

PSA Annual Meeting 2024

Agenda

WELCOME!

1. President's Report - Melissa Emily 2:00 pm
 2. Financials - Kim Cunningham 2:10 pm
 3. Golf Operations - Vince Juarez/ Jeff Schroeder 2:25 pm
 4. Food Operations - Ed Sahm/Wildon 2:40 pm
 5. Eagle Vision Summary - Ken Surface 2:55 pm
 6. Maintenance Update - Rich Samuelson 3:05 pm
 7. Security Update - Mike Cox 3:15 pm
 8. Foundation Golf Outing - Bill Williams 3:25 pm
 9. Eagle Pointe Foundation - Betsy Larson 3:35 pm
 10. Q&A 3:50 pm
- Adjourn 4:00 pm

2024 PSA Board of Directors

- Bay Pointe – Dave LaBrash
- Bay View – Tony Piano
- Courtyard – Jim Bottorff
- Eagle Bay I – Alan Hogan
- Eagle Bay II – Pammy Rogers
- Eagle Cove – Dan Santangelo
- East Bay – David Cochran
- Fairway Knoll – Jeff Blodgett
- Front Nine – Rich Samuelson
- Greenridge – Mike Sciscoe
- Harbour Pointe – John Menne
- LaSalle Woods – Robbie Robertson
- Pointe Cove – Joe Karp
- Pointe Retreats – David Gray
- Water's Edge I – David Gray
- Water's Edge II – Dan Dodge
- Woodridge – Sandra Hulse
- At Large – Melissa Emily

Executive Committee & Key Chairs

Executive Committee

- Melissa Emily – President
- Peter Samuelson – VP
- Kim Cunningham – Treasurer
- Jennifer Kopke – Secretary
- Ken Surface – At Large
- Jack Krajnak – At Large
- Vacant – At Large

