

**EXECUTIVE VICE
PRESIDENT'S
REPORT**

OCTOBER 2011

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1. General

- A. **By-Law Amendments Adopted** - The Representatives of the Montgomery Village Foundation voted at a special meeting on Monday, Sept. 19, 2011 to approve two by-law amendments to the Montgomery Village Foundation, Inc. By-Laws.
1. **Assessment Ceiling Increase: Article III, Membership, Section 2** was amended to increase the maximum annual assessment payable to the Foundation to \$291.48 per dwelling unit and \$145.74 per multifamily rental unit.
 2. **Capital Contribution Fee:** Creates new Article XVIII and Sections 1 to 10 levying a Capital Contribution Fee (the Fee) upon each transfer of title of a Private Dwelling Unit or Multi-Family Rental Unit ("real property"). Transactions exempted from the Fee are listed in Section 8. The Fee shall be charged to the purchaser of the real property and shall be payable to the Foundation at the closing of the transfer. The Fee shall be 1/10 of 1% of the actual gross selling price of the real property. The Fee will be collected starting January 1, 2012.

The By-Law Amendments have been sent to the Circuit Court for appropriate record keeping. A notice is also being placed in the *Gaithersburg Gazette* for the Capital Contribution Fee and in the *Village News*, several editions. The notices will also be placed in Disclosure packets and sent to attorneys, management companies and title companies.

- B. **Transition to Brickman Landscaping** – The Landscape Services Agreement has been negotiated and currently is being reviewed by the MVF attorney before signature. To allow for an easier transition, Brickman will begin leasing the MVF yard/small office beginning December 1, 2011. Brickman is currently negotiating directly with three of the Homes Corporations that we currently have contracts with, and the fourth has gone out to bid.

2. Architectural Standards

A. Architectural Review

❖ September 7:

Applications submitted by homeowners: **69** modifications + 1 appeal of previous decision

Violations reviewed: **73** modifications + 5 appeals

Discussion items:

- Onsite evaluation of solar panels approved in Shadow Oak
- Possible revision of Overlea storm door criterion

❖ September 21:

Applications submitted by homeowners: **35** modifications

Violations reviewed: **86** modifications + 1 appeal

B. Architectural Compliance

The following statistics reflect the result of various *follow-up inspections and drive-through inspections* in Montgomery Village's residential communities by the Architectural Standards Compliance team as of **September 30, 2011**. ***These statistics reflect the number of properties inspected by the As Compliance Specialists. The average number of violations noted and pursued on each property inspected is three or more.***

1. Statistics

Enforcement		2011		2010	
		YTD	MTD	YTD	MTD
a.	Properties in violation	1,143	142	645	57
b.	Properties in compliance	1,072	110	1,016	130
c.	Exe Committee review	316	13	331	10
d.	Suspended Membership Privileges	414	11	350	20
e.	Lawsuit filed	14	2	8	1
f.	Complaint filed at CCOC	0	0	0	0
g.	Resale Certificates prepared	275	30	288	38

2. Annual Unit (Property) Inspections

- Total Units scheduled to be inspected in 2011 to 2013 (100%) = **8,480**
- Total Units scheduled to be inspected in 2011 [33.3%] = **2,826**
- YTD Units inspected in 2011 [32%] = **2,740**

Once scheduled inspections are completed, follow-up inspections and follow-up notices will continue for all cited properties. Compliance staff will also assist in inspecting properties to see if ARB approvals have been completed as approved.

Unit Inspection Update		
Jan. - July	32%	2,740 units
September 2011	2.65%	110 units
Total YTD	34.6%	2,936 units

C. Architectural Standards Fees (MVF Revenue):

- Total Application Review Fees: YTD: **\$12,250**; MTD: **\$1,225**
- Total Violation Review fees: YTD: **\$9,195**; MTD: **\$575**
- Total Resale Disclosure Packet Fees: YTD: **\$48,600**; MTD: **\$4,450**

D. Commercial/Non-Residential Architectural Standards

The CARC met on October 7. The agenda included the following:

- **Sunrise Senior Living** – landscape plan – design approved pending approval of materials and colors requested to be submitted to MVF
- **Hurley Park Bathhouse** – entryway renovation – approved as modified
- **Aaron’s (Village Center)** – signage – denied for sign submitted. Architectural Standards Director to approve resubmitted sign that meets the center’s sign criteria

Discussion Items:

- Vision 2030 – final report

The next scheduled meeting is December 2.

