

**EXECUTIVE VICE
PRESIDENT'S
REPORT**

SEPTEMBER 2011

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September 2011

1. General

- A. Staff has been working diligently to prepare for the **MVF Representatives meeting** regarding the Capital Contribution Fee (CCF) and Ceiling Assessment Increase. The Reps are scheduled to vote on both measures on Monday, Sept. 19 at the North Creek Board Room. The CCF by-law amendment adds a provision for charging the fee upon the purchase of any private dwelling unit or multi-family apartment complex within Montgomery Village. The fee would be paid at settlement by the buyer and is proposed to be set at one-tenth of one percent of the gross selling price of the property. The fees would be placed in a segregated account to be used to fund new facilities and amenities open to the use and enjoyment of all residents, as well as help offset dependence on assessment dollars to implement these capital projects. The Ceiling Assessment increase is tied to the Five Year Plan (2012 to 2016) and the request is to increase the current monthly assessment of \$20.54 by \$3.75. The monthly ceiling assessment would then be a maximum of \$24.29. The Five Year Plan shows no increases in 2012 and 2013 and projected monthly increases of \$1.25 in 2014 to 2016. Depending on adopted budgets, there is also the possibility that the Board could vote a lesser monthly assessment.
- B. **Landscaping and Maintenance outsourcing** – staff met with representatives of the four affected homes corporations (those that we have active contracts with) and Brickman to assist them with transition plans and respond to any questions that had not been addressed by earlier conversations or correspondence. Brickman gave a presentation about their company and services and set up individual meetings to explore potential contracts.
- C. **Committee Reform** – After meeting for a second time with the Executive Committee, staff developed a packet of information for them to consider and a work session following the September Board meeting has been scheduled. Several suggestions were offered, including the possible use of short-term ad-hoc committees (such as the Long Range Facilities Planning Committee, Vision 2030 Committee and the Farmers' Market Group) as the Board deliberates. The appointment of several more of these shorter term ad-hoc committees might be appropriate to support the Board's work to improve our pathway system for bikers and pedestrians, and provide input on a program scope for the new "MV Fit" initiative to enthruse residents to get in better physical shape through exercise, nutrition and healthy living. Other suggestions were made to restructure existing Committees as well.

2. Architectural Standards

- A. **ARB Meetings:**
- ❖ **August 17:**
 - Applications submitted by homeowners: **69** modifications + 1 appeal
 - Violations reviewed: 3 appeals
 - Discussion items:
 - Onsite evaluation of solar panels approved in Shadow Oak
 - Possible revision of Overlea storm door criterion
 - ❖ **Sept. 6:**
 - Applications submitted by homeowners: **43** modifications
 - Violations reviewed: 5 violation appeals
 - Discussion items:
 - Previously approved solar panels in Shadow Oak
- B. **Total Application Review Fees: YTD: \$11,025 (MTD: 700)**

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 August 31, 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 far greater – usually three or more.***

A. Enforcement Totals

- YTD total number of properties in violation: **1,001** (YTD in 2010: **701**); MTD: **82** (MTD in 2010: **57**)
- YTD total number of properties in compliance – cases closed: **962** (YTD in 2010: 866) MTD: **110** [including 3 lawsuits] (MTD in 2010: **120**)
- YTD total number of violation cases referred to MVF Executive Committee: **303** (YTD in 2010: **298**); MTD: **46** (MTD in 2010: **38**)
- YTD total number of properties in Suspension of Membership Privileges: **403** (YTD in 2010: **350**); MTD: **73** (MTD in 2010: **20**)
- YTD number of lawsuits filed against property owners for violations: **12** (YTD in 2010: **11**); MTD: **0** (MTD in 2010: **2**)
- YTD number of cases filed at CCOC and pending: **0** [compared to **0** in 2010]
- YTD number of properties inspected and certificates prepared for resale: **248** (YTD in 2010: **288**); MTD: **30** (MTD in 2010: **40**)

B. Annual Unit Inspections

- Total Units scheduled to be inspected in 3 years [2011 to 2013] = **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.

C. Total Violation Review Fees:

- YTD: **\$8,620** [MTD: **\$760**]

Total Resale Disclosure Packet Fees:

- YTD: **\$44,150** [MTD: **\$2,950**]

Commercial/Non-Residential Architectural Standards

The CARC did not meet in September. The next scheduled meeting of the CARC is Friday, Oct. 7.

