

CHALLENGES & THREATS

- Brand - erosion of brand, loss of community character
- CDRC relationship with Board
- Club membership levels
- Fire risk - insurance, loss of property, dead and dying trees, wooden houses, fire escape routes

CHALLENGES & THREATS

Infrastructure issues - traffic, utility poles, roads, water rates/availability, cell service

• IT security

• Property values

CHALLENGES & THREATS

- Reforestation

- Safety - trails and right-of-way parking, boulders/rocks, fiber-optic vaults, realtor signs

OPPORTUNITIES

- Brand-develop and implement

- CDRC - improve processes, consistency member satisfaction

- Enhanced restaurant and cooperation between Association and Golf Club

OPPORTUNITIES

- Future annexations
- Infrastructure - natural gas, underground utilities
- RSF Connect completion
- Volunteer participation - broaden with new demographics, alumni dinners

GOALS

- Association structure - evaluate Association's administrative structure, capabilities, processes, training, IT to maximize effectiveness of Association team
- optimization of Association clubs, properties, resources
- Brand - market community to increase property values, visual improvements such as street signs, sidewalks, parking

GOALS

CDRC - work with Building Commissioner and CDRC to establish procedures and responsibilities to ensure consistent application of PC, Regulatory Code and guidelines

Clubs - work with Golf Club BOG, Tennis Club Board and Osuna Ranch Committee to optimize participation, finances and maintenance on long-term plans to ensure healthy organizations

GOALS

Communications - systemize database and communications protocol across departments, develop and welcome new members

Fire safety - address ^{dead} ~~added~~ and dying trees

- REGULATIONS FOR CODE COMPLIANCE
- WORK w/ FIRE DEPT
- MEET w/ MAJOR INSURANCE AGENTS TO LOWER RATES

Five-Year Plan - establish a multi-year agent for projects, costs, timing, priorities

GOALS

- Infrastructure - improvement of internet, cell service, road conditions, speed and traffic, utilities under grounding, water rates and alternate water sources, establish committee, strategy to work with County, State and Federal agencies.
- Member Service - provide outstanding member experience via mission, vision, staffing, training and other resources

GOALS

- RSF Connect - implement on time, on budget, meet subscriber goals
- Restaurant - make the restaurant a vibrant social gathering place for the Ranch
- Signage - remove lit signs, no realtor signs with flags
- Traffic/street/right-of-way issues - plants, boulders, parking, streetscapes, sight
- Trails - move RSF Connect vaults & flower pots