Other Matters:

- A. The AS Director and the AS Administrator, Andwele Worrell, attended the South Village Homes Corporation meeting on September 28 to discuss at the board’s request a lighting report for the South Village communities prepared by the AS Department and a decision by the ARB and MVF Design Consultant on allowing an option to remove awnings in Dockside. The board will be providing comments at the next board meeting.
- B. The AS staff are working in conjunction with the Design Consultant on finalizing the Design Studies of the Village communities.

3. Communications

A. Publications

- **Village News** – Two issues of the *Village News* were published: Sept. 2 and Sept. 16. Printing contract with Chesapeake Printing and Publishing was re-negotiated to include full color throughout our publications, at a minimal additional cost per issue. This price still falls within 2011 budget numbers per issue.
- **MVF Backstage** – The September 2011 issue was published on Sept. 1.
- **Other Publications** – The Communications Department is promoting upcoming events and corresponding publications, such as the Fall Festival, the Health and Lifestyles Guide and Winter Recreation Guide; advertisements have been/continue to be secured for each. Fall Festival program has been expanded to include more advertising this year. And will be printed in full color. A 12-page program with info and advertisements was printed in the October 7 issue of the *Village News*.

B. Circulation

Carriers continue to deliver the *Village News* on a bi-weekly basis. New substitute carriers are continually being added to the waiting list, and those already on the list have received a fair number of deliveries or have been moved to permanent routes.

C. Events and Sponsorship

- **Montgomery Village Farmers' Market** – Communications staff continues to work with Recreation staff to market and promote the market, mainly through the *Village News*, and by using the market website (www.mvfarmersmarket.com) and MVF and market Facebook pages.
- **Fall Festival and Pumpkin Race** – Advertising/Marketing staff have begun to secure sponsors for this event, building on last year's success. To date, large sponsors, including Capital One Bank for \$4,000 each; Seasons Nursery, TW Perry, Thompson Creek and several smaller sponsors have been confirmed. Final festival plans are being finalized, including promotional banners placed around the community (one in East Village, one at North Creek and one on the Avenue sign).
- **Health and Lifestyles Expo** – Advertising/Marketing staff have begun to secure sponsors for this event, building on last year's success. Several advertisements and tables for the event have been arranged, with and expected sell out. The corresponding Health and Lifestyles Guide will be published on **Friday, Nov. 4.**

In general, preparation for all events has started earlier than in past years, giving the sales and marketing and advertising managers ample time to coordinate with staff and vendors. This effort will allow for greater resources and hopefully larger revenues for events.

D. Committees

- **Historical Book Committee** – Committee members will take turns promoting the book at publicity events including "Arcadia Book Days" at local retail stores, and at MVF events. Initial sales of the book have been positive. Approximately 50 books have been sold. Sales of the Bill Hurley book have increased since packaging the two together.
- **Communications Committee** – A monthly meeting schedule (the first Wednesday of each month) has been established to work specifically on the MVF re-branding/marketing initiative. The Committee met in September and October and continued to outline a marketing plan and specific deliverables to present to the Board. Monthly meetings will focus on details of each part of the plan. The September and October meetings focused on the outline of a new publication (informational magazine), the beginnings of an advertising campaign and presentation to the Board (slated for January 2012). Subsequent meetings will be geared toward finalizing the advertising plan and a Board presentation.

E. **Marketing**

- **MVF website** – The attached site usage report indicates the most viewed pages by visitors for the month of September. These pages include the *Search* feature; *Calendars (community, board and committee)*; *Montgomery Village Facilities*; *Job Listings and Montgomery Village News* web pages. Visitors also used the site to search for information about recreation opportunities, online class registration, Village history, paying their assessments, becoming a Board member and discount amusement park tickets. Top searches for the month included *flea market*, *pumpkin race*, *holiday craft bazaar*, *covenants* and *tennis*.
There were **9,861** visits during August and an average of **329** visits per day. On average, site visitors looked at two to three pages per visit.
Plans to update the MVF website, include restructuring the communities pages, seasonal header graphics, an introductory/splash video and virtual tours of the rental facilities.
- **Twitter** – the MVF twitter account continues to grow slowly and steadily. Currently there are 76 followers (up from 57 last month). Tweets are broadcast several times each day, and interaction with followers/residents has been positive. Several postings from MVF have been “retweeted” by other sources, furthering the broadcast of events and news. “Hashtags” (to call out/search specific topics) will be used in the future to direct users to information on specific topics or events. The Twitter handles is “@MontVillageMD.”
- **Facebook** – the MVF Facebook page continues to grow, increasing followers daily. To date, there are 135 followers (up from 129 last month), but many more access the page. Posts are made several times each day in conjunction with twitter, and average close to 300 impressions each (times they are viewed). The MVF page can be found at www.facebook.com/MontVillageMD.
A separate page has also been created for the Farmers’ Market, which includes updates specific to the market. To date, the page has 57 followers. Updates have included photos, links to articles written about our vendors and “likes” of vendors’ Facebook pages. The farmers’ market page can be found at www.facebook.com/MV.Farmers.Market.
All social media sites can also be accessed directly from the MVF website, either on the home page, or from the “Contact Us” menu under “About the Village.”
- **Architectural Standards Community Design Study** – Communications staff is working with the Architectural Standards staff to enhance the visual appearance of the community design study in progress. The aim is to present the design features in a clear and readable manner, explaining through text and graphics which items can or cannot be replaced, as relevant to the specific communities.