Other Matters:

- A. Continued discussions with a representative from Sherwin-Williams/Duron Paint concerning the vinyl/aluminum manufacturers and colors used in Montgomery Village so homeowners can match these colors with paint. Additionally, this company has been providing the AS Department with color brochures and will be providing color palette charts for staff and homeowners to use when repainting is required.
- B. At the request of the South Village HC Board, a study was done of the light fixtures in South Village communities in order to determine what lights can be changed, what light fixtures need to be retained and where they can be purchased. Additionally, the MVF Design Consultant and the ARB were asked if the awnings in Dockside could be removed if homeowners no longer wanted to replace them. Both the Design Consultant and the ARB determined that this is an important feature which needs to be retained. The Board will be informed of this decision.
- C. The MVF Design Consultant is continuing to update community color palettes. He has completed 21 communities and is currently working on an additional 12 communities.
- D. The compliance staff has done an excellent job of inspecting Village communities and following up on previously cited properties this year. In addition to inspections, various

projects have been assigned to them including copying original blueprints and plats into Jenark to be used as a reference for inspecting properties, organizing documents and photographs used in the department for reference purposes, and assisting with inspecting properties to determine if ARB approved projects were completed as approved.

3. Communications

A. Publications

- **Village News** – Two issues of the *Village News* were published: Aug. 5 and Aug. 19.
- **MVF Backstage** – The August 2011 issue was published on Aug. 1.

Other Publications – The Communications Department is promoting upcoming events and corresponding publications, such as the Health and Lifestyles Guide and Winter Recreation Guide; initial advertisements have been/continue to be secured for both.

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. One carrier has tendered his resignation, and a permanent replacement has been assigned to his route.

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 and New York Life for \$4,000 each; Tires Plus, Seasons Nursery, TW Perry, Thompson Creek and several smaller sponsors have been confirmed.
- **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** – Advanced copies of the book were delivered earlier this month. An initial order of 250 books to be sold through the Foundation has been placed. Anticipated release of the book is Monday, Sept. 12. Copies will be sold for \$21.99 (per contract with publisher) and be offered as a single purchase or packaged with the remaining copies of Bill Hurley's book, "Montgomery Village – A New Town."
- **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 August and September and began outlining a marketing plan and specific deliverables to present to the Board. Monthly meetings will focus on details of each part of the plan. The August and September meetings focused on the outline of a new publication (informational magazine). Subsequent meetings will be geared toward an advertising plan and a presentation for the Board.

E. Marketing

- **MVF website** – The attached site usage report indicates the most viewed pages by visitors for the month of June. 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, paying their assessments, becoming a Board

member and discount amusement park tickets. Top searches for the month included *flea market, pools, soccer, FiOS and Farmers' Market*.

There were approximately **11,000** visits during July and an average of **355** visits per day. On average, site visitors looked at two to three pages per visit (these numbers reflect averages excluding the skewed visits and views for Aug. 5 and Aug. 6.)

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 67 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. The Twitter handles is “@MontVillageMD.”
- **Facebook** – the MVF Facebook page continues to grow, increasing followers daily. To date, there are 129 followers (up from 101 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). Recently there has been more dialogue with residents about specific questions or issues. Responses have included informative answers or direction to the proper staff for handling. 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 55 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.
- **Recognition** – Montgomery Village was selected as one of the top 100 “Best Places to Live” by CNN’s Money Magazine.” The Village ranked 40th on the list, making it Maryland’s highest ranked town with a population between 8,500 and 50,000 people. Staff plans to use this news in a mini-marketing campaign highlighting some of the great aspects of life in the Village.

F. **Personnel**

- **2012 Departmental Needs** – As part of the 2012 MVF Budget Process, the needs of the Communications Department are being assessed and pending final approval of the budget, staff added to help facilitate new initiatives like branding and social media.

4. **Community Management**

Committee Update:

The MAC meeting is scheduled for October 6, 2011. The discussion at the next meeting will focus on the current reserve program, planning for the 2012 Board Member Workshop, and the 2012 PPM program.

Homes Corporation and Condominium Updates:

- A. Financial reports for 15 communities have been completed this month. Draft budgets have been presented to all of the HOAs. Eastgate has opened a new bank account at Sandy Spring. All fine waivers have been posted to HOA Accounts Receivable, and fines are being collected. PPM updates are distributed upon request.
- B. **Christopher Court Land Association** – The new trash and recycling contractor began service on September 1. The annual budget meeting took place and the draft budget has been prepared for approval. Parking violations are being addressed.

