



<https://us02web.zoom.us/j/87243000205?pwd=eVVDZExUYmxWR0JiR29VaUdBk0UT09>  
The Summer Social

**Addressing Summertime Issues & Improving Member Participation**

May 6, 2021

*You are currently muted but will have an opportunity to ask questions at the conclusion of the presentation.*

*Thank you for attending. The seminar will begin shortly.*

SO THE HOA PROHIBITS AIR CONDITIONERS  
BECAUSE THEY DON'T LOOK GOOD?



1. Summertime Operations
2. The Summertime “Blues”
3. Summertime Engagement



# Busy as a Bee

- Summer is a Busy (and expensive) Season
  - Pools
    - When was the last time you bid your pool management contract?
    - Ensure pool management contracts are protective
    - Ensure you are not underinsured
    - Do you require waivers? You should.
  - Landscaping
    - When was the last time you bid your mowing/landscaping contract?
    - Are you getting the right level of services?



# The Summertime Blues

- Common issues:
  - Pools
    - Inflatable or splash pools
    - Above-ground
    - In-ground???
  - Play equipment
    - Swingsets
    - Castles
    - Sandboxes
    - Sports equipment (soccer goals, batting cage, basketball goal)



# The Summertime Blues

- Common Issues:
  - Noise
    - Parties
    - Music
    - Fireworks
    - Vehicle repair
    - ATVs
  - Parking
  - Trailers, boats, RVs, etc.
  - Other
    - Fire pits
    - Late nights



# What to do?

- *WWGDD? (What Would Governing Documents Do?)*
  - Restrictive covenants, Bylaws, Rules and Regulations, and Policies
  - Enforcement
    - Notice – Fines – Lawsuit – Other?
  - Avoid “extra-judicial” remedies, no matter how frustrating the violation is
- *Proactive > Reactive*
  - Let members know what is/isn’t allowed *in advance*
    - Website
    - Mailing/Newsletter
    - Social media
    - Board meetings



# What to do?

- Summer is a good time to catch your neighbors outside—don't be afraid to talk to them like (friendly) adults!
  - Face-to-face communication can be a good, low cost/effort method to improve compliance
- Catch violations early and don't delay action
  - The longer a violation goes without correction:
    - The harder it is to get corrected; and
    - The more likely it is that the violating owner does *other* violative acts.
- Make sure you document issues
- Know your limitations
  - Not everything is an “HOA issue”: don't get drawn into neighbor disputes
  - Few governing documents address fireworks, but they can be a problem during the summer. What can you do?

***What are some issues that face your association every summer?***



# LEGAL UPDATE

- The Fayette County Circuit Court recently ruled that an Association cannot enforce fines for a violation without a written fine and enforcement policy.
- Action Item
  - **If you do not have one – ADOPT A FINE AND ENFORCEMENT POLICY**



# Member Participation

- Don't worry: it's not just your association.


8 Tips To Improve Attendance At HOA Annual Meetings

RESIDENTIAL REAL ESTATE

**How To Increase Homeowner Participation In Your Community**

**Six Tips to Increase Homeowner Attendance at HOA Meetings**

Top Ten Ways to Encourage Homeowner Engagement in Your Community Association



**The Impossible Task  
Improving HOA Meeting Attendance**

# Know Thyself

- *WHAT KIND* of association are you?
  - Voluntary neighborhood associations are very different from condominiums and require different levels of engagement to function, much less thrive
  - What is your quorum?
- *WHY* don't you have better participation?
  - Date, time, or place of meeting is inconvenient
  - No member "buy-in"
  - Cultural inactivity
- Are there *BARRIERS* to improvement?
  - Outdated contact information
  - No "gathering space"
  - Inflexibility



# Best Practices & Tips

- Choose the right date, time, and place
  - Advertise it in advance using multiple methods—newsletter, mailing, website, email, signs, etc.
  - Include an END-TIME on the meeting notice!
- Communicate frequently
- Make participation easy—social media, Zoom, etc.
  - Don't squander effort: *create* a role for “helpers” if necessary
- Streamline and shorten meetings
  - Make a good agenda and use it
- Form or utilize committees to turn members into participants and then into future directors/officers
  - Giving members a role shows transparency and increases trust
- Survey your members: what do they *want* or *need* from HOA?
  - You can do this for FREE using technology