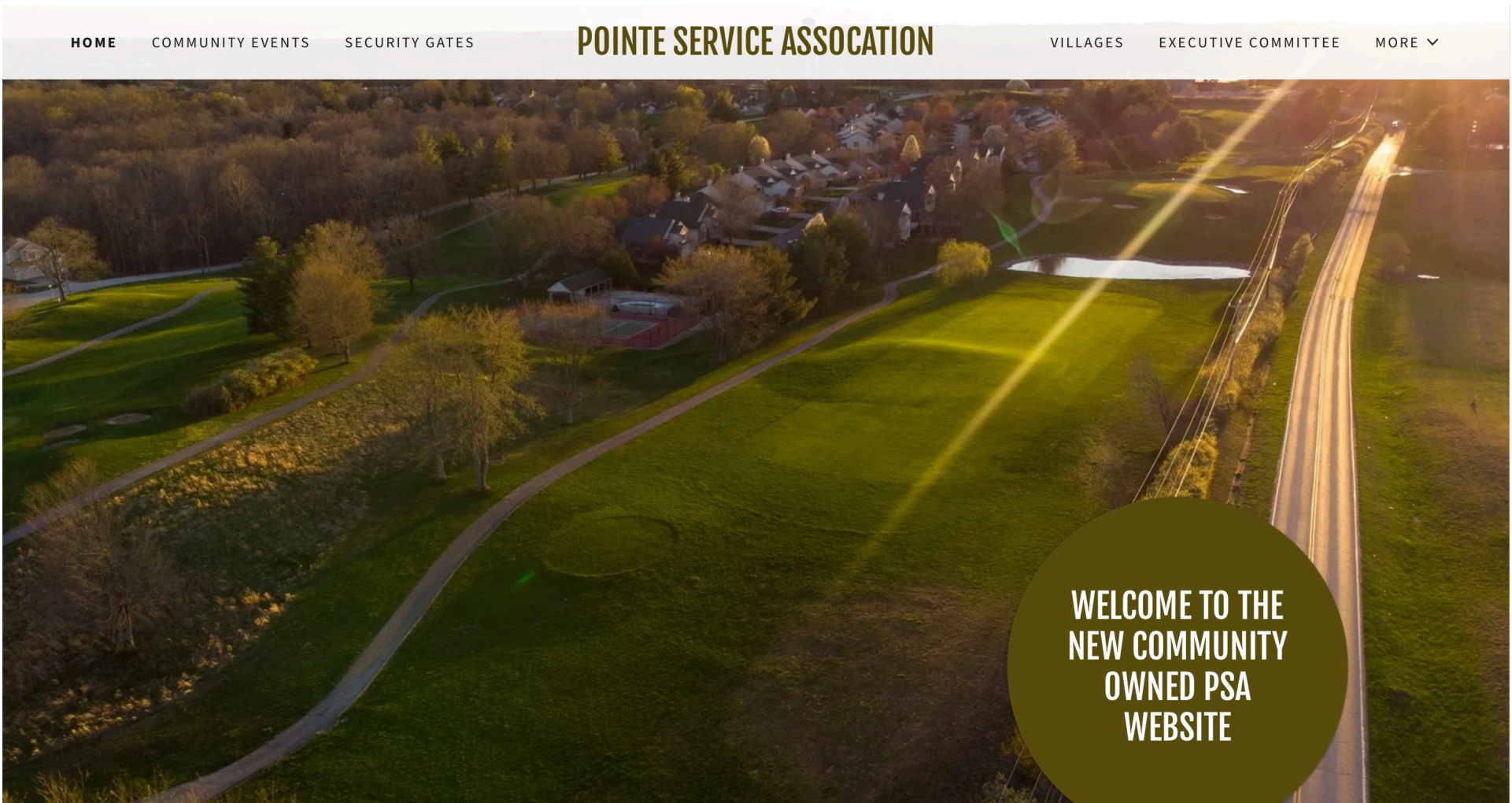
Key Committee Chairs

1. Bill Williams – Food & Beverage Liaison
2. Jack Krajnak – Golf Operations Liaison
3. Mike Cox – Security System Lead
4. Ken Surface – Future Eagle Pointe Projects Lead
5. Bill Jonas - LLC President
6. Betsy Larson - Eagle Pointe Foundation President
7. Mike McCann - Welcome Committee
8. Phyllis Davidson - Volunteer Lead
9. Rich Samuelson - Maintenance Projects Lead

President's Report

*Thank you to Milan and Tony for all of
your hard work!*

President's Report



WWW.EAGLEPOINTEPSA.COM

President's Report

WELCOME COMMITTEE

Mike McCann will lead the Eagle Pointe Welcome Committee.

The committee's goal will be to welcome all new residents, pass on helpful information about their HOAs and the Eagle Pointe community, and invite them to the Town Hall meetings to meet other residents.

TOWN HALL MEETINGS

All residents are invited to attend! Join us at the Clubhouse and ask questions about what's happening in the community, meet new owners, and socialize with your community friends!

Proposed Town Hall Meeting dates: July 20 and October 19

2023 Financial Results

	PSA	GOLF	SAHMS		TOTAL
REVENUES					
Food and Beverage			1,594,824		1,594,824
Golf Operations		881,726			881,726
PSA HOA Assmt Fees	689,499				689,499
Eagle Vision Fees	527,507				527,507
Admin/Property Transfer Fees	52,275				52,275
Other Revenue	75,298	20,360	77		95,735
Total Revenues	1,344,579	902,086	1,594,901		3,841,566
LESS Cost of Goods Sold		79,746	485,939		565,685
OPERATING EXPENSES:	143,887	1,168,637	1,036,776		2,349,300
OPERATING INCOME (LOSS):	1,200,692	(346,297)	72,186		926,581
Fund Balance, Beg of Year	660,839	809,513	2,991		1,473,343
Owner Investments (Including Eagle Vision)	(1,525,653)	1,555,653	(30,000)		-
Fund Balance, End of 2023	335,878	2,018,869	45,177		2,399,925

PSA Budget for 2024

REVENUE		Annual Amount
	Total Income	\$ 862,790
EXPENSES		
	Total Administrative Expenses	\$ 69,547
	Total Security Expenses	\$ 25,135
	Total Repairs/Comm Area Maint	\$ 5,450
	Total Utility Expenses	\$ 14,596
	<u>Total General Operating Expense</u>	\$ 114,728
	Net Income to Fund Other Activities	\$ 748,062
	Anticipated Cash Available to Fund (adds back Depreciation Exp)	\$ 754,061