4. **Community Management**

Committee Update:

- A. The MAC meeting was held on October 6. Topics of discussion included the Mid-County Corridor Study and Alternative 4-Modified, the Private Property Maintenance Program for 2012, landscape and snow removal services, and scheduling for 2012. The next tentatively scheduled meeting is Wednesday, February 8, 2012.

Homes Corporation and Condominium Updates:

- A. Financial reports for 15 communities have been completed this month. All PPM fines have been posted to accounts. PPM reports are distributed as requested. Audit has been performed for Thomas Choice Gardens. The next Audit will be for Normandie on the Lake I.

- B. **Christopher Court Land Association** – The 2012 budget has been approved. A drainage repair proposal has been approved and will be scheduled. No Smoking signs have been ordered and have been installed per the County regulations. A new trash can has been installed at the tot lot.
- C. **Eastgate** – Landscaping and Snow Removal RFP's have been sent to six contractors. A decision will be made at the November board meeting. After much discussion, the board decided to withdraw support for the proposed picnic pavilion at Martin Roy Park. Neighborhood Watch signs have been installed throughout the community.
- D. **East Village** – East Village is currently working on two bond bills for lighting and storm water management pond redesign. The specifications for the lighting RFP have been finalized and will be reviewed at the November meeting. Revised proposals to resolve a drainage issue on Wild Ginger Court will be reviewed at the next meeting. Bids received to seal an underground RCP storm drain pipe on Giantstep Terrace will be reviewed. A meeting with Brickman was held to finalize the landscape and snow removal contract. The contract will be considered for approval at the November meeting. Neighborhood Watch signs have been installed.
- E. **Horizon Run** – RFP's have been sent for Landscape and Snow Removal Services. Concrete repairs have been approved and scheduled. Bat exclusion has been approved and scheduled for one row of townhomes. Roof leaks have been repaired. Landscape issues are being addressed. The second gutter cleaning has been done.
- F. **Maryland Place** – Repaving has been completed; parking lines, fire lanes, and reserved parking space markings have been re-painted. Tree inspection was completed and bids are being sent out. Bids for landscaping and snow removal services are being sent out.
- G. **Middle Village** – The 2012 budget has been approved. Security issues are being addressed. Landscaping items and tree removals are in progress. Additional trash cans are being ordered and installed. Landscape and Snow Removal contract with The Brickman Group has been approved.
- H. **North Village** – The split rail fence bids have been reviewed and a contractor has been selected. The work is being scheduled. The board is considering refurbishing the entry signs and will be looking into refurbishing two signs in 2011 and the remainder of the signs in 2012. Private Property Maintenance report was reviewed and follow up inspections are up to date at this time. Storm Drain RFP's have been sent. The 2012 budget has been approved.
- I. **Park Place I** – Building leaks have been repaired. Dryer vent is scheduled for the winter months. .
- J. **Park Place II** – Water issues in one of the buildings have been addressed and repairs are in progress. The 2012 budget has been approved. An outside water faucet has been installed on one of the buildings. Insurance issues and maintenance issues are being addressed.
- K. **Patton Ridge** – A meeting with The Brickman Group has been held to finalize the contract which will be considered for approval at the October meeting. Enhanced lighting will be installed at the tot lot on Spur Hill Drive.
- L. **Stedwick** – Selected trees are being pruned in Clusters I and II, Frenchton Place and the Ridges. Tree removal bids have been sent and bids will be considered at the November meeting. Storm drain inspection and cleaning RFP's will be sent.
- M. **Thomas Choice Condominium** – The budget passed at election. Painting and wood replacement is in the final phase and is expected to be completed at the end of October. Tree trimming is scheduled for the first week in October.
- N. **Thomas Choice Gardens** – Roof stack cleaning is in progress, one roof has been replaced and a second roof is to be replaced in two weeks. Fire alarm and the sprinkler system have been tested. Election materials were approved and the Call for Candidates has been sent to all unit owners. Preventative maintenance is in progress. Parking lot

striping will begin the first week in November.

