

HOT SPRINGS VILLAGE PROPERTY OWNERS' ASSOCIATION
AD HOC COMPREHENSIVE MASTER PLAN STEERING COMMITTEE
2:00 P.M., TUES., NOVEMBER 14, 2017 (UNAPPROVED MINUTES)
ROOM B, PONCE DE LEON CENTER

A meeting of the Hot Springs Village Property Owners' Association's Ad Hoc Comprehensive Master Plan Steering Committee was held at 2:00 p.m., Tuesday, November 14, 2017 at Room B of the Ponce de Leon Center.

Attendance: Committee members present included Stephanie Heffer, Kate Chagnon, Clara Nicolosi (who has taken Kathleen Kinney's place on the committee and assigned subcommittee), Liz Mathis, Kevin Sexton, Cheryl Dunson, Brenda Kroll, Jason Miller (added to the committee to represent the Fire Department), Bill Staggs, John Froning, Jason Temple, Keith Keck, Michael Dollar, and Brandon Tedder.

Call to order: Chair Stephanie Heffer called the meeting to order at 2 p.m.

Approval of October 26, 2017 minutes: A motion to approve the minutes was made by John Froning, seconded by Keith Keck and approved by all.

Approval of agenda: Stephanie Heffer asked the group for any changes/corrections for the Nov. 14 meeting agenda; hearing none, the agenda stood as presented.

Charrette schedule: Stephanie Heffer invited committee members to attend all sessions of the charrette. Committee members are encouraged especially to attend all public sessions (opening presentation, open houses, closing presentation, etc.) and are expected to attend their assigned subcommittee/topic-oriented meeting.

Subcommittee expectations: Stephanie Heffer has asked all subcommittees to identify goals of the comprehensive master plan relative to the subcommittee's topic area, potential barriers in reaching these goals, and recommended solutions to overcoming these barriers. The deadline to send this information to Stephanie is Wednesday, Nov. 22.

Subcommittee updates: Michael Dollar reported on progress of the Economic Development subcommittee—they are looking to expand our metropolitan statistical area, which is a certain federal classification, to include Garland, Hot Spring, Clark, Montgomery, and Pike Counties. The group also discussed feedback recently received from a property owner regarding a business hub concept which would connect business expertise of residents of HSV with those interested in starting a new business, in order to help provide them with tools for success.

Communications plan: Kate Chagnon provided an update on current and future communications regarding the CMP and especially the charrette. A website for the CMP has been added to HSV's new website, Explore the Village, at www.explorethevillage.com/vision/comprehensive-master-plan. This contains timely and accurate information all in one place and is a good place to point people who are looking for more information. E-blasts also continue to be sent out on a weekly or more frequent basis regarding the CMP and inviting people to the charrette activities. The charrette is also being promoted on social media, especially Facebook, where an event page has been created and may be shared. These posts will be "boosted" so that they will reach up to 7,000 people in Hot Springs Village specifically. An ad in the Village Voice is also in the works, and an 8-page, printed pre-charrette newsletter is currently

being mailed to all property owners (resident and non-resident). A webinar has been planned for non-resident property owners to attend and provide input during the charrette—this will be further promoted to appropriate audiences with an additional printed mailing.

Utilities, Infrastructure, and Transportation subcommittee updates: Subcommittee member Keith Keck stated that existing infrastructure limitations should be kept in mind when developing ideas or requirements in this area. Jason Temple provided updates on the work of this subcommittee; he and Bill Staggs have provided all existing plans, maps, etc. to the project team and has fielded questions about water capacity and other topics. Liz Mathis offered to provide contact information for the technology vendors, such as AT&T, that the POA currently uses when working with these vendors, so that the subcommittee may leverage the POA's size as a business when working with these vendors. Stephanie Heffer mentioned that the project team is working on Hot Springs Village's GIS capabilities and information.

Rumors: Stephanie Heffer mentioned a letter seen in last week's edition of the Village Voice that criticized the pre-charrette kick-off presentation given by representatives of Crafton Tull and DPZ for not taking all comments as given; the presentation was not "guided" as the letter had stated but rather served as a collection point for a variety of inputs. Liz Mathis mentioned a letter in this week's edition of the Village Voice and stated that the comprehensive master plan is not simply a plan for future new development but also will be very helpful in planning and prioritizing maintenance of what is already in place. It is not accurate to state that the comprehensive master plan efforts presume the existence of a "money tree" among property owners—the absence of this assumption is why a budgeting and finance subcommittee was created, to determine new ways to use existing moneys aside from raising fees and assessments. Stephanie Heffer added to this that one of the major goals in developing this plan is to attract new money and new developers to the area. Clara Nicolosi stated that she has observed people to be concerned about how money being spent today will benefit them today. The comprehensive master plan will speak to successional development, meaning that it will have both immediate and long-term recommendations. Finally, in closing of this discussion, Stephanie Heffer mentioned two articles that she will share with the committee about resistance to town development and expectations of perfection.

Deliverables/timeline review: As no physical deliverables have come due, this is currently on track. All milestones have been met; the first deliverable is due on November 19.

Action items: Current action items are for each of the subcommittees to reach out and touch on their assigned stakeholder groups, and to respond to Stephanie Heffer by email with the barriers and actions to be taken relative to the planning objectives.

Date and location for next meeting: The next meeting date and location will be announced as soon as it is confirmed.

The meeting was adjourned at 3:30 p.m.