PSA Budget for 2024

	Anticipated Cash Available to Fund (adds back Depreciation Exp)	\$ 754,061
	Leases, CapEx, LOC, and Deficit Funding:	
KSM Budget	Back 9 Irrigation Lease	13,590
KSM Budget	Greens Mower	12,937
KSM Budget	Toro (Rough mower 2022)	33,479
KSM Budget	Toro RM3575 Fairway Mower	15,960
KSM Budget	Golf Carts Lease	72,746
KSM Budget	PSA LOC Interest Expense	1,000
KSM Budget	Pool Expenses	25,000
KSM Budget	Deficit/(Surplus) Golf Operations	85,941
	Principal payment of the PSA Line of Credit (PSA HOA)	19,880
	Deficit/(Surplus) F&B Operations	(75,000)
	Principal on Security System Loan	28,659
	Road Repair placeholder/actual	-
	Maintenance Projects to be done in 2024	153,425
	Capital Improvement Projects to be done in 2024	65,000
	Capital Improvement Projects to be done in 2024 TBD	150,000
	Total Leases, CapEx, LOC, and Deficit Funding	602,617
	Total Forecasted Cash Surplus/(Deficit)	151,444

PSA Q1 2024 P&L

Budget v. Actual YTD	YTD Actual	YTD Budget
Income		
Total Fees	15,049.60	21,763.00
PSA Quarterly Assessments	199,434.54	198,912.00
Interest Income - Savings Acct	1,395.87	999.00
Total Operating Income	215,880.01	221,674.00
Expense		
Administrative & Insurance		
Total Administrative & Insurance	16,557.25	15,666.00
Total Utilities	4,161.81	5,649.00
Total Amenities - Security	3,262.66	4,808.00
Total Repairs/Common Area Maintenance	1,670.17	556.00
Total Operating Expense	25,651.89	26,679.00
Total Operating Income	215,880.01	221,674.00
Total Operating Expense	25,651.89	26,679.00
NOI - Net Operating Income	190,228.12	194,995.00
Other Expense		
Prior Year Expense	1,923.48	0.00
Net Other Income	-1,923.48	0.00
Total Income	215,880.01	221,674.00
Total Expense	27,575.37	26,679.00
Net Income	188,304.64	194,995.00

Delinquent Accounts

As of March 31, 2024		
Accounts Receivable		
0 - 30 days	\$ 642.28	
31-60 days	797.00	
61-90 days	10,314.60	*
90+ Days	23,263.29	*
Total	\$ 35,017.17	
Number of properties with Liens	12	
Number of properties in Foreclosure	1 (Pending)	
*In Collections	\$ 26,572.21	
	75.9%	

Golf Q1 2024 P&L

Column	A	B	C	D	(Col B vs D)
	Mar 2024	Jan - Mar 2024	Jan - Mar 2023	Budget thru Mar 2024	Actual Compared to Budget
<u>Income</u>					
Green Fees & Cart Fees	41,483	57,539	18,243	20,315	283%
Membership Dues	17,020	48,739	39,516	49,250	99%
Merchandise	8,623	11,212	7,425	7,797	144%
Other Revenue	5,194	10,959	5,585	6,064	181%
Total Income	72,320	128,449	70,769	83,426	154%
LESS Total Cost of Goods Sold	5,641	7,223	6,161	4,834	149%
Gross Profit	66,679	121,226	64,608	78,592	154%
<u>Expenses</u>					
Payroll	39,555	102,500	85,038	95,925	107%
Operations Expenses	25,008	71,215	60,472	69,539	102%
Management Fees	6,558	18,558	18,000	18,540	100%
Financing Activity	1,296	3,997	8,968	7,500	53%
Total Expenses	72,417	196,270	172,478	191,504	102%
Net Operating Income	(5,738)	(75,044)	(107,870)	(112,912)	66%

Sahm's (Food & Beverage) Q1 2024 P&L

Column	A	B	C	D	(Col B vs D)
	Mar 2024	Jan - Mar 2024	Jan - Mar 2023	Budget thru Mar 2024	Actual Compared to Budget
<u>Income</u>					
Income- Restaurants	121,335	264,196	205,019	218,300	121%
Discounts/Comps	(3,659)	(9,327)	(7,080)	(8,350)	112%
Income - Catering	8,736	18,358	7,561	38,480	48%
Other Revenue	-	104	69	300	
Total Income	126,412	273,332	205,569	248,730	110%
LESS Total Cost of Goods Sold	41,945	91,840	59,552	76,298	120%
Gross Profit	84,468	181,491	146,018	172,433	105%
<u>Expenses</u>					
Human Resources	50,626	128,552	89,998	106,482	121%
Operations Expenses	13,506	32,633	36,719	37,095	88%
Marketing Expenses	968	1,807	383	2,700	67%
Facility Expenses	3,007	5,402	3,245	2,670	202%
Admin Expenses	17,287	44,701	41,420	46,927	95%
Total Expenses	85,394	213,095	171,766	195,874	109%
Net Operating Income	(926)	(31,604)	(25,748)	(23,442)	135%



