



STRATEGIC PLANNING COMMITTEE MEETING
Thursday, January 11, 2024, 9:30 A.M.

Minutes

In attendance: Danny Bejarano, David Yarnell, Liz Rome, Ed Rod, and Sheldon Anderson. Ruth Molina was absent (excused). Michael Eustace, Executive Director, was also present.

Mr. Bejarano called the meeting to order at 9:30 A.M. and established a quorum. The December, 6, 2023 minutes were approved as written.

Boca West Vision

Mr. Yarnell reviewed the most frequent compilation and advised the Committee to spend the time at today's meeting coming to conclusions and deciding on the next steps, keeping in mind that the Committee is not a representation of Boca West. Mr. Bejarano advised that the Committee should focus on what the recommendations are going to be and the supporting analysis and if it is a Boca West Master Association or country club issue. Mr. Bejarano suggested having the presidents go through the same SWOT analysis exercise.

Strengths

The Committee reviewed and discussed the strengths. The main strength was security and safety. The Committee discussed the future of security and safety with the possibility of incorporating AI (artificial intelligence).

The Committee discussed the difference between a country club and a resort and how Boca West is trending away from a country club and toward a resort style living which is attracting a new demographic. The elements which caused the change are the size and layout of the facilities. Boca West is at an advantage as it offers "Good, Better, and Best" regarding the real estate in the various villages.

Opportunities

The Committee discussed where the Master Association is more relevant to take advantage of the opportunities.

Mr. Bejarano explained the Master Association is renovating suites 101/102 so there will be a more suitable area for formal/informal meetings to provide better presentations and facilitate meetings with villages' leadership to discuss everyday issues. Mrs. Rome reported that there use to be a Counsel of Presidents before the Joint Venture existed. She would like to revive it under the purview of the Master Association.

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Weaknesses

The Committee discussed the following weaknesses:

- The credibility in the leadership: Which must be addressed in both the country club and the Master Association,
- The availability of facilities and events during the summer: There is an increase of permanent residents. With the club, everything is tied around the availability of workers. The South African employees are on six-month visas.
- Availability of real estate: The availability of updated homes for those who want to downsize and larger homes to attract younger population. They do not want to go through the time and expense of a renovation.

Threats

The Committee discussed the threat analysis.


- The costs of real estate. The rising costs of real estate affects the tax assessments which changes the villages over the years.
 - New members have to double their expenses, first to buy the property and second to renovate it.
 - Renovations increase the property value and tax assessment.
 - With the sales of properties, the new values substitute the old values.
 - Claiming a property as a Homestead vs Not a Homestead.
- In-equity in assessments among the villages. Mr. Bejarano explained when he has finalized his analysis, he will make a recommendation to the Board on how to make the assessments equitable across all villages.

Adjournment

With no further business to discuss, the meeting was adjourned at 11:26 A.M.

Next Meeting Date:

Respectfully submitted,



Daniel Bejarano,
BWMA Treasurer, Committee Chair

2/14/2024
Date