.

Organize, Organize, Organize

A great way to drive community engagement is to organize special interest groups. Who is your Association's target customer? If it's 55+, consider planning water aerobics or other light-intensity activity. Maybe your community is waterfront and caters to boaters - plan a coffee and boats social at the marina and docks. Should your community have families with young children, a summer swim or soccer league will bring the families out of their homes and into the amenity centers!

Don't overlook educational groups - book clubs, cooking lessons and needlepoint classes are great options to consider.

As always, don't forget to validate appropriate insurance coverage with your broker.

Utilize Logical Planning

Give ample consideration when creating amenities open hours and maintenance schedules. Don't forget to analyze the busiest times of amenities and to keep in mind the work schedules of homeowners. If pools close early during the work weeks, homeowners won't have the opportunity to relax by the pool after a hectic day at the office. If amenities aren't available and ready for use, then the amenity doesn't represent value to your Association members. A good way to determine appropriate hours is to implement a wide availability and scale back based on usage or lack thereof.

The same concept should apply to maintenance cycles. Pools shouldn't be closed for maintenance on peak days or times.

Outdoor Children's Groups

Community children may be involved in various organizations, such as scouting. If your Association clubhouse is under utilized, consider offering the space to local troops for weekly meetings. Space donation shows both goodwill in the community as well as makes life easier for busy parents.

When allowing an external organization to use Association-owned facilities, even on a gratis basis, ask the group to provide a certificate of insurance (COI) to prove that they have ample coverage for hosting meetings. The Association may have some liability should a claim arise.

Communicate and Market Effectively

Homeowners won't attend events if they don't know that an event is being held. Effective communication is key to hosting events and driving engagement. Email event invitations and club advertisements. Monthly event calendars are useful on a community website or newsletter to keep neighbors informed. A well-timed reminder email or notification can also help to increase participation. Living in a world that is endlessly connected, a website or app is a must for keeping a Community Association informed.

Be Earth Friendly

With increased activity at amenity centers comes increased consumption of natural resources. To stave off higher utility expenses, equip restrooms with automatic faucets and toilet flushers. Occupancy sensors can be installed on lighting systems to make sure lights are turned off. An upgrade to LED lighting may show a significant cost savings as well. Trash and recycle bins should be well placed to ensure that Association members use them.

After implementing some of these ideas, we hope that you'll see increased neighborhood engagement at your Association amenities. When summer begins, families have more time for recreation and engaging community events may be just the respite parents need!



HOW TO AVOID BOARD MEMBER BURNOUT

Serving as a Board Member of a Community Association is an act of heroism. Each Board Member volunteers precious time and energy to ensure good management and protect the interests of the entire community. Unfortunately, too many Board Members find themselves resigning, far too soon, because of burnout. Here are some things we can do to avoid burning out, before it's too late:

- 1. Educate yourself.** Newly elected Board Members should waste no time learning about their role on the Board, seeking advice and guidance from others, and setting reasonable expectations and limits for themselves. All Board Members should take full advantage of the many resources available, such as the Community Associations Institute, online websites and management professionals.
- 2. Set clear guidelines and define each director and/or officer role.** A common reason Board Members burn out is that they didn't know what they were getting into; not that the workload was too much, but that their role was not clearly defined or understood.
- 3. Establish a predictable routine for meetings and reports, and stick to it.** Don't be dragged into a group email over an issue that can be resolved at the next regularly scheduled meeting. Don't let unreasonable members control your schedule. With good management, and clearly defined roles, there is usually a way to resolve

issues that come up between regularly scheduled – and routine – meetings.

4. Establish committees where necessary to assist with decision-making workloads; such as landscape, architectural compliance, social events and annual elections. At the same time, make sure committees have clearly defined roles and routines, as well.

5. Hire a professional manager or management company to handle the day-to-day operations; and professional contractors for any property maintenance or special projects. Direct communications through the manager, who can escalate any issues that you need to see to right away, and reserve other questions for regular meetings.

6. Focus on policy, and not work; governance, not administration. The Board is elected to oversee the administration and to set policy, but should not feel compelled to do the work. The Board sets policy in accordance with state law and the governing documents. A professional manager can make sure that the day-to-day operations are run smoothly on your behalf. If you are not satisfied with your current providers, self-management is not the answer. The answer is to find a better manager, lawyer and/or CPA.

HOAMCO Website Services

Revitalize Your Community's Online Experience

Introducing HOAMCO Web Services!

Modern websites have evolved to seamlessly blend technology, design and functionality together in a way that increases overall user experience and engagement online.

Communities and Associations now have the power like never before to use these web solutions to simplify many of the processes that are vital to your community and keeping things running smoothly in your community.

But it's not always easy to navigate the online landscape with all its various forms of technology.

As an HOA, there are a lot of technologies your community just doesn't need. We've narrowed it down with a web service tailor-made to get your HOA's online presence modernized this year.

How Websites Serve HOA's in 2019

Still on the fence about modernizing your website? Web services can increase communication frequency and quality, lower operating costs and increase the rate of implementation within your community.

Some of the major benefits include:

- Post meeting minutes online review in a secure area for Members
- Eliminate newsletter postage using email bulletins
- Avoid extra fees by making dues payments online
- Increase ARC form processing rate & compliance
- Get the word out immediately about activities & events
- Eliminate printing costs of community documents and directories
- Reduce emails, calls and letters with online customer service FAQs



So What's The First Step?

We've made it quick and easy to get started. Just contact us at web@hoamco.com to inquire about our website services for more information.

Make 2019 the year you modernize your site, and maximize your community's potential.

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