

**Strategic Plan
Tall Tree Property Owners Association
Board of Directors
2018**

Definition of the following strategic planning documents:

- I. An assessment of (A) the current organizational elements, (B) current resources, (C) internal reputation and (D) external reputation

- II. An analysis of desired improvements in each of the four areas, populated with costs and timeline requirements

- III. A schedule of priority achievements of all goals in each of the main assessments

- IV. An organized plan to secure the necessary resources and achieve every goal

- V. Evaluation of success of the Strategic Plan

I A. Assessment of current organizational elements

“What is Tall Tree?”

1. Tall Tree is a gated residential area consisting of acres of land, divided into common areas and 1,854 lots with 1,252 property owners at Lake Cypress Springs, Mount Vernon, Texas.
2. Tall Tree Property Owners Association was chartered December 14, 1982, to manage, maintain and preserve all inclusive property as well as promote the health, safety and welfare of the owners and residents of the Tall Tree community.
3. Tall Tree is divided into three geographical areas: North, South and East.
4. In the South section, homes can be located on the waterfront as well as located on interior lots. All homes in the East and North section are on interior lots.
5. Many of the homes are used as recreational, second homes and many are filled with full time residents.
6. Properties range in size from one lot owners to owners owning many lots. (941 own 1 lot, 173 own 2 lots, 58 own 3 lots and 64 own 4 or more lots)
7. There are three security gates to enter and exit Tall Tree North and South; there is one main unsecure road in Tall Tree East.
8. Tall Tree owns two tennis courts, a volleyball court, a basketball court, a swimming pool with dressing pavilion, a gazebo, a community clubhouse and office, a maintenance building, a trailer parking lot, two boat ramps, 2 picnic areas, a fishpond, and two fishing piers.
9. Within the boundaries of Tall Tree are 19.4 miles of ditches and paved and unpaved roadway and acres of common area to be maintained as well as the physical property described in #8.
10. The collective value of land, improved properties, and roadways making up the Tall Tree community is valued at approximately \$ 120 M. Tall Tree is a major contributor to the local tax base as well as being an economic engine for Franklin County.
11. The Tall Tree staff currently consists of three full time employees and one part time employee. Tall Tree residents provide volunteer hours in various capacities.

IB. Assessment of current resources

"How do we fund Tall Tree?"

1. All residents of Tall Tree pay an identical maintenance fee.
2. Residents of the South section and North section pay different road assessment fees. Residents of the East section do not pay a road assessment fee.
3. Residents who own more than one lot pay an additional maintenance fee based on the number of lots they own.
4. Residents pay a permit fee for construction on their property.
5. Residents pay for rental space on the trailer parking lot, purchasing additional gate remotes, renting the community clubhouse, late fees assessment (??).
6. Tall Tree receives interest on CDs and Savings Accounts.
- *7. There are numerous owners of lots in Tall Tree who are not paying maintenance fees to the Property Owners Association.
- *8. In 2014, approximately \$1.3M in back taxes were owed to Franklin County.
- *9. The estimated income for the FY 2018 is \$355,000.00, while the estimated expense for the basic operating budget for the FY 2018 is \$413,000. Expenses for major road repairs are designated funds, included in these figures, that are held and only spent every two years.
- *10. There is no line item in the budget to build additional funding for a reserve fund.
- *11. There are no identified resources for requested and desired improvements.

IC. Internal reputation

“What do our residents think of Tall Tree?”

1. Most residents enjoy and are pleased to be living in Tall Tree.
2. Residents are pleased with the new payment methods (credit cards) and timelines (monthly).
3. All of the residents want assurance that Tall Tree is financially secure and meeting all financial obligations.
- *4. Many residents are unaware of the vast property inventory in Tall Tree and the broad variety of assets and amenities available to them.
- *5. Few residents actively use the many recreational facilities located throughout the Tall Tree community.
- *6. Few residents are aware of the broad scope of management needed to maintain this vast infrastructure in the Tall Tree community.
- *7. The current signage for entrances, streets and individual properties is not uniform and can be challenging.
- *8. Many residents have voiced concern over needed upgrades, refurbishments and run-down appearance of various properties as well as recreational facilities in Tall Tree.

ID. External reputation

“What does the general public think of Tall Tree?”

