



STRATEGIC PLANNING COMMITTEE MEETING
Monday, October 9, 2023, 10:00 A.M.

Minutes

In attendance: Daniel Bejarano, Committee Chair, David Yarnell, Sheldon Adelman, Ruth Molina, Ed Rod and Liz Rome. Michael Eustace, Executive Director, was also present.

Mr. Bejarano called the meeting to order at 10:00 A.M. and established a quorum. The September 15, 2023 minutes were approved as written.

Committee Chair's Message

Mr. Bejarano advised that we can focus on a vision for Boca West. He thanked Mrs. Molina for her work on the member fluctuations throughout the year. He asked Mr. Yarnell to lead the discussion in his absence.

Committee Updates

Long Term Vision for Boca West Community

Mr. Yarnell reported that he had several conversations with the BWMA and the BWCC Board members and determined that there was no long-term vision for Boca West. For the Club, the vision is focused on capital expenditures and for the Master Association the focus is on security. When creating a vision, it should be impacted by what we want Boca West to be 10-15 years from now keeping in mind that the beauty of Boca West is the diversity of the residences and the demographics which makes Boca West unique. Currently, both are just letting economics happen and if they continue to let economics rule, that will be disappearing. He advised that before the Committee recommends a strategy for the housing market, the Committee first needs to determine the direction of where they think the Master Association and the Club are going. Mr. Yarnell advised that the Board members realized that this is something they had never considered. They are working in a vacuum, but this should be looked at together.

Mrs. Molina suggested when developing the vision to consider overall population, whether or not to keep the same number of members or increase the number of members and how that will impact the amenities, do we want the same income level, same demographic etc. Mr. Adelman suggested approaching it using SWOT (strengths, weaknesses, opportunities and threats).

Mrs. Molina reviewed her report that was distributed to the Committee members. She discussed the fluctuation of population throughout the year and advised that we are operating on a model that has drastically changed since COVID. The Committee discussed how the real estate market ties into a vision. Mr. Bejarano advised to focus on the fact that we want Boca West to be a thriving community and from there determine how to ensure that for the long term, which

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becomes the vision. Mrs. Molina suggested reconvening outside of the meeting to construct a vision and then present it to Mr. Bejarano.


Mrs. Rome advised that when she returns, she will work on reinstating the Council of Presidents. She reported on developing a program that facilitates downsizing and offers moving assistance. She will talk to some of the villages to see if they are willing to buy into such a plan. When there is an incentive, it makes it easier to initiate a program.

Adjournment

With no further business to discuss, the meeting was adjourned at 11:01 A.M.

Next Meeting Date: TBD

Respectfully submitted,



Daniel Bejarano,
BWMA Treasurer, Committee Chair

12/14/2023

Date