

BLUEWATER BAY MSBU

BOARD OF DIRECTORS
STRATEGIC PLANNING MEETING
MARCH 11, 2014

I. Call to Order

Chairman Steve Hall called the meeting to order at 5:00 p.m. Present were Directors, Steve Hall, Judy Griffin, Jonathan Tallman, Debbie Stretch and Felix Beukenkamp. The presence of a quorum was confirmed. Representing Bluewater Management Services were Darlane Landsberger, Meredith Collins and Laura Cohen. Representing Valleycrest was Jason Connor, Charlie Bland, Danny Wilcox and James Mills. Also in attendance were Mike Griffith, Steve Duresky and James and Jane Rainwater.

II. Strategic Plan and 2014 Strategic Plan Ideas

Mr. Hall welcomed everyone to the meeting and reported that this is the third and last strategic planning session, in this series of workshops.

Mr. Hall reported that the five items in the MSBU Vision, discussed at the last meeting, are a good basis to establish future action items:

1. Promote a strong sense of community and enrich the quality of life for its members
2. Ensure that the community is attractive, well-maintained and safe
3. Provide safe and attractive roads, sidewalks and park like areas for residents to enjoy
4. Contribute positively to the members' investment in Bluewater Bay by preserving property values; guaranteeing that pursuit of excellence in all of the Association does is its guiding principle
5. Maximize partnership with County and Community resources

Mr. Hall provided an overview of the January strategic planning meeting at which the Board considered the following items:

- Lawn Maintenance – Improve weed control and add more fertilization. Fill in bare spots. Hold off on over seeding for one cycle until we have the lawn in better shape. This would also reduce the number of mowing's needed in the winter months.
- Bluewater Bay Monuments – Renovation of monuments. Seek ideas from local sign companies.
- Renovation of landscaping at main entrance. Remove and replace day lilies.
- Upgrade electricity at the monuments for lighting and irrigation.
- Chantilly Lake – Addition of irrigation and design landscape with trees and benches.
- Bluewater Bay & Bay Drive – Design landscape for the Islands west of the clubhouse.
- Bluewater Bay and Oakmont Circle – Replace old over grown bushes and trees.
- Bluewater Bay North – Addition of water loving plants, replace grass with ground cover. Less maintenance = Less cost to maintain.
- Bluewater Bay South of Monument – Eliminate grass in median in favor of a ground cover that would need less mulch, mowing and trimming.
- Winged Foot Dr. & Southwind Dr. – Plan for new sidewalk with landscaping, benches and lighting.
- Trees – Develop an annual tree trimming plan. Make plans to replace the Bradford Pear trees.
- Street Signs – Plan for replacement of street signs.
- Recreation – Identify a location for example between Troon Dr East and West. Work with county to add more to the park in the Woodlands.
- Community Garden – Great for community involvement.
- Eliminate wall at CVS.
- Better landscaping and plants and plants at block walls.

- Paint the curb at circle high reflective white.
- Pressure wash curbing and sidewalks.

Mr. Hall reported that at the second strategic planning meeting in February, the Board discussed:

- A digital map that would include infrastructure such as utilities, irrigation, landscape features, roads and boundaries
- Possible installation of a fitness park in the area between the two Troons
- Financial information and processing data with the county
- Needing to upgrade focus on Sunshine Laws
- Working with the County on acquiring MSBU Board email addresses vs. the Board using their personal email addresses for MSBU correspondence

Mr. Hall asked the Board members for input from the last two planning sessions:

Ms. Griffin reported that with the new sidewalk installation, the Board needs to put emphasis on acquiring a digital map to show a more comprehensive plan. Mr. Hall reported that a long term plan needs to be established. Ms. Griffin reported that a Landscape Architect Drawing should be done. Mr. Hall agreed that a Landscape Architect Drawing Master Plan for all public areas within the community where the MSBU has jurisdiction should be developed. Mr. Beukenkamp and Mr. Tallman agreed. Ms. Griffin reported that the plan can possibly be broken up such as Bluewater Boulevard to Bay Drive, etc. Mr. Beukenkamp also recommended that the Board reach out to the homeowners associations within the community and possibly divide up the Board to have each member attend specific meetings.

