Lake of the Woods Association, Inc.
Administrative Resolution 2015-6
New Asset and Improvement Project
Communication Policy

WHEREAS, the Board of Directors desires to establish a communications policy for sharing project information about capital projects funded from the New Asset and Improvement Reserve.

RESOLVED, the Board of Directors hereby establishes the following policies regarding the New Asset and Improvement Project Communication of the Association.

1. Purpose

The purpose of the New Asset and Improvement Project Communication Policy is to prescribe the communication steps the Association will take to familiarize the membership with a particular capital project funded from the New Asset and Improvement Reserve (NAIR) once the project has been accepted as one the Association is actively pursuing.

Project information shared on a timely basis will help members:

- Understand and appreciate the community need and project justification,
- Be prepared to participate in the decision-making process leading up to the decision of the Board of Directors to fund or not fund project.
- Track project progress after Board approval through project completion.

A new asset and improvement project is defined as a project to add a physical asset not currently in the replacement reserve study or in the accounting records of the Association. These projects include those with significant footprint additions to existing buildings (exceeding 20% of the initial size) and significant land improvements. (See Reserve Policy for more information.)

2. Governing Documents

The Declarations of Restrictions (Covenants) state the Board of Directors has the power to levy a uniform annual charge “...after consideration of current maintenance needs and future needs of the Association...” (Declaration Section 12.D)

The LOWA Bylaws lists as a Board duty: “Providing for the maintenance of adequate communication with the Members of the Association.” (Bylaws Article VIII.2.1.)

Both the LOWA Articles of Incorporation and Bylaws require the Association to give notice of meetings, but there is no direction on communicating proposed capital projects.
3. Roles and Responsibilities

**Board of Directors:** The Board oversees the project review and communication process and makes the ultimate decision to fund or not fund a particular project.

**General Manager and Communications Operations Center Manager:** The GM and Communication Operations Center Manager (COCM) facilitate the communications of the information about the project. The GM facilitates development of the Five Year Plan update each year for Board consideration.

**Planning Committee Chair and Committee:** The Planning Committee reviews and ranks new projects and hosts the annual Town Hall meeting to discuss major replacement and new projects, and recommends ranked projects to the Board.

**Finance Committee Chair and Committee:** The Finance Committee reviews the financial aspects of a proposed new project, including funding options, and provides recommendations to the Board and GM.

**Communications Committee Chair and Committee:** The Communications Committee provides feedback on Association communications to the Communication Operations Center Manager, and provides recommendations to the Board and GM.

4. Policy

A new asset and improvement project may be proposed at any time of year by a Director, the GM, a Committee, or a Member. However, as a general rule to enable effective communications to the membership, those proposing new asset and improvement projects must do so before **September 1** in the fiscal year prior to the year in which the project is to be first funded. The Board and GM may add new projects after September 1 as part of the budget process.

Those proposing new projects must submit a New Asset and Improvement Project Request Form including project name, project description, community need, project justification, and estimated project cost using the standard form available from the GM.

Once the Board or GM have designated a new project as being accepted for the purpose of review, it will receive either standard communication treatment or enhanced communication treatment, depending on the criteria listed in Subsection 4B.

- The GM accepts a project for review by proposing it in the Annual Budget
- The Board accepts a project for review by a vote in the period before the Board approves the Annual Budget
A. **Standard Communication Treatment:** All new asset and improvement projects receive a certain level of communication in Lake Currents as part of the communication associated with the overall Five Year Plan and/or Annual Budget.

B. **Enhanced Communication Treatment:** New asset and improvement projects (1) of $100,000 or more, and/or (2) over 12 months in construction duration and/or (3) projects determined by the Board or GM as having a significant impact on the membership or operations will receive the following enhanced communication treatment:

1. *Lake Currents* spotlight article with picture or area map and project updates.
2. LOWA Website information and update under Capital Projects webpage
3. Town Hall informational session led by GM to provide project details and collect member feedback. The GM and COCM will ensure the meeting is recorded and replayed on the LOWA cable television channel. This is in addition to the annual Planning Committee Town Hall on all projects.
4. Member survey (developed by COCM with input from the Communications Committee)
   i. Stand-alone email blast survey, or
   ii. As part of annual Planning Committee survey
5. Other communications through Lake Currents, website, email blasts, and social media as deemed appropriate by the GM or Board.

The GM and COCM will consider the Budget Calendar when completing these steps to ensure all are completed before the Board considers final approval of the Annual Budget. (See attached New Asset and Improvement Project Communications Calendar.)

When a project is proposed in the upcoming budget, the GM will ensure that a Project Summary with community need and budget justification is included in the Budget Document.
<table>
<thead>
<tr>
<th>Month</th>
<th>Introduction, Review &amp; Approval</th>
<th>Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>First month of new fiscal year means funding available for new projects</td>
<td>GM &amp; COCM provide updates on construction projects: LC, Web</td>
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<tr>
<td>June</td>
<td>Operations managers and amenities committees review project needs and submit projects through the Five Year Plan.</td>
<td>GM &amp; COCM provide updates on capital project process: LC</td>
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<tr>
<td>July</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td>Aug</td>
<td>GM shares Five Year Plan with Planning Committee (and Board)</td>
<td>COCM publishes deadline for submittal of Project Request Forms</td>
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<tr>
<td>Sept</td>
<td>New Asset and Improvement Project Request Forms due to GM on Sept 1 Planning Committee hosts annual Town Hall</td>
<td>COCM provides LC notification, records/broadcasts on CH 18.</td>
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<td>Oct</td>
<td>Board reviews new projects as ranked by Planning Committee, and may approve one or more for review purposes. Board may designate projects for review and enhanced communication. Board may approve Five Year Plan.</td>
<td>COCM provides LC notification, records/broadcasts on CH 18.</td>
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<tr>
<td>Nov</td>
<td>GM proposes budget which may propose projects with project summaries for Board review.</td>
<td>COCM provides LC article with spotlight article(s) as well as Web postings.</td>
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<tr>
<td>Dec</td>
<td>Budget review period</td>
<td>COCM publishes project list as part of budget with spotlight article(s) as well as Web postings.</td>
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<td>Jan</td>
<td>Enhanced communications Town Hall(s)</td>
<td>LC, CH18, Web, Soc</td>
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<tr>
<td>Feb</td>
<td>Board approves budget which may include new projects and funding</td>
<td>COCM provides information in LC on approved projects with schedules</td>
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<td>March</td>
<td>GM publishes new Annual Budget with project summaries</td>
<td>LC, Web</td>
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<tr>
<td>April</td>
<td>GM may announce project schedule</td>
<td>LC, Web</td>
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Code: LC = Lake Currents, CH18 = LOWA Cable TV Channel, Web = LOWA.ORG, EB = email blasts, TH = Town Hall, Soc = Social Media
EFFECTIVE DATE: Immediately.

LAKE OF THE WOODS ASSOCIATION, INC.

By:  

J. Michael Rugless, President

ATTEST:

I, as Secretary for Lake of the Woods Association, Inc., hereby attest that the foregoing Administrative Resolution 2015-6 was adopted by the Board of Directors at a duly-held and noticed Board of Directors meeting held on the 18 day of August 2015.

Louisa Rucker, Secretary