1. Tall Tree seems to be valued by the public as a good investment.
2. Tall Tree has good management and a strong roadway system.
- *3. Realtors solicit and primarily promote the South section of Tall Tree.
- *4. There is concern that outside viewers judge Tall Tree’s environment by their first impressions of gate entrances and recreational front areas.
- *5. Tall Tree is regarded as the excellent gated community at Lake Cypress Springs, and is thought to be the second largest POA.

IIA. Desired improvements of organizational elements

Swimming Pool Area

- Provide a shaded area - \$500
- Provide seating in shaded area - \$750
- Update, refurbish exterior and interior of restroom facilities
- Replace restroom windows and install security bars
- Replace flooring in restrooms with textured waterproof product
 - For safety - \$6,000
- Landscape around outside of pool - \$750

Volleyball Court

- Improve grass edging - \$100
- Improve sand filled area - \$200
- Provide a bench or some seating - \$700

Tennis Courts

- Refurbish both court surfaces – \$18,000
- Redesign one tennis court accommodating basketball - \$1,000

Move basketball goals (set at 10 feet high), purchase new backboards,
Hoops, chain nets, place in new surfaced tennis court - \$500
Correct water flow, change soil grade at north end to divert water,
Add French drain to help drainage around courts - \$5,000

Current Basketball Court (new family pavilion)

Level court surface, repaint surface to be used as pavilion - \$2,000
Install weather proof roof - \$20,000
Purchase and install picnic tables on pavilion cement - \$1,000
Raise ground around cement area to prevent falls - \$500

Gazebo

Upgrade/paint - \$350

Improve traffic signage

Install new STOP signs (100 signs @\$35.00) - \$3,500
Install new street signage that has faded (75 signs @\$38.00) - \$2,850
Create EXIT signs to direct drivers back to gate (4 signs @\$30.00) - \$120
Create speed signs to be uniform - \$150
Name each boat ramp and install signage - \$100

Improve Decorative/Informational signage

Create a protocol or standard brand for all D/I signage in TT
Create new gate sign for main entrance/median - \$600
Move "No Litter" signage to Ladder sign pole at main gates
Create signage to entrance to TT North and TT East - \$600
Create signage for Volleyball Court and Swimming Pool - \$200

Improve boat trailer rental parking area

Complete accurate inventory of all vehicles in parking area
Remove all abandoned property from area
Cover area in gravel to avoid mowing - \$500
Park trailers closer together and only on one side of the street
Purchase an adjoining lot for needed space if necessary - \$?

Hire additional staff

Hire summer help for mowing and cleaning the pool - \$12,000
Hire part-time bookkeeper for accounting/financial reports - \$15,000

Landscape

Improve the entrance to TT North (signage, plants, light) - \$500
Improve drainage, turf and plantings for appearance along
Highway 2723 at front of community - \$4,000
Improve any swampy areas or areas with drainage issues
Remove deadwood along roads (during summer mowing clean up)

Clubhouse

- Upgrade interior of office area - \$5,000
- Improve landscaping and drainage in planters and flower beds - \$5,000
- Reserve one parking space for "Office Only" (paint on pavement) - \$100
- Build new back porch to add additional space for events - \$15,000

Fishing Piers/Boat Ramps

- Improve ramps and piers (warped or missing planks) - \$600
- Repaint boards or fencing - \$400

Fire Hydrants

- Push for inspection of all hydrants
- Repaint all hydrants

People's Telephone Relay Building

- Ask Company to clean up building and repair unsightly fence

Safety

- Monitor all holders of gate remotes
- Change gate codes for vendors every 6 months
- Lock down North and South Gates at 10:00 pm – all entering TT
 - Must use main entrance after 10:00 pm
- Add security cameras at all three gates - \$2,000
- Alert all residents to not let others follow them into the community
- Provide information on closest hospital/paramedic/phone number for Sheriff to property owners
- Continue monitoring of loose dogs, making walking streets much safer

IIB Desired improvements of current resources

Create a reserve fund for future financial security – recommend deposit of \$5,000 annually

Create a campaign to sell abandoned boat trailers/vehicles – proceeds earmarked for new Signage or other selected improvement item