- O. **Whetstone** – FiOS installation has been completed. The Maintenance Committee is in the process of developing a tree planting list which will be brought to the November board meeting for approval. Seven Norway Spruces are scheduled to be planted.

5. Finance and Administration

A. Assessments and Collections

❖ **Results of Court dates: (2010 statistics in bold italics)**

Date	Cases	Paid	Judgments	Others
January 2011	96 <i>(10)</i>	7 <i>(4)</i>	43 <i>(5)</i>	46 (moved to new date) <i>(1)</i>
February 2011	18 <i>(156)</i>	5 <i>(5)</i>	11 <i>(49)</i>	2 <i>(22)</i>
March 2011	9 <i>(60)</i>	2 <i>(31)</i>	2 <i>(12)</i>	5 <i>(18)</i>
April 2011	114 <i>(2)</i>	71 <i>(2)</i>	23 <i>(0)</i>	20 <i>(0)</i>
May 2011	35 <i>(9)</i>	16 <i>(7)</i>	10 <i>(2)</i>	9 <i>(0)</i>
June 2011	0 <i>(59)</i>	0 <i>(38)</i>	0 <i>(8)</i>	0 <i>(13)</i>
July 2011	115 <i>(62)</i>	52 <i>(37)</i>	33 <i>(15)</i>	30 <i>(10)</i>
August 2011	7 <i>(5)</i>	3 <i>(2)</i>	0 <i>(2)</i>	4 <i>(1)</i>
September 2011	62 <i>(60)</i>	14	37	11
October 2011	66 <i>(22)</i>			
November 2011	9 <i>(2)</i>			
December 2011	<i>(32)</i>	<i>(9)</i>	<i>(15)</i>	<i>(8)</i>

- B. **Interest** in the amount of: **\$2,855.90** was billed to overdue accounts in the month of September 2011, in accordance with the Collection Policy (compared to **\$2,289.35** in September 2010).
YTD charged: \$32,339.19 (compared to **\$27,964.30** in 2010)
YTD Interest Collected: \$18,724.57 (compared to **\$15,772.15** in 2010)
- C. **Delinquent Letters** mailed in September: **1,116** (compared to **1,075** in September 2010)
- D. **Settlements: 34** new homeowners were processed between Sept. 1 and Sept. 30, 2011 (compared to **25** in September 2010). Of those, 31 were homes corporations and 3 were condos.
- E. **Transfer Fees: \$2,550** was collected Sept. 1 to Sept. 30, 2011 (compared to **\$1,875** in September 2010).

6. Government Relations

- A. **Goshen Road Widening** - While the study team continues with the semi-final design and expects to have completed this phase of the project by January 2012, the long term forecast is that final design and right-of-way acquisition will take longer than had originally been anticipated. The current estimate for construction start is FY 2017.
- B. **Midcounty Corridor Study** – On September 27, the Montgomery County Department of Transportation presented the Alternatives Retained for Detailed Study followed by a Q&A that focused on Alternative 4-Modified (Wightman/Brink Corridor). All ARDS (Alternatives 1, 2, 4-Modified, 5, 8 and 9) will continue to be studied. The initial draft environmental impact statement covering all ARDS is scheduled for early 2012.
- C. **Gaithersburg Library Renovation** – Henley Construction Company, Inc., was the low bidder, and the company received its official Notice to Proceed on October 19. They now have 45 days to provide the legal paperwork, submit it, after which time the county will issue the Construction Notice to Proceed. Construction should start in December.
- D. **Wightman Road Geometric Improvements** – The County’s Department of Transportation is fully engaged in their project to bring geometric improvements to the area

of Wightman Road in the vicinity of its intersection with Montgomery Village Avenue/Pleasant Ridge Drive. Note that all improvements will take place within the existing right-of-way.

- E. **Ride-On Bus Shelter for Midcounty Highway/Pier Point Place** is in the works. Permits to construct are expected by late October or early November.
- F. **Craig Rice- Town Hall Meeting** – held on September 26. There was good attendance, and many topics covered.
- G. **TD&PF Meeting on October 4** – focused on discussion of Montgomery Airpark issues, with a brief discussion of the potential ad hoc committee restructuring. No recommendations were made. The December meeting will include a discussion of the Midcounty Corridor Study.
- H. **Zoning Code Rewrite** – The Zoning Advisory Panel (ZAP) has postponed its October meeting until Wednesday, Nov. 30, 7:30 p.m., Planning Board Hearing Room, 8787 Georgia Avenue, Silver Spring. At this meeting, all zones that have not already been discussed by the ZAP will receive attention. Note that Town Sector Zone is a PD, or Planned Development Zone. No information is yet available as to what degree the details of any proposed PD zones will be worked out. But there may be some changes as the committee and P&P staff start to discuss Town Sector and all other non-agricultural/rural/residential zones on November 30.
- I. **Congressional Redistricting** – The Maryland General Assembly is currently in a special session to consider the Governor’s congressional redistricting proposal. The major impact on Montgomery Village is that, if it is approved, it would put all of Montgomery Village in Congressional District 6. No part of the Village would reside in District 4 or District 8, as is currently the case.

