



**RVRMA EXECUTIVE BOARD  
MONTHLY MEETING  
Wednesday, January 20, 2016, 5:30pm  
The Ranch House Meeting Room**

**Executive Board of Directors**

Jim Noyes, President  
Ron Rouse, Vice-President  
Bob Schoofs, Treasurer  
Yvonne Perry, Secretary  
Lani Kitching, Director-at-Large  
Todd Richmond, Director-at-Large  
Jack Gausnell, Director-at-Large

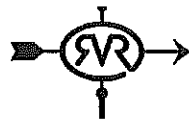
**Management Attendees**

Ivan Perrin, Executive Director  
Suzie Matthews, Finance  
Pamela Britton, HR Governance and DRC  
Brenda Bamford, Member Services and IT

**Homeowner Attendees**

## Agenda

	Time	Agenda Item	Page(s)
I.	5:30	Call to Order – Establish Quorum	
II.	5:30	Approval of Agenda	
III.	5:30	Consent Agenda	
		• Approval of Meeting Minutes of the Regular Board Meeting, held on December 16, 2015	p. 1 – 5
		• Approval of Meeting Minutes of the Annual Community Meeting, held on December 16, 2015	p. 6 – 8
IV.	5:35	Public Comment	
V.	5:40	Announcements	
		• DRC Meeting – January 21 <sup>st</sup>	
		• DRC Meeting – February 5 <sup>th</sup>	
		• Game Night – January 15 <sup>th</sup> , 6:00pm	
		• English in Action Tutoring Program Presentation – January 29 <sup>th</sup> , 5:30pm reception, 6:00pm presentation	
		• DRC Meeting – February 19 <sup>th</sup>	
		• Board Meeting – February 25 <sup>th</sup>	



- VI. 5:45 **Committee Reports**
- Design Review Committee Meeting
    - January 7, 2016
- p. 9
- VIII. 5:45 **Management Update**
- Staff Report
  - Business Directory Update
- p. 10 – 13  
p. 14
- IX. 5:55 **Old Business**
- 6:00
- X. **New Business**
- **Board Officers**
- Draft Motion A:*** Resolved that the RVRMA Executive Board hereby accepts with a vote of thanks the resignations of Jim Noyes as Executive Board President and Ron Rouse as Executive Board Vice-President and hereby elects Ron Rouse as Executive Board President and Jim Noyes as Executive Board Vice-President.
- **2016 Board Meeting Schedule**
- p. 15
- Draft Motion B:*** Resolved that the RVRMA Executive hereby approves the proposed 2016 Board Meeting schedule as presented.
- **Allocation of Settlement and Old Town Excess Operating Funds**
- Draft Motion C:*** Resolved that the RVRMA Executive Board hereby approves reallocation of \$489.33 in excess funds from the 2015 Settlement Operating Budget to The Settlement Painting Reserve Fund.
- Draft Motion D:*** Resolved that the RVRMA Executive Board hereby approves reallocation of a loss of \$45.22 in funds from the 2015 Old Town Operating Budget to the Old Town Painting Reserve Fund.
- Bank Account Signers
- Draft Motion E:*** Resolved that the RVRMA Executive Board hereby approves adding Ivan Perrin, RVRMA Executive Director as signatory on all RVRMA bank accounts and removing Susan Matthews as signatory on all RVRMA bank accounts.



XI. 6:20 Executive Session

XII. 6:30 Adjourn

**Note:** Year End Financials will be emailed to Board Members separately; hard copies will be available at the Board Meeting.

