

Governors Club Marketing Initiative

As of February 11, 2015

Considering the Immortology Report and the lack of residential real estate appreciation of the majority of Governors Club residential properties, a joint inquiry (POA & Club) was approved and a team formation to be initiated so as to address the issues regarding the lack of growth in overall market values within the Governors Club community.

An ad hoc committee, actually a team, is being formed to address the above and Joe Glasson has agreed to lead this team. The team is now in the process of formation and will have the specific marketing skills and resources to:

- Initially understand, then align as to the overall problems/issues... simply, what got us here and why.
- At same time, understand and support the goals of the project (as laid out by the Board) and adjust accordingly, if necessary.
- Provide additional research, analytics and communications as to the dynamics of marketing a mature limited access community. Gain an understanding of competitive forces and marketing opportunities, gauge the growth of the surrounding area while assuring Governors Club has a continued foothold in attracting new residents and access the realtor community (primarily via the Realtor Relations Committee) for advocacy input and support.
- Access expert resources regarding the issues and goals of this combined effort, both internally and externally.
- Create an overall communications strategy and operational schedule for community information, feedback and support.
- Establish an overall game plan as to providing a set of recommendations to the POA Board for consideration, including strategies, benefits, goals and timeline.

Initial estimated timeline of team is one of limited shelf life, with project completion (not including hand offs) within nine months . Current thinking is:

1. Full team formation by February 15, (includes two POA Board liaisons, one Club liaison, five team members, which will incl JHG, three resident Club members, one resident non Club member).
2. Alignment of issues/overall problem/conceptual goals over two sessions.
3. Research and analytics as to competitive forces, demographics, market targets and asset attraction (how does the community stack up relative to value, attraction, lifestyle, prestige, etc.).
4. Brainstorming as to solutions in support of intended outcomes.
5. Narrow focus to attractive and effective solutions.
6. Effectively work with and communicate progress with Realtor Relations Committee, Long Range Planning Team and Board.

7. Assess solutions as to community enhancement and create a series of benchmarks for assessing progress over time.
8. Once solutions and goals are approved, present an overall communications strategy and plan of execution to the Board.
9. Communicate and execute.

It is estimated that the timeline will involve nine months maximum, with estimated completion of all tasks, as noted, by October 2015. Purposeful dynamic tension is designed into the project (short timeline for such an important project) so as to maintain focus and not have meandering and shot gunning which usually occurs with "committees" which have non specific timelines and lack intense focus.

Once the team is formally assembled, some of the above may be adjusted due to their level of skill, expertise and input.

Respectfully submitted,

Joe Glasson