Board Presentation



- ▶ • FY24 Strategic Imperatives
- Golf Strategies
- Range Strategies
- Social Media
- Advertising
- FY23 TrueReview Data

Objective & Strategic Imperatives

The overall goal is to drive revenue in key business segments at the facility, which will be done by focusing on the following Strategic Imperatives – the business objectives with the highest priority in 2024.

- Implement premium pricing strategies to drive growth in GF/CF with a focus on marketing to golfers within a 20-mile radius, taking into account the need for third party promotions during June and July when college classes are not in session and dynamic pricing
- Offer golf and social membership opportunities that cater to the local community and residents
- Focus on revenue growth by customer segment, with the local community and Indiana University students and faculty being key segments
- Drive additional revenue in the golf shop, on the driving range, and in boat and RV storage
- For range specifically: Make Eagle Pointe an active facility via player development programming and lesson programs
- Market the amenities of Eagle Pointe for brand awareness and increased usage: pickleball, bocce ball (coming soon), pool and fitness classes
- Consistently communicate with the database and the local community on news, events, etc. via eblasts, social media, on site collateral and website updates
- Maintain best in class customer service and high customer satisfaction – offering a friendly and welcoming environment

Golf Strategies & Tactics

Key Strategies & Tactics:

1. Implement robust daily fee pricing strategy and tee sheet management practices (Reference 2024 Rates)
 - a. Utilize dynamic pricing to drive rate up based on utilization, weather patterns and historical data
 - b. Seasonal pricing strategy – weekday and weekend - especially during June, July and first half of August
2. Continued marketing efforts to students and faculty at Indiana University – the largest segment of daily fee play during the shoulder seasons
3. Drive daily fee rounds through social media advertising, tracking tee time purchases
4. Continued tee sheet management and pricing practices for weekly leagues and Sunday “Hit & Giggle” group
 - a. More advanced communication on number of players from league organizers and push for tee times over shotguns to maximize public play
5. Drive growth in golf outings, especially in key months when daily fee play is down
 - a. Review all contracts for 2024 to determine where reasonable increases can be made
 - b. Implement Outing PACE Report for sales tracking & reporting
 - c. Continue to use Golf Genius for online scoring
 - d. Employ retention practices for all outings (renewal conversations, contacting lost groups and follow-up surveys)
6. Continue improved data capture practices to gather customer information (Another computer in the pro shop will help.)
 - a. Collect emails from all guests when checking in

Range Strategies & Tactics

Key Strategies & Tactics:

1. Engage KemperSports preferred vendors in fitting days on the range
2. Offer programming to grow the game
 - a. Participate in KemperSports' Player Development Month in June
3. Drive additional range revenue through bucket price increases
4. Investigate partnering with the Indiana PGA to offer PGA HOPE clinics on the range
5. Offer schedule of internal creative golf events to drive engagement throughout the community, especially during under-utilized times and that compliments the golf outing schedule
 - a. Work in partnership with Sahm's on food & beverage offerings

Social Media

Objective:

The primary objectives of social media are to educate, entertain and engage our followership. We will inform our audience of events and happenings on property, attract new business, and establish brand awareness.

