



Board Update | November 2021 Meeting

Following are highlights from the Lakeside Association Board of Directors meeting at 9 a.m. on November 12 via Zoom.

The Board expressed heartfelt thanks to Kip, Charles, and several board members for their steady guidance during the CEO leadership transition. The Board Chair also recognized with gratitude the Sesquicentennial Planning Committee, co-chaired by Cindy Grimm and Randy Snow.

The Board approved a revision to the Board bylaws whereby the budget, annual assessments, service charges and gate fees shall be adopted prior to the end of the fiscal year, by March 31. Prior to this change, annual assessments, service charges and gate fees were adopted at the meeting held during the third quarter of the fiscal year, by December 31. This change will allow the staff and Board to improve the financial decision-making process.

The Board requested the Acting President/CEO to collaborate with the Association and Foundation Board Chairs to identify and hire an outside facilitator to guide both Boards through the process of creating the best possible governance structure, which may include Board training and additional revisions to the by-laws.

Highlights from the CEO update:

- As the Association CEO is also the CEO of the Foundation Board, Kip has been dividing his time between Lakeside Association business and meetings with donors, Advancement staff, and the Foundation Board. Building trust and transparency are key themes during his discussions.
- A joint Board meeting either in May or August between the Association and Foundation Boards is under discussion.
- Kip and Charles are exploring various opportunities available to fund necessary maintenance and infrastructure projects within Lakeside. The board, Kip and Charles are working together to prioritize our key strategic initiatives more sharply and to determine realistic timelines.
- Peter Stephens, former CFO of Wendy's International, is volunteering his service to Lakeside as Interim CFO-Consultant. Karen Mader is also volunteering her professional expertise, working alongside Peter to modernize our financial processes and systems.

Highlights from the COO update:

- The volunteer, five-member HPDRB received 70 applications in 2021, with average days to approval of 38. The HPDRB typically meets nine times per year but added an extra meeting date this coming January because of the high volume of applications. As a comparison, there were 57 applications in 2020 with average days to approval of 48. In 2019, there were 34 applications and with average days to approval of 78.
- In preparation for the 2022 season, a wage comparison study between Lakeside and area resort facilities was conducted. Starting base wages for hourly employees will need to be increased if Lakeside hopes to attract and keep staff.
- A Guest Experience survey, with nearly 1200 responses, indicated that deep cleaning and routine maintenance of our guest facilities will greatly enhance the guest experience. This will be a major focus during the 2022 season and will require investment in cleaning services/staff and consistent monitoring.

Representatives from MKSK, the planning, urban design, and landscape architecture firm hired by Lakeside to guide decision making around the 2018 Master Plan, presented options regarding the streets and stormwater control. Recognizing that a phased approach is the most realistic, next steps are to consider priorities and funding sources.

Representatives from Schooley-Caldwell, the architecture firm hired to conduct a historic properties survey in Lakeside, presented their findings to date. In August 2021, Schooley Caldwell conducted an inventory of all 916 houses in Lakeside Chautauqua. The inventory will be used to update the Lakeside Rules and Regulations, and in particular, the design guidelines of that document.

The Board approved Jane Higgins Marx to serve as Vice-chair through the end of this fiscal year.

The Board discussed ways to enhance Board/Community communications. Ideas included participation with Kip and Charles in Porch Talks regarding diversity and inclusion and environmental sustainability, including photos and brief biographies from each Board member on the Lakeside website, a "Meet the Board" segment at an LPOA meeting in either May or August, community updates following quarterly Board meetings, quarterly publication of financial data of interest to the community.

Following a closing prayer, the meeting was adjourned at 4:30 p.m.

The next full Board meeting is scheduled for February 18, 2022.