7. Landscaping and Public Works

- A. The last month was largely affected by two factors, the number of rainy days, and the eventual closing of the department. The rainy days limited how often we could mow or even get other tasks done. To most people this might not be a big deal, but to me it affects how good things look, and our ability to dictate the schedule versus having the schedule dictated to us. In a more “normal” fall we would be way out in front of our mowing schedule, which would afford us more time to pay attention to detail and to get more other fixed price tasks done on a regular basis.
- B. The rain and loss of staff has led to significant cost savings in terms of personnel expense. We also had a good month revenue-wise in September. This puts us in pretty good shape budget-wise for the year, I’m sure we will end up on a positive note. This in turn will put a pretty big dent in the overall negative balance of the Maintenance Fund.
- C. We are in the process of cleaning up and reorganizing the yard for the Brickman transition, which will take place December 1.

8. Recreation, Parks and Culture

Projects:

- A. Installation of **split rail fence at Hurley Park** started on Oct 18. It is planned to take a week, weather permitting.
- B. The **Lake Marion Community Center deck renovation** is nearly complete. It should be finished by the end of the week.
- C. Plans for the **renovation to the Hurley Park Bathhouse** were reviewed by the MVF Commercial Architectural Review Committee and were approved with modifications. The architect is putting the final plans and specifications together so that it can go out for bidding. It is anticipated that bids will be sent to the December MVF Board meeting for action.

- D. Concept plans for **the construction of a pavilion in Martin P. Roy Park** were reviewed at the October 12 Recreation Committee meeting, which was attended by approximately 35 people. The committee has forwarded the project to the Board of Directors.
- E. Plans and specifications for the **replacement of the gazebo columns in South Valley Park and renovations to the foot bridges in Lake Marion Park and South Valley Park** have been developed and will soon be sent out for bid.
- F. **Pool furniture** was picked up by Criterion Inc. for re-strapping. Other pool furniture is being evaluated.
- G. Engineers working for Montgomery County took **sediment samples** from the sandbar at Lake Whetstone for analysis for their report.

Programs:

- A. The 2nd annual **Great Pumpkin Race and Fall Festival** took place on October 15th at the North Creek Community Center. Seventy-six people participated in the race and approximately seven hundred people attended some portion of the event. This is an increase of 13 in the race and approximately 100 attending from 2010.
- B. The **Seniors in Action** program is now in operation five days a week, which has had a positive impact on registration. The three pronged approach includes book discussion group and arts and crafts on Monday, exercise and energize on Tuesday and Thursday, Wednesday is a social meeting with cards, a monthly pot-luck and ping pong, and Fridays twice a month are documentaries and discussion. Since the fall program has started, 62 participants have attended, 40 of whom have registered as Seniors in Action members. That is more than double the registration of fall 2010, which stood at 17.
- C. The **fall shredding event** co-sponsored with Office Paper Systems took place September 24th at the North Creek Community Center. 3.7 tons of materials were shredded and ultimately will be recycled. That compares to 3.5 tons shredded in 2010.
- D. **Adult Futsal** – this program has grown this season with 58 participants, which is an increase of 10 participants from spring of 2011.
- E. **Teen Futsal** – is new this fall for high school boys. About 20 participants attend this program.
- F. The **Farmers' Market** will close for the season at 1 p.m. on October 29. Plans are being finalized the last day to include a cooking demonstration by the chef from Sunrise, and a new vendor who will be joining the market for the 2012 season. Others have been invited, but declined. Both the Farmers' Market workgroup and vendors, along with others, will be participating in the evaluation of the first season.
- G. **Picton Games on the Go** averaged 13 participants this fall. This is a 25% drop off from spring of 2011.
- H. Seventeen **private rentals** took place since the last monthly reporting period, as compared to 13 during the same time in 2010.

Personnel:

- A. **The Lake Marion Community Center Director** position has been filled, and the new director will start on October 27 so that he can assist with Spooktacular.