Mr. Beukenkamp stated part of the MSBU Board's vision should be to contact the county commissioners and voice concerns, such as the Magnolia Golf Course. Currently the course looks terrible and perhaps the county can mow up to an estimated 20 feet to view the right of way. Ms. Griffin reported that the county will not mow that area. Mr. Beukenkamp reported that a letter can be written to the resort to clean up the Magnolia Golf Course area. Ms. Griffin reported that she thought that Magnolia Plantation was already working on a something to clean up the area. The President of Magnolia Plantation was in attendance and reported that they would welcome the MSBU Board's help in beautifying the community. Mr. Tallman also recommended possibly taking over covenant enforcement from the developer. Mr. Hall reported that that would be a big step. Ms. Landsberger reported that taking over covenant enforcement from the developer would have to be voted on as well as included in the annual budget.

Mr. Tallman reported that signage needs to be addressed. Ms. Griffin reported that signage is included in the master plan. Ms. Landsberger reported that the signs that Raimund Herndon put up on the commercial streets were inexpensive, look great and can be done locally. Mr. Tallman also recommended a reduction of the number of signs within Bluewater Bay. Mr. Hall reported that the first element is to acquire the map of the MSBU jurisdictional areas and that the right of way should be a useable form. Ms. Landsberger agreed and reported that it should also be posted on the website.

Ms. Griffin reported that once the Southwind sidewalks are installed, new landscaping will also need to be installed. Mr. Hall reported that the landscape plan begins with a palette, a general look and the locations to apply. An example: it should include the look of the sidewalks, furniture, signage and lighting. Ms. Landsberger recommended starting with entrances to the major streets with changes to the landscape.

The Magnolia Plantation Board President reported that he is meeting with the Department of Transportation at the Magnolia gate tomorrow morning at 9:00 a.m. to discuss entrance changes.

Mr. Hall reported that the Board should start with:

- 1) Base map
- 2) Infrastructure design
- 3) Landscape design with palette

Mr. Hall asked the Board if they wanted to move geographically, in phases. Ms. Griffin reported that we need to break down in section each budget year and that the plant palette will be instrumental. Mr. Tallman reported that the “A” areas, the Monuments on the other side of Highway 20 should be addressed to make the entrances look great. Ms. Griffin reported that she has heard a lot of positive feedback on the Parkwood Estates signs. Ms. Landsberger reported that the Board should also include the Woodlands (both sides). Ms. Griffin agreed and reported that Bluewater Boulevard to Bay Drive needs to be addressed and there is a lot of bare ground where she would like to see ground cover and plants. Mr. Hall agreed to start with the “A” areas. Ms. Griffin reported that if a section is started, the entire section needs to be completed. Mr. Beukenkamp reported that if the taxes were to be raised annually, he would not support without community involvement.

Mr. Hall reported that the goal of the Master Plan is to have a unified MSBU which will cover the mapping of the infrastructure and prioritizing the approach. Also, it must be determined if funds are available within the budget to accomplish the goals. Ms. Landsberger agreed that all expenditures need to be integrated in the budget.

Mr. Steve Duresky, Southwind Board member recommends that the Board attend future homeowners meetings as did several other owners in the audience. Ms. Griffin agreed and recommends that the Board review the meeting schedule for Bluewater Bay association meetings. Mr. Hall agreed and asked that all Board members review which meetings they wish to attend. Mr. Beukenkamp agreed. If all of the Board is in agreement, then we will discuss what areas need attention, such as the Magnolia Plantation Golf Course.

Mr. Hall stated that in the future the Board will explore the possibility of expanding the jurisdiction of the MSBU.

Mr. Tallman reported that he was recently in Clearwater, Florida and that the medians were amazing and many were funded by local companies and maintained. Ms. Griffin also reported that she spoke with Brad Davis, Landscape Architect who reported that there are usually state matching funds for median improvements. Ms. Griffin recommends researching if the MSBU can get some grant funds vs. using the county funds to beautify the medians. Mr. Hall wants all of the people in Bluewater Bay to know that the MSBU Board is the authority that community members should use to make suggestions. This will allow everyone to work together in the best interest of Bluewater Bay.

Ms. Jane Rainwater asked why all areas within Bluewater Bay are not part of the MSBU, such as Ward Cove, Blue Pine Village, etc. Mr. Beukenkamp reported that he was involved in the development of Blue Pine Village and it has never been part of the MSBU. Mr. Hall stated that the MSBU jurisdiction is established by the statute.

Submitted by: Meredith Collins

Approved by: Steve Hall