**RVRMA EXECUTIVE BOARD**  
**Record of Proceedings**  
**Regular Monthly Meeting**  
**Wednesday, December 16, 2015, 5:30pm**  
**The Ranch House Meeting Room**

A regular meeting of the Executive Board Members of the River Valley Ranch Master Association, in the county of Garfield, State of Colorado was held on Wednesday, December 16, 2015 at 444 River Valley Ranch Drive, Carbondale, Colorado 81623 with the following people present:

**Executive Board of Directors**

Jim Noyes, President  
Ron Rouse, Vice-President  
Bob Schoofs, Treasurer (by phone)  
Yvonne Perry, Secretary  
Lani Kitching, Director-at-Large  
Todd Richmond, Director-at-Large  
Jack Gausnell, Director-at-Large

**Management Representatives**

Suzie Matthews, Director of Finance  
Pamela Britton, DRC Administrator

**Homeowner Attendees**

**Call to Order**

RVR Executive Board President, Jim Noyes called the meeting to order at 5:30 pm. A quorum was established.

**Approval of Agenda**

Directors Rouse and Schoofs moved and seconded to approve the agenda. The motion passed unanimously.

**Consent Agenda**

Directors Gausnell and Kitching seconded the adoption of the meeting's consent agenda and to approve the Board Meeting minutes of November 18, 2015. The motion passed unanimously.

**Public Comment**

- None

**Announcements**

- **2016 Budget Pick-up** – November 9 – 13<sup>th</sup>
- **Neuro Talk Series, Part 2** – Friday, November 13<sup>th</sup> ; 6:00pm
- **2016 Budget Mailing** – November 16<sup>th</sup>
- **Habitat for Humanity Workday** – Thursday, November 19<sup>th</sup>
- **Thanksgiving** – Thursday, November 26<sup>th</sup>, (Limited Ranch House hours)
- **DRC Meeting** – Thursday, December 3<sup>rd</sup>
- **Neuro Talk Series, Part 3** – Friday, December 11<sup>th</sup> ; 6:00pm
- **Annual RVRMA Holiday Party** – Saturday, December 12<sup>th</sup> ; 5:00 – 8:00pm

- **Board Meeting** – Wednesday, December 16<sup>th</sup>; 5:30 – 6:30pm
- **Annual RVRMA Meeting** – Wednesday, December 16<sup>th</sup>; Refreshments: 6:00pm – 6:30; Meeting: 6:30 – 7:30pm
- **DRC Meeting** – Thursday, December 17<sup>th</sup>
- **Habitat for Humanity Workday** – Thursday, December 17<sup>th</sup>
- **Christmas Day** – Friday, December 25<sup>th</sup> (Ranch House closed)

## Committee Reports

- DRC Minutes – December 3, 2015

There were no comments on the DRC minutes.

## Staff Report

### General Updates

2016 Budget is on target for approval. The ‘pick-up’ period was completed on November 15<sup>th</sup> and remaining budget packets were mailed out on November 16<sup>th</sup>.

### Facilities

- **Ranch House Building** –
  - Shower Remodel – The shower remodel project has been completed. The community response has been overwhelmingly positive. The shower remodel included:
    - demo and repair of significant structural damage due to water leakage;
    - careful grading of the mortar beds and installation of ‘infinity’ or trough drains to ensure proper drainage;
    - installation of flex-mesh in the mortar to prevent hairline cracks in the mortar that allow water seepage;
    - installation of floor tiles with a COF (co-efficient of friction) of .62 to avoid slipping hazards;
    - installation of modern and clean looking wall tiles;
    - installation of aesthetic tile detailing;
    - installation of high quality, ‘never seal’ grout in all areas;
    - installation of a shower product ‘cubby’ to hold the RVR provided products;
    - installation of a product shelf for personal shower products;
    - installation of ADA approved shower fixtures that allow users to easily adjust the shower head height and remove the shower to use as a ‘hand-held’ device;
    - re-installation of all ADA grab bars and seats;
    - installation of new shower curtains and rods in the women’s showers;
    - installation of new towel hooks;

- repair and repainting in the shower and steam room alcoves; and
- re-staining of trim boards, shelving and counters in both locker rooms.

The project came in on budget. The project timeline was extended from 15 days to 20 days in order to accommodate necessary structural repair, and specific drainage requirements that we requested.