Key Strategies & Tactics:

1. Publish consistent content on Facebook & Instagram
 - a. Use tried and true posting themes to share engaging content
 - b. Share user-generated content as appropriate to highlight customer experiences
2. Increase followers, posts and reach on Facebook and Instagram
 - a. Invite non-followers who engage with our Facebook posts to follow/like our page
 - b. Post on the Eagle Point Community in Bloomington, IN Facebook page to communicate directly with that audience
 - c. Include social media icons on all printed and electronic materials, in emails, and on our website
 - d. Tag local businesses as appropriate in posts about events and outings to expand reach
3. Track activity with the Marketing Dashboard

Advertising, Onsite Promotion & Community Engagement

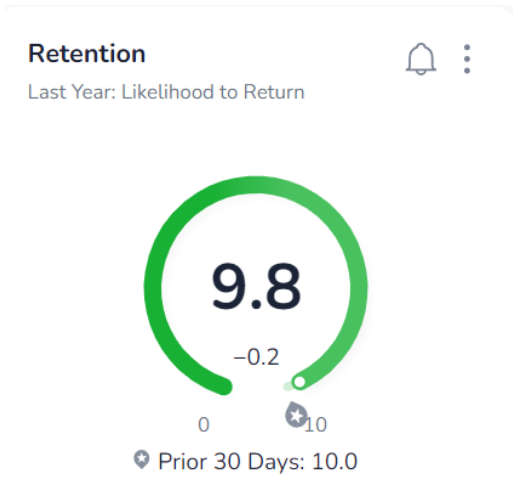
Objective:

The primary objectives of advertising are to connect with our audience (brand development) and to attract new business from outside of our property. Our on-site promotional efforts are designed to connect and influence customers that are currently on property. Commitment to the community is critical for The Golf Club at Eagle Pointe. We will strengthen current and develop new community outreach efforts to engage the local community and also to welcome new people to the facility.

Key Strategies & Tactics:

1. Build promotional materials, such as event flyers, membership materials and an outing guide, in Canva to provide a consistent and custom look for digital and print collateral
 - a. Post flyers in all high traffic areas of the facility for maximum visibility
 - b. Onsite signage via sponsors
2. Implement an effective paid advertising strategy to drive daily fee rounds, programming and events, memberships, golf outings, boat/RV storage, and brand awareness
 - a. Social media advertising campaign on Facebook and Instagram to reach our target audiences
3. Explore other cost-effective advertising opportunities
 - a. ESPN Radio and other local radio stations
 - b. Third party organizations such as Group Golfer
 - c. Rate cards in local hotels, especially surrounding Indiana University
 - d. Boosted posts on Facebook
4. Establish calendar of internal creative events during the golf season using all facility amenities as focal points for golf and non-golf components
 - a. Work in partnership with Sahm's on food & beverage offerings
5. Draft and distribute press releases to local media and share on communication channels as needed
6. Develop key partnerships in the local community for grassroot marketing efforts and with local media for PR opportunities

TrueReview Data



Coming Soon

- Update Facility Capital Plan Suggestions

Food & Beverage Operations



Eagle Vision Summary

- \$1200 Assessment payable over 2 years
- Required a 66% approval vote from the community
- Achieved a 70% approval vote from the community
- Gross assessments charged \$1,160,097
- Amount collected \$1,152,647,000 (99.4%)
- Aged Receivables (as of 2/23/24) \$7450 – in collection proceedings

Eagle Vision Summary



Eagle Vision Summary

PSA PAID OFF OUR LINE OF CREDIT!

January 1, 2023 balance = \$254,880

December 31, 2023 balance = \$0

Eagle Vision Summary

The Strategic Planning Committee set out to accomplish the following:

- ✓ Complete exterior renovations (clubhouse)
- ✓ Complete exterior renovations (Eagles Nest)
- ✓ Complete restaurant renovations
- ✓ Raze Birdies
- ✓ Installed six pickleball courts
- ✓ Renovations to pool and pool deck area
- ✓ Repurposed dilapidated basketball court area to Bocce Ball courts
- ✓ Pay down debt (initial balance \$505,000)

Eagle Vision Summary



Eagle Vision Summary

Vision Going Forward



Maintenance Update

- **BRUCE WALLACE AWARD**
- **RECENT ACTIVITIES**
 - Broken Water Line in The Nest
 - Broken Water Main at the Clubhouse/Restaurant
 - HVAC Inspection
 - Repair Roof of Cabana
 - Landscaping Estimates for Various Locations
- **NEAR TERM FUTURE ACTIVITIES**
 - Stain Deck at Pool
 - Seal and Restripe Parking Lots
 - Lift Stations Inspection
 - Sidewalk