Create a campaign to push sales of empty lots in TTS and TTN

Create a campaign to secure fees from absentee/delinquent owners

Increase maintenance fees to adequately fund all necessary updates/upgrades

IIC Desired improvements of internal reputations

Promote the TT Annual Meeting several months in advance to encourage attendance

Plan annual meeting with good reports/information from all the committees

Send out review of announcements and election held at Annual Meeting – email

Hand out sheet to educate all residents about recreational assets and amenities in TT
And expense and labor to maintain all listed physical assets

Push for “Clean Up TT” campaign. Each block work on clean up. Have dumpster here
For two weeks. Have volunteers to drive trucks around to pick up large items
Placed at curbside.

Have a campaign to clean up TT North. Remove abandoned homes/trailers.

Send out notices to owners of all unsightly inoperable vehicles to remove vehicles from
Their property

IID Desired improvements of external reputation

Rework website with improved slides after renovations

Develop a brochure showcasing improvements, assets, recreational perks and new
landscape

Have an open house for all realtors. Have a listing of all properties for sale. All lots and
prices

Advertise in the 4th of July flier that TT has made a donation

Participate in the Blue Bird Trail Wild Bird Historical Route county-wide project

III Schedule of prioritized goals

Project Priority – Phase I - \$50,350

Tennis Courts

Refurbish courts - \$18,000

Correct water flow, add French Drain - \$5,000

Basketball Court (new family pavilion)

New cover, picnic tables, refurbish surface - \$22,000

Gazebo – refurbish and paint - \$350

Reserve fund - \$5,000

Project Priority – Phase 2 - \$47,000

Swimming Pool

New flooring, paint, windows - \$6,000

New shade canopy, benches, landscape - \$2,000

Volleyball Court

New bench seating, sand fill, edgings - \$1,000

Landscape Frontage - \$5,000

Tall Tree boat ramps

Signage, board repair, painting fences - \$1,000

Additional part time staff - \$27,000

Bookkeeping/reports/audits

Summer maintenance intern

Reserve Fund - \$5,000

Project Priority – Phase 3 - \$48,570

Customized Tall Tree signage

Main entrance and additional gate signage - \$600

New Stop Signs (100) - \$3,550

New Street Signs (75) - \$2,850

New Speed Signs (10) - \$150.00

Exit signage (4) - \$120.00

Boat ramp signage (2) - \$100

Landscape Improvements

Tall Tree North entrance, lighting, plantings - \$2,000

Tall Tree East entrance, lighting, planting - \$2,000

Volleyball/swimming pool signage - \$200

Drain swampy areas - \$1,000

Clubhouse

Upgrade office area - \$10,000

Build new back porch - \$15,000

Create campaigns - \$6,000

Spring clean-up campaign

Renewed work on securing lost fees

Renewed work on marketing lots

Marketing Tall Tree to realtors

Reserve fund - \$5,000

IV Plan to secure necessary resources

After analysis and research into the needed upgrades and repairs for the Tall Tree Community, coupled with the present need for additional funding to meet the annual budget, the board began looking at increasing maintenance dues for all of Tall Tree. New resources were needed for funding annually and the creation of a reserve fund for future financial needs.

There was also a feeling that the dues in Tall Tree needed readjusting to accommodate the differences in lot sizes throughout the community, multiple lot ownership and unique location of various lots.

The President appointed a task force committee to meet and discuss all of these issues regarding maintenance fees for all Tall Tree owners. Mark Jackson was selected to head the committee.

The committee was tasked with providing the board with options in fee scheduling that was fair, sustainable, practical, flexible, clear and understandable, easy to explain and not divisive.

The committee submitted four options. The board selected one option, with explanations regarding location, Tall Tree division, and multiple lot ownership. The board vote for the new fee structure was unanimous.

The letter to all POA members, containing nominations for new board members and the annual POA meeting, was designed to include the explanation of the new fee structure.

The new fee structure will go into effect January 1, 2019.

V Evaluation of success

The evaluation of the success of this strategic plan is still to be determined. After January 1, 2019, when the new fee structure is collected, there will be an assessment as to the increase in resources for Tall Tree.

Working to follow the schedule of prioritized goals will take place only if attention is given to the list and funds are set aside for these projects. The goal was set to accomplish all projects in three years.