- Great Room ‘Face Lift’ - The Great Room ‘face lift’ project has been completed on schedule and on budget. Community reaction has been very positive. The project included:
  - replacement of the worn out rugs,
  - refinishing table damaged by water and general use,
  - recovering of faded and damaged chair fabric,
  - repositioning of existing furniture,
  - repotting of plants, and
  - new pillow accents
  
- Audio Visual Upgrade - The AV upgrade has been completed to very positive community reaction. The upgrade included:
  - replacement of the green hutch and TV in the Great Room with custom cabinetry
  - installation of a 75” flat screen TV
  - programming for the system on a ‘I-pad’ controller
  - a new PA (microphone and speakers) system.

The system will allow us to show lecture presentations on the big-screen TV as well as watch other programming. The entire system is ‘I-pad’ controlled; the controller device will reside in the Office and be managed by staff. The AV upgrade came in on time and on budget.

- Window Coverings – Automated window coverings for some of the great room windows should arrive and be installed just prior to the Annual Meeting. The window coverings will allow us to minimize glare and sun damage to the Great Room furnishings while still retaining a view of the outside. The automated window coverings will be linked to the ‘I-pad controller’ for the AV system and will raise and lower at programmed times in the morning and evening. We will also be able to raise or lower them as we wish.

### **Site Work/Landscape**

- **RVR Irrigation H2O** – The water reconciliation conversations with Golf will begin shortly. We are in a favorable position since the percentage of residential water usage is less than the targeted 49%. Rich’s contract is completed for the season and he is now on T&M for any additional work.
- **Snow Removal** - Contracts for the upcoming snow season have been finalized. Snow removal protocols will stay the same. Staff will be implementing a ‘snowflake link’ on the website for community members to get real-time updates on snow plowing activities.
- **Turf Grass/Tree/Flowers/Leaves** – Nothing new to report.

- **Noxious Weeds** –Nothing new to report
- **Settlement 2015 Painting Program** - Nothing new to report.
- **Old Town 2015 Paint Program** – Nothing new to report.

**Budget and Finance** – December 2015 Financials will be emailed to all Board members when they are completed.

- **Capital Reserve Expenses** – The shower remodel, AV and Great Room upgrade are all completed and each came in on budget and schedule.

**RVR Property Sales and Closings** – Nothing new to report.

**Governance** – Nothing new to report.

**DRC**– There are currently six homes under construction at RVR, one of which should be finishing before the end of the year. Two new applications are beginning the review process. Both Fairways Residences projects are in the process of receiving their Certificates of Completion.

**Member Services** – Photographer Lee Gelatt is the featured artist for November and December.

- **Social Media (Website, Weekly News, Surveys, Facebook)** – The RVRMA website continues to be utilized by RVR homeowners. Sales for the business directory are starting to pick up again. The button on the landing page for the ED search is still active; it will be disabled and repurposed when a new ED has been secured. Preparations are underway for the installation ‘snowflake’ button on the Home Page. Similar to the red/green mailbox, clicking the snowflake will lead homeowners to real-time snow removal information.
- **Programming** – RVR recreational activities have moved into Fall/Winter programming mode.
- **Events** – The November events included a very well-attended Neuro-talk on November 13<sup>th</sup> and December 11<sup>th</sup>. Preparations are well underway for the Annual Holiday party which will be held on Saturday, December 12<sup>th</sup> from 5:00 – 8:00pm at the Ranch House.

### **Staff Development**

- **CAI Fall Conference** – Pam, Brenda, and Patrick attended the Fall CAI Conference in Denver on November 12<sup>th</sup>. In addition to attending educational sessions and making professional and vendor contacts, they also received 3 CEUs for maintenance of their HOA Manager licensure.
- **Licensing and Registration** – Suzie, Pam, and Brenda’s State of Colorado HOA licensure certificates have been received and posted on the wall at the entrance to the administrative office. They are in the process of now pursuing the next certification, Association Management Specialist (AMS). The courses required for this certification can be pursued on-line and will go even deeper into topics like: Risk Management, Finance, Governance, and Facilities management. These courses also provide continuing education credits for the maintenance of their HOA Manager licensure.

