

# HOA Team Building

Getting Your Board of Directors and  
Your Residents Active in the  
Association

# Agenda

- The Goal – Active AND Successful
- Creating an Active Board
- Creating an Active Membership
- Acknowledging Apathy and Using It!
- Continuous Improvement

# Active AND Successful

- Directors attend meetings
- Members attend meetings
- Quality of life continually improves
- Property values are maintained or increase
- Association/Board NOT viewed as “Control Freaks”

# Active AND Successful

- How do we achieve this?
  - Chicken or the egg dilemma
  - Is there a strong Board in place?
  - Are there vocal and active residents?
- Start with what you have
  - Don't force it
  - Pick the easiest path
  - Use external resources as required

# Creating an Active Board

- Identify the existing forces
  - Interested in the overall community
  - Involved for one purpose only
  - Involved for “something to do”
  - Ego trips
- Identify potential players in the neighborhood
  - People attending meetings
  - Volunteers for projects/improvements
  - Vocal members regardless of issues raised

# Creating an Active Board

- **Recruit Interested members**
  - Regardless of their agenda
  - Spread the wealth around large neighborhoods
  - Get as many members involved as possible
- **Develop positive alliances**
  - Bring current and potential Board members together who have common goals
  - Understand all issues and goals of your alliances
- **Develop an agenda**
  - Include all goals....nothing is too big or small
  - Prioritize list with total agreement
  - Continually update the list

# Creating an Active Board

- Decide on roles for balanced representation
  - Ascension to the throne
    - Can you easily rotate top officers?
    - If not, how do you achieve this?
      - How long to take control of Board
      - Choose next President wisely to keep continuity
      - Line up Vice President and future officers
  - Do you need an outside influence
    - Non-Board member pushing agenda
    - Do you need someone to “keep the Board honest”?

# The Controlling Board

- What do you do with this scenario?
  - A small clique of dedicated members
  - Have definite ideas and goals
  - Do not listen to the membership
  - Interpret Covenants too tight or too loose

Start from the other end...with the membership



# Creating an Active Membership

- Find residents with common concerns
  - Encourage them to attend meetings regularly to achieve their goals
  - If the Board is not listening, spread the word
    - Get more people involved
    - Ask on the record to have your issues listed as new business at the next meeting
    - Bring your immediate neighbors along
- If you do not already have neighborhood picnics, Easter egg hunts, etc., ask for these events (or demand them, after all if it's a mandatory Association, it's your money)

# Creating an Active Membership

- Canvas the neighborhood and talk about concerns with any and everyone
  - Let people know you are adding their goals to your list
  - Encourage them to join you as you pursue the goals
- Identify those that are passionate about achieving the goals
  - Encourage, recruit, or draft them into leadership roles
  - Work towards getting those people a seat on the Board

# Creating an Active Membership

- Strive towards placing non-Board members on architecture and welcoming committees, etc.
- Use the same techniques to get people appointed as representatives to the Edmond Neighborhood Alliance and other community based programs, committees and events
- Have a game plan to get to “Creating an Active Board” *(see slides 2-6)*

# The Apathetic Association..... Acknowledging and Using it!

- What do you do when.....
  - You have a strong and energetic Board, but no one comes to meetings (regular or annual)
  - High incidence of failure to pay dues
  - No one seems to care about the positive things happening in the neighborhood

# The Apathetic Association

- Find a rallying point for the membership..... Positive or Negative!
  - Positive and repetitive things and events generate interest
    - Picnics, parties, dedication ceremonies, etc.
    - Repetition keeps the positive in front of the membership
  - Use perceived negatives to create the positive
    - Notify all residents of negative impacts on the neighborhood by the City or surrounding developments
    - If the Association is non-mandatory, start an initiative to make it mandatory
    - In other words, sometimes a little controversy can be a good thing

# The Apathetic Association

- Positives

- Easter egg hunts, picnics, fund raisers
  - Send out multiple notices and post signs at the entrances
  - Get as many people involved in the planning and execution as possible
- Notices, newsletters, etc. about improvements to the neighborhood
- Victories with the City, surrounding neighborhoods, or even negligent homeowners

# The Apathetic Association

- Negatives
  - Start sending out violation letters
  - Carry through on enforcement of Covenants
  - Don't be afraid to use the City Ordinances to help you with violations!!!
  - Collect past due accounts through Small Claims Court
  - Be prepared for the results!

# The Apathetic Association

- Do NOT run from the controversy!
- Make sure the Board is complying with the By-laws and/or Covenants
  - Have an approved budget in place
  - Have an annual audit of the books conducted and published
  - If non-mandatory Association, make sure you have By-laws in place to regulate what your Association can and cannot do!!!



# The Apathetic Association

- Openly and honestly discuss each and every issue at a Board meeting or annual meeting with documented minutes of what was said and done
  - Encourage disgruntled members or “troublemakers” to come to meetings to discuss the issues in a public forum
    - If you are concerned about violence, invite the neighborhood peace officer (regardless of jurisdiction)
  - Invite as many Board supporters (and non-partisan members) as possible to hear both sides
  - Publish the meeting agenda in advance
  - Do not ridicule or antagonize, but let the common goals and wishes of the membership shine through

# The Apathetic Association

- You want to show as many people as often as you can that their rights and property values are being protected
- During these times of controversy, keep looking for potential Board members
  - Vocal, yet rational members
  - Those who bring up “other” issues and desires
  - New blood to the neighborhood

# Continuous Improvement

- The goal is to continually keep the Board and the Association moving forward
- For the Board and the Association to be successful and Active you must keep rejuvenating the Board with new faces
  - Not necessarily all at once
  - If the Association is small, try to rotate members on a regular basis
- Add new events and try different things to get members and residents to know each other
- Talk to other Associations and organizations about ways to keep improving and staying active