

MetroWest

Strategic Planning WORKSHOP

Thursday, January 13, 2022 (2pm-5pm)

I. MetroWest 2021 Recap

A. Patterson Bach-*Tim & Nancy*
MetroWest Annual Report

B. Public Safety-*Shannon*

II. MetroWest Going Forward in 2022

A. MetroWest Mission and Board of Directors' Titles

B. Board Structure & Meetings (2022 At-A-Glance Calendar)

C. Community Connections

D. Community Operations

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II. MetroWest Going Forward in 2022

A. MetroWest Mission and Board Directors' Titles:

The MetroWest Master Association maintains a harmonious sense of community for our diverse, cultural neighborhood of families, professionals, students, and businesses. We strive to be the premiere community of Orlando through quality schooling, thriving businesses, visual aesthetics, and community building activities.

Goals:

- Build and maintain credibility of MetroWest Master Association among MetroWest audiences
- Increase and maintain community involvement and pride among MetroWest residents and businesses
- Strive to build and maintain positive, proactive relationships with local media, members, and residents
- Correct misconceptions of MetroWest

Board of Directors' Titles:

Casinova already signed Board Member Agreement & Cert Form

President-Jim Drayton

Vice President-Stina D'Uva

Secretary-Madeleine Francois

Treasurer-Lynn Walker Wright

Director-Casinova Henderson

Code of Conduct

Board Code of Professional Conduct:

- Uphold attorney-client privilege (i.e., information stays among BOD, management, and attorney)
- Demonstrate respect/manners (BOD, management, membership, vendors)
- Maintain BOD communications' standards (e-mail, body language, tone of voice, attitude)
- Follow Robert's Rules of Order
- Fulfill BOD duties/officer responsibilities/attend meetings
- Restrain from name calling and profanity
- Show commitment to MWMA and BOD
- Listen/no talking over each other/no sidebar conversations
- No talking to media (only one dedicated, trained spokesperson)
- Attend community events
- Adhere to BOD contract

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B. Board Structure & Meetings

Review Meeting Structure:

- Any changes to structure
- Interruptions or outbursts
 - Sign up in person prior to start of meeting for specific agenda item
 - Email Management by 5pm the day of meeting
 - Non-Agenda item only 1 minute will be allowed in order to stick to the noticed priority agenda items. Board discretion will be used
 - Anyone requesting to speak must be recognized by chair
 - Warned if non-compliant
 - If continues will be asked to leave
- Scheduling of Meetings (*current meetings: Board, Fine/Hearing & Design Review Board*)
- **2022 At-A-Glance Calendar**

C. Community Connection

- **Community Activities**
 - Events: MusicWORKS (*entertainment: Motown/Elton John*), National Night Out, **Realtor Tour**, WinterFest (*theme: Santa Claus is Coming to Town*)
 - GO PINK! October Breast Awareness Month (**Launch at NNO** with pink shirts, table cloths, pink ribbon magnets for cars, pink bows on horses, Garda Pink Car, etc)
 - Monthly MetroWest Food Truck Connection (4th Thursday of each Month)
 - Public Safety Activities
 - MWE & WPE Donation
 - Edgewood Children's Ranch Charity Challenge-Continue with the gift card tradition
 - Quarterly Manager Alliance Meetings (includes PS topics: MW Crime Free Program, Critical Incident Documentation, Office Safety, Premise Liability, Domestic Violence, Personal Protection, Concealed Weapons, etc) – *Idea: incentivize managers to attend for MW important updates/information with gift card raffle*
- **Social Media**
 - MetroWest **LIFESTYLE Magazine** (**Editorial Calendar**)
 - Social Media Calendar
 - Website-Update (**ADA Compliance**)
 - Constant Contact
 - Facebook
 - Zoom
- **Public Relations/Marketing**
 - MW Communications Plan (**confirm community primary spokesperson & secondary spokesperson**)
 - Contribute and review content for MW Lifestyle Magazine
 - Monthly Social Calendar
 - **Annual Community Report**
 - Support with Website and Facebook content
 - Provide content & design for MWMA Annual Report, food truck connection, and NNO
 - Provide collateral and involvement in 2 major events as well as Realtor Tour

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- Continue building media relations & addressing incorrect information
- Continue preparing Press Releases
- Help with writing Awards for FCAP “Florida Community Association Professionals”, Orange Cty Community Conference, Orlando City Leader’s Forum, and City of Orlando Mayor’s Summit
- **Public Safety**
 - 2022 Vision & Connections
 - ✓ MetroWest Crime Free Multi-Housing
 - ✓ Trespass
 - ✓ New MWMA Development Guidelines (Wooded Vacant Lots (vagrants))
 - ✓ Connections (Awareness that leads to calls for service/reporting activity)
 - ✓ Drone Training
 - ✓ Hurricane Preparedness-Before, During & After (EOC Representation, Debris Locations, SOP) – *Metrocenter Office partner for hurricane debirs*
 - ✓ New Developments (Safety & Lighting Review for both Residential & Business)

D. Community Operations

- Banking-Financial Update
- Landscape (Sod and tree removal/replacement mapping provided by BrightView)
 - ✓ Trees 570 Oaks/complete mapping of tree condition: 1. - Structural Pruning - End Weight Reduction - Root Collar Excavation - Elevation Pruning - Light Clearance. 2. Girdling-these roots overtime will continue to grow and choke off the vascular system of the trunk itself. This choking off will prevent the normal flow of water and nutrients from the roots to the rest of the tree. 3. Mistletoe and Spanish moss removal.
 - ✓ Landscape Enhancements (grasses removed and liriope installed, vehicle damages, Botanica overgrown parcels), clean up behind south main monument
 - ✓ Irrigation Repairs
 - ✓ Vacant/Wooded Parcels-New Development Guidelines
- MWGC Update
- Legal (Delinquents/Collection Actions/Liens)
- New Development Update
- Holiday Decorations-*Ideas: add power to 4 Westpointe Archways for wreaths*

Future Projects/Ideas

- Roll out of MetroWest Crime Free Multi-Housing Program
- Current Fountain Lights-Remote
- VPCPOA Horse Fountain
- Fountains for Pond 5 & 6
- Clean up behind South Main Monuments
- Sidewalk Cleaning Continues
- Drone Capabilities – Photography to promote as well as be able to see above areas without going into them
- MetroWest Golf Club Tunnels
- Rewrap some of the traffic boxes needing enhancement
- Southwest Bike Trail