- **Continuing Education and Training** – Pam and Brenda are heading up an integrated staff training and development effort that will include hospitality education, and skills-related training.
- **Notary Services** – Pam and Brenda continue to offer Notary services regularly, without charge, to RVR Members and Residents. This is a very popular service that community members seem to genuinely appreciate.

#### **Old Business**

- None

#### **New Business**

- None

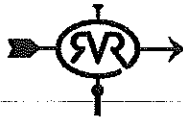
#### **Executive Session**

The Board entered Executive Session at 5:47 pm. The Board returned from Executive Session at 6:44 pm.

#### **Adjourn**

It was moved and seconded to adjourn the meeting. The meeting was adjourned at 6:45.





## RIVER VALLEY RANCH

### 2015 RVRMA ANNUAL MEETING MINUTES

Wednesday, December 16, 2015

The Ranch House Great Room

#### Executive Board of Directors

Jim Noyes, President  
Ron Rouse, Vice-President  
Yvonne Perry, Secretary  
Lani Kitching, Director-at-Large  
Jack Gausnell, Director-at-Large  
Todd Richmond, Director-at-Large

#### RVR Staff

Suzie Matthews – Director of Finance  
Brenda Bamford – Member Services Manager  
Pamela Britton – DRC and Governance Administrator

#### Welcome – Jim Noyes

RVRMA Executive Board President, Jim Noyes, welcomed community members to the 2015 Annual Meeting.

Jim opened by sharing with the attendees that the 2016 budget was approved by the community. He acknowledged the update of the Great Room and the new audio-visual equipment.

Jim expressed that this was the first time in nearly five years that we were holding an Annual Meeting without our former Executive Director, Ian Hause, who contributed so much to RVR. Jim acknowledged the work of the current RVR staff and their effort to keep the community in full stride.

The Board members in attendance: Ron Rouse, Yvonne Perry, Lani Kitching, Jack Gausnell and Todd Richmond introduced themselves and Jim thanked them for their service to RVR and for making working together as a Board a pleasant experience.

#### Executive Director Search Report – Lani Kitching

Board Member and Executive Director Search Committee Chair, Lani Kitching, provided an update of the current Executive Director search.

The individuals who make up the Search Committee include: co-chair and RVR homeowner Ron Rouse, and committee members that include RVR homeowners Gary Harada, Elizabeth Murphy, Scott Darling, and Brian Leasure, along with RVR resident and Town of Carbondale Manager Jay Harrington.

Lani indicated that the very thorough and arduous process produced a number of very qualified candidates. The candidate pool was reviewed, screened interviewed, and pared down to two finalists who will interview with members of the Board. The committee hopes a decision will be forthcoming soon.



## RIVER VALLEY RANCH

### Questions and Comments

**Homeowner Stan Kleban:** I notice that the Town Manager, Jay Harrington is on the Search Committee. What is our current relationship with the Town?

**Jim Noyes:** That's a great question with a history behind it. Early on, the relationship between RVR and the Town was distant, and not all that cordial. We were kind of viewed as the 'rich bunch' on the edge of town. Today our relationship is very cordial and cooperative. We have a good relationship with Town staff including Town Manager Jay Harrington who is an RVR resident.

**Homeowner Charlie Parker:** What is the status of the River Project?

**Lani Kitching:** There are actually two parallel River projects, one with Aspen Valley Land Trust, and one with the Roaring Fork Conservancy. I have had the great opportunity to be connected with both of these groups. The work is going forward on both projects.

**Homeowner John Schoenecker:** Could you provide contact information for Ian?

**Jim Noyes:** The best thing to do is to give anything you want to send to Ian to a member of staff or to Lani Kitching. They will forward those to Ian.

**Homeowner Peter Frey:** How much of the collected dues will go into the Reserve Fund?

**Jim Noyes:** About half with the other half to designated projects.

**Homeowner Stan Kleban:** Was the shower project a capital expense?

**Jim Noyes:** Yes. Staff did a great job on a project that was overdue.

**Homeowner Roy Davidson:** What is the update on another important relationship...golf?

**Jim Noyes:** There are several levels of relationship between the RVRMA and Golf. The 'boots on the ground' relationship is good. We try to help Golf in any way we can including communicating their promotions, etc.