# Best Practices & Tips

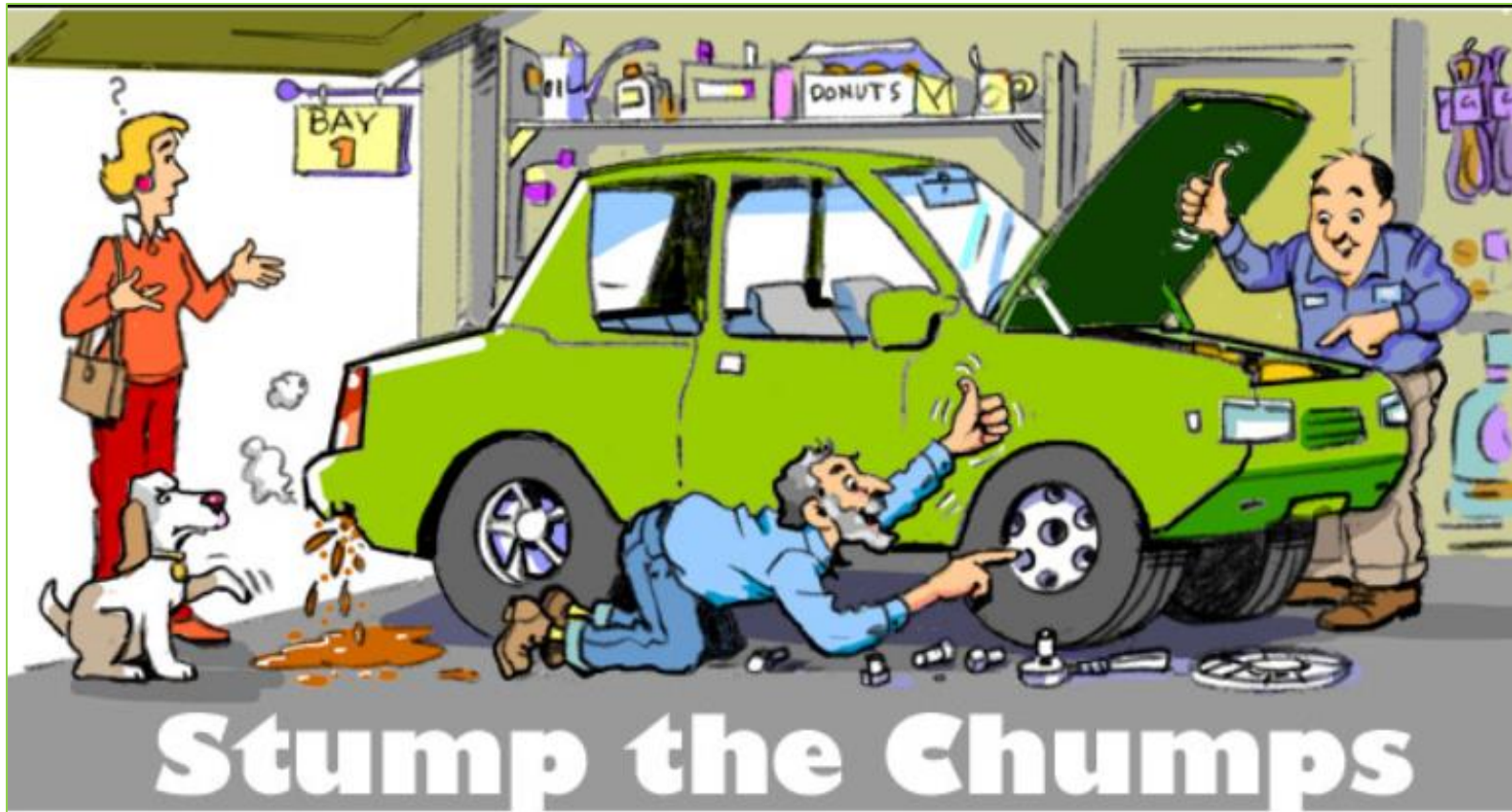
- Increase opportunities for social engagement
  - Barbeques
    - No booze! No mechanical bulls, bounce castles, or slides (without liability waivers)!
  - Parades, contests, raffles, carnivals, trick-or-treating, caroling, etc.
  - Ice cream trucks or food trucks
  - Movie night (greenspace or clubhouse)
  - Garage Sales
  - Neighborhood Cleanup/Landscaping

# Best Practices & Tips

- *Combine a Meeting with a Social Event*
  - Schedule meeting to end when a UK game starts, then put it on the big screen or a projector
  - The Everlasting Appeal of the Ice Cream Social
    - (Pizza works too)
  - Make meetings events that kids can come to without dying of boredom
- *The more you can do to make participation FUN or FULFILLING or otherwise WORTHWHILE, the better your participation will be*
  - Remember: this doesn't have to be boring just because there's work to be done



# Q & A



Next Session:  
JUNE 3

Same Zoom Time  
Same Zoom Channel