Eagle Pointe Annual Security Update

1. The Eagle Pointe Security System passed one year in-service on March 13. The initial installation company, K&K Fence is no longer responsible for the operation of our Security System.
2. Mackie Properties has been contracted to manage daily Security System gate issues. **To report gate damage contact Mackie at 812-320-4246.**
3. CellGate is responsible for the operation and database management of the CellGate WXL Entry Kiosks. **CellGate can be contacted at 855-694-2837, option 3 for customer support, then option 1 for property resident general support.**
4. Residents can email eaglepointe.gate.help@gmail.com for assistance with Security System issues.
5. Additional RFID stickers or hang tags can be ordered on the eaglepointepsa.com website under the SECURITY GATES drop-down tab.
6. PMI Meridian manages RFID Stickers and Hang Tags.
7. Vehicles are driving around both the entrance and exit at Gate 3 and Gate 5. Boulders will be strategically placed near both gates to stop non-authorized vehicle access to Eagle Pointe.

4th Annual Eagle Pointe Foundation Classic

WHEN: June 7, 2024, Shotgun Start at Noon

Signups begin at 10:30 am

REGISTER: Begins on the Eagle Pointe Web page beginning April 15th

BENEFITS: Landscaping at Eagle Pointe and The Smithville Food Pantry

YOU CAN HELP BY:

Sign up your 4 person team! \$500 / team

Provide an item(s) for the Silent Auction

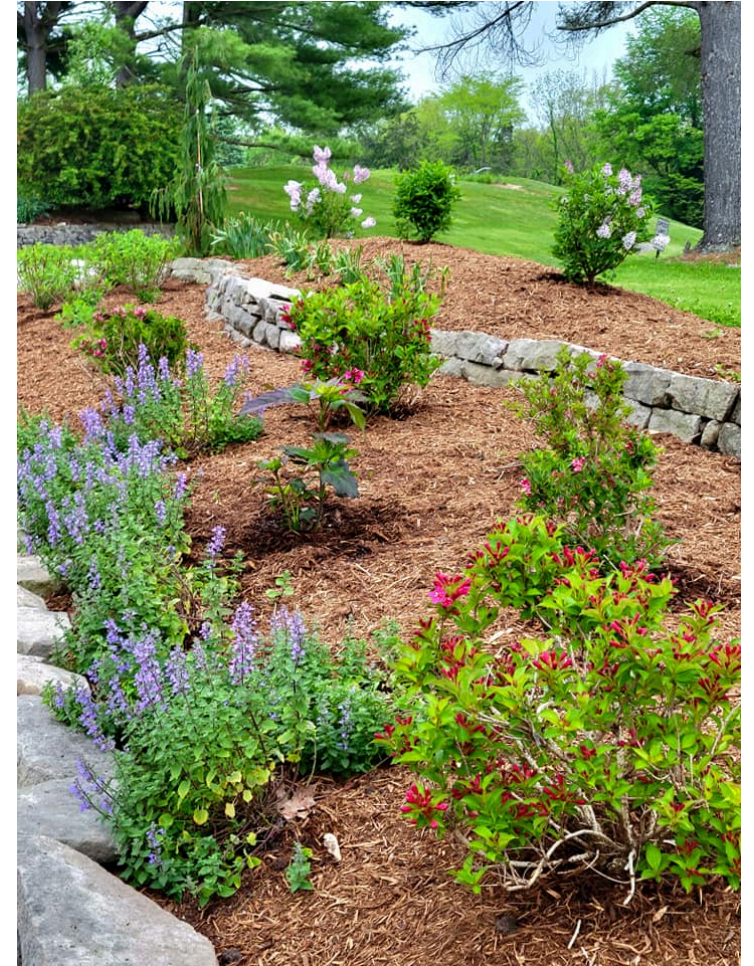
Purchase an item from the Silent Auction—bids open on 6/1

HOA Hole Sponsorships - \$100 / hole

Company / Vendor Donations / Sponsorships

(Driving Range, Beverage Cart, Lunch, Swag)

Eagle Pointe Foundation



Q&A - Adjourn

Thank you to everyone who makes Eagle Pointe a great place to live!

Thank you to everyone who volunteers their time to strengthen our community!

Questions?

STAY CONNECTED

www.eaglepointepsa.com - PSA WEBSITE

www.eaglepointe.com - GOLF CLUB WEBSITE

www.sahmsclubhouse.com - SAHM'S AT THE POINTE WEBSITE