On the other hand, the RVR Golf Owner would like you all to write him a check. He put a lot of money into the golf operation and while the course may be operating reasonably close to break even, they are certainly not in a comfortable position. Dale may have overestimated the degree to which RVR residents play golf. But...no big flaws....they just need to continue figuring out how to make things profitable.

**Question:** Is our relationship with the water delivery system still in good shape?



## RIVER VALLEY RANCH

**Jim Noyes:** We share the maintenance and management of the irrigation water with RVR Golf. In the past we have paid around 48% of the annual cost to operate the system and Golf has paid 52%. This year our share is at about 43%, so favorable for us. It is working well because we have Rich Myers who knows a lot about irrigation systems.

**Homeowner Norma Dolle:** I love living here. I moved from Aspen to be here even though my lodge business is in Aspen. Everyone here is so friendly and I love it here.

**Jim Noyes:** Thank you Norma!

**Homeowner Carolyn Kleban:** What have you heard about the new City Market?

**Jim Noyes:** I understand that things are moving forward and there don't seem to be any conceptual obstacles.

**Lani Kitching:** I have some exposure to these kinds of projects. It is relatively certain that Kroger Corporation will put in another City Market and it will be 'better' than El Jebel. They plan at this time to include a gas station. It is unclear when this might all come about.

### Adjourn and Refreshments

**River Valley Ranch Master Association**  
**DRC Meeting Minutes: Wednesday, January 7, 2016, 8:45am**  
**Ranch House Conference Room**

**Attending: Management Representative:** Pamela Britton, Ivan Perrin  
**DRC Members:** Aimee Conrardy, Kevin Kreuz, Jennifer DiCuollo  
**Applicant Guests:** Brad Jordan, Hugh Sontag

**Design Reviews:**

**8:45 –9:00**                    **DRC Coordination**

**9:00 – 10:15**                **Lot: KK\_14**  
**Owner:** Hugh and Peggy Sontag  
**Review Type:** New Home Construction, Preliminary Submittal

Address: 4084 Crystal Bridge Drive  
Architect: Brad Jordan  
Builder: Frank Hagemann, Hagemann Builders

**Decisions:** The DRC reviewed the Preliminary Submittal and provided comments. The adjoining and abutting neighbors have been sent the Courtesy Notice of Preliminary Submittal.

## RVR Senior Staff Report

January 20th, 2015

### General Update

My first day as RVRMA Executive was January 4<sup>th</sup>. In my first weeks we have concentrated on mostly Human Resource items. The concept of a 'Senior Staff' group has been agreed to and consists of Ivan (Chair), Pam, Suzie, and Brenda. Senior Staff meetings are daily at 1pm for 30 minutes. The intervals of these meetings are subject to change as the group spends more time together, but are likely to stay on the same schedule for the near future. During the first week of Senior Staff meetings the following was decided by the entire group:

1. Brenda has been appointed in-house IT person. Ivan will be secondary IT.
2. Pam has been appointed as Director of HR. Ivan will be secondary HR.
3. Remote access for offsite work was installed for Brenda, Suzie and Ivan.
4. Spring Ranch House maintenance list projects to be performed in February. Ivan is in charge of all Facilities and grounds management. Suzie will be secondary.
5. Annual Calendars for miscellaneous functions are being created for follow-up and managerial efficiency.
6. Subcontractor's evaluation forms to be created for all services.
7. Staff will move toward a paperless office over the next year.
8. Monthly meetings for All Staff to start in February; President of the Board to be present if possible.
9. At 90-days, all senior staff and board will review Ivan's performance. Ivan will in turn review senior staff.
10. New server contract was executed along with Dual Monitor Purchases for Ivan, Suzie and Brenda.
11. Ivan is spending about 90-minutes a day in training with Brenda, Suzie, and Pam on various RVR and Ranch House processes and procedures.
12. Anthony Fotopolus will be hired as a skilled tradesman to perform spring Ranch House maintenance duties. He will be considered part-time, seasonal.

I'm excited about how the Staff and Membership has welcomed me. It's been overwhelming.

### Finance

- **Financial Reports** – Year end financials will be available at the meeting. They will be emailed prior to meeting and some hard copies will be available.
- **Capital Reserve** – Senior staff is working on confirming the needed capital expenditures for 2016. The capital reserve December 31, 2015 balance will be available at the meeting.
- **Operating Expenses** - Insurance for 2016 did come in over budget due to the increase in D&O Insurance. Other operating expenses are expected to come in on budget.

**RVR Property Sales and Closings** – The 52 Tasker Lots were listed on the open market and have seen quite a bit of activity. One lot and one home have closed so far in January.

## **Governance**

- **Board** – The Board member contact information sheet will be circulated during the meeting to confirm our contact information is current and correct.
- **DRC** – There are currently six homes under construction at RVR. Three new applications began the review process in January; one on the south/west side of Crystal Bridge Drive and two spec homes in the ‘Bowles Gulch’ area where Crystal Bridge and Perry Ridge meet. Other construction projects are generally proceeding on schedule.

We are adding to our inventory of site plats and maps. Town of Carbondale is providing plats that we don’t currently have and we are securing additional plats through the Garfield County Recorder’s office. Pam is researching the potential of updating our GIS-based maps to reflect site changes over the past six years by working with universities that seek this kind of GIS work for student projects.

- **Enforcement** – Staff addressed a renter violation that involved parking an RV and several cars in the rental home’s driveway for several days. Neighbors reported the violation and staff responded immediately. The owner of the property and her property manager were contacted to advise them of RVR parking and other regulations and their obligation to communicate these regulations to renters.

## **Human Resources**

- **Continuing Education and Training** – Staff is preparing the training activities for summer staff including first aid re-certification and seasonal training. A master training calendar is being developed for use from year-to-year.
- **HR Practices** – Pam and Brenda are preparing a staff ‘policies and practices’ manual that will outline a variety of job related standards and protocols that staff are expected to follow.

Staff is preparing to review, update and put job descriptions into a consistent format. A performance review process is being developed; Ivan plans to conduct 90-day reviews for senior and other designated staff.

Pam and Brenda will be updating the Employee handbook to reflect any additions or changes based on the performance review process development and the staff policies and practices manual.

- **Licensing and Registration** – Ivan has completed his application for an Apprentice License from DORA.
- **Professional Development** – Pam and Brenda have been asked to prepare a presentation for the upcoming Spring Showcase CAI conference in Denver.

### **Member Services**

- **Art** - Photographer Kaelin Bamford is the featured artist for January and February.
- **Communication** – The Weekly News, Tennis News, and Business Buzz are all being produced on schedule and continue to serve as important points of communication with our owners.
- **Programming** – Participation in winter programming is steady. Staff is gearing up for summer programming including preparing for pool and tennis court conditioning and maintenance.

Pam is working to resolve the ‘pickleball’ issue that has arisen from the striping of pickleball lines on the Triangle Park hardcourts last year.

- **Events** – Game Night was held on January 15<sup>th</sup>. English in Action tutoring program will be giving a talk on January 29<sup>th</sup> at 6:00pm with a reception at 5:30.
- **Notary Services** – Pam and Brenda continue to offer Notary services regularly, without charge, to RVR Members and Residents. This is a very popular service that community members seem to genuinely appreciate.

### **Operations**

- **Site/Landscape** – Ivan has agreed in principle with Jason Jones to renew the Aspen Tree Services maintenance plan for the year 2016. Per Aspen Tree Service, there is currently an OVERPLANTING issue with trees maturing and encroaching on foundations etc. Jason indicated that RVR should be ready for lots to have to manage tree removal over the upcoming years.
- **RVR Irrigation H2O** – The water reconciliation conversations are still underway with Golf.
- **Snow Removal** - Staff has implemented a ‘snowflake link’ on the website for community members to get real-time updates on snow plowing activities. Ivan has been working with our snow removal contractor, Aspen Grove, to mitigate driveway damage from their removal operations as well as preferred snow storage locations.

## Organizational Systems and Tools

- **RFP Template** – Ivan has asked Pam to prepare a standardized RFP/RFQ template and bid process.
- **Server** – Brenda and Pam are leading a restructure and clean-up of our server data to improve document archiving and access. They are also conducting a parallel process with organizing our image files.

Suzie has arranged the installation of a new server for the first quarter of 2016.

- **Strategic Planning** – Ivan has asked Pam to schedule and structure a ‘strategic planning’ session during the first quarter of 2016 for staff, Board members and other participants to be identified.
- **Technology** – Brenda has assumed the role of ‘technology expert’ for the staff and is systematically learning how to provide technology-related support for the team.
- **Website** – The website has been updated for the New Year. A few more documents will be posted as we receive them from sub-associations and other information sources.

Brenda and Pam are leading the clean-up of the administrative side of our website to improve document and image archiving and access.

Sales for the Business Directory are starting to pick up again under the direction of Jessica Hennessey.



## **River Valley Ranch Business Directory Information and Update**

The following is an overview of the RVR Business Directory Process since I took over August 17, 2015 including an overview of the process I use to secure subscribers to the directory, Services offered once directory sale has been completed, Sales totals since I took over the directory and an overall projection of RVR revenue for 2016.

### **Process Used to secure Subscribers:**

- **Email Contact-** Prospective Subscribers are emailed a personalized letter inviting them to be part of the RVR Directory. The letter details how they can benefit by participating, an overview of the RVR demographic and their use of the Directory, the fee to participate (\$250 annually or \$25 a month) and a description of the Business Buzz email (**Weekly Business Buzz newsletter** that is emailed to all 556 of our residents, owners, and lease tenants in which four businesses are 'featured'.)
- **Follow Up Call-** To answer any questions and to further sell the benefits of the Directory. This is typically where the sale is "closed." Additional calls and emails typically occur.
- **Business Directory Subscription Form:** All secured participants fill out and RVR Business Directory Subscription Form. The form allows me to collect payment information and contact information.

### **Process Used Once Subscribers have signed on:**

- **Payment is Processed:** I create a CSI account for all Subscribers so that we may process their credit card or checks. This also allows us to run various reports for financial tracking.
- **Thank You Note:** All subscribers receive a thank you card for subscribing to the directory, building further rapport as well as offering assistance to help them get the most from their directory subscription,
- **Added to Directory:** Subscribers are then created a listing on the directory as well as a full page on the Web Site.
- **Business Buzz Email:** Subscribers are added to the rotation in the **Weekly Business Buzz newsletter** that is emailed to all 556 of our residents, owners, and lease tenants in which four businesses are 'featured'.
- **Weekly Business Buzz:** I coordinate with the featured Businesses securing content for their spot in the business buzz. I typically send out drafts of the Business Buzz email to the highlighted businesses the Monday before a Friday release securing accuracy and satisfaction.

### **Sales Overview:**

- I took over the Directory August 17, 2015. After cleaning up the directory I began making contact to prospective clients in October. My First invoice was issued October 18, 2015.
- Total Number of Directory Subscribers: I have secured 21 as of 1/12/2016 averaging 5 a month.
- Revenue total before commission as of 1/12/16, \$4,250
- Projected revenue for 2016 before commission \$15,000

2016

## RVRMA Executive Board Meeting Schedule

All regular Executive Board Meetings will begin at 5:30pm.

January 27, 2016

February 24, 2016

March 30, 2016

April 27, 2016

May 25, 2016

June 29, 2016

July 27, 2016

(Board Meeting and Community Gathering)

August 31, 2016

September 28, 2016

October 26, 2016

(Board Meeting and Budget Approval)

November 30, 2016

December 14, 2016

(Board Meeting and Annual Meeting)