- C. **Eastgate** – Seal coating for Wood Edge, Hickory Grove and Kings Point has been completed. The proposed assessment ceiling increase of \$100 per year has been tabled until March of 2012. Draft budget has been approved for publication. The board voted not to support the installation of the Martin P Roy Park pavilion due to a petition receiving negative feedback from several members of the community. Bids are being solicited for landscape and snow removal services. Estimate for street seal coating for the Mews has been requested.
- D. **East Village** – East Village is currently working on two bond bills for lighting and storm water management redesign. Staff met with county officials to discuss the re-design before considering engineering bids. Lighting surveys were completed and recommendations for lighting submitted. Lighting proposals are being prepared for board review. Tree pruning at Gable Field and Candle Ridge are in progress. FiOS Agreement has been approved and a walk through has taken place to review the installation sites. Fire lane painting in Holly Pointe is completed and ongoing reserved parking spaces for those who requested a second reserved space is in progress in Essex Place II. Budget will be presented for approval for publication.
- E. **Horizon Run** – RFPs have been sent for Landscape and Snow Removal Services. The 2012 budget has been approved by the board and has been mailed to the unit owners.
- F. **Maryland Place** – All paving work has been completed. Striping and painting of reserved spaces and fire lanes are being done this week. Annual picnic has been scheduled for Saturday, Sept. 17. A tree inspection has been scheduled prior to the September board meeting. One large tree fell during the storm and did minor damage to a fence. .
- G. **Middle Village** – Storm drain repairs have been completed. Budget meeting was held and the draft budget was approved. A tree removal project was approved by the Maintenance Committee and is going forward. Trash and Security issues continue to be addressed.
- H. **North Village** – The Private Property Maintenance report was reviewed by the board and violation letters have been sent. Additional fence proposals have been requested and when approved, fence repair should begin at the end of September or the beginning of October. The board is in the process of discussing capital Improvements for 2012.
- I. **Park Place I** – Leaks that have been reported in the building have been addressed. Dryer vent cleaning has been scheduled. Permit parking is being enforced.
- J. **Park Place II** – Gutter repairs have been completed. Annual budget meeting was held and budget was approved for mailing. A water faucet installation was approved for one of the buildings. Maintenance and lighting issues are being reviewed. Permit parking is being enforced.
- K. **Patton Ridge** – Staff is still waiting for the official permits from the county to begin work on the Quill Place dry pond repair. Greenside Terrace entry way planting has been completed, and all entry ways are being reviewed for improvements. Additional reserved parking on Bazzelton Place is scheduled for September 15th. Modifications are being made to the Spur Hill tot lot to make it safer for the residents.
- L. **Stedwick** – At the August meeting, the Assessment Ceiling increase was approved. The Maintenance Committee is currently soliciting bids for pruning in Clusters II and Frenchton Place. The board is soliciting bids for erosion repair at the Battleridge stream side and the Wayridge storm water structure.
- M. **Thomas Choice Condominium** – Painting and wood replacement has been started. Sheds have had the T111 replaced and painted. Annual meeting has been re-convened to September 26th. Inspection has been completed to trim all large trees 6-8 feet from the building. Roof leak caused ceiling damage in one unit, however the roof was under warranty. Termite treatment has been approved for the sheds.
- N. **Thomas Choice Gardens** – There were several underground water line breaks and some roof leaks from the heavy rain events. In addition there was an interior pipe break between the floors within the concrete. All incidents are being handled. Call for Candidates was mailed to all of the homeowners. All rotted wood has been replaced and fences have been repaired and painted for a cost of \$86,500.
- O. **Whetstone** – The board approved an increase in the number of mowings per year. Tree

pruning and removal projects are completed. Crackfill project is scheduled for beginning of November. Budget has been approved for publication.

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>			
October 2011	66 <i>(19)</i>			
November 2011	<i>(6)</i>			

- B. **Interest** in the amount of: **\$3,581.60** was billed to overdue accounts in the month of August 2011, in accordance with the Collection Policy (compared to **\$2,855.71** in August 2010).
YTD charged: \$29,483.29 (compared to **\$24,964.30** in 2010)
YTD Interest Collected: \$16,803.85 (compared to **\$14,414.56** in 2010)
Reminder Notices mailed in August: 2,544 (compared to **2,447** in August 2010)
- C. **Settlements: 26** new homeowners were processed between Aug. 1 and Aug. 31, 2011 (compared to 49 in August 2010). Of those, 24 were homes corporations and 2 were condos.
- D. **Transfer Fees: \$1,950** was collected Aug. 1 to Aug. 31, 2011 (compared to **\$3,675** in August 2010).

6. Government Relations

- A. **Goshen Road Widening** – The study team is progressing with the semi-final design, which is expected to come in around January 2012. A public meeting will be scheduled for sometime in the winter of 2012.
- B. **Midcounty Corridor Study** – the county's Facility Planning Team continues working on a detailed analysis of the Alternatives Retained for Detailed Study (ARDS). The county is hosting a community meeting on Monday, Sept. 26, 7:30 to 9:30 p.m., at Goshen Elementary School, to recap all of the ARDS and to answer questions, especially about Modified Alternative 4.
- C. **Gaithersburg Library Renovation** – announcement of the successful contractor will be announced shortly.
- D. **TD&PF Committee** will meet on Tuesday, Oct. 4 and will discuss Montgomery Airpark issues and the potential MVF committee restructuring initiative.
- E. **Centerway Road pedestrian safety** - regarding a recent concern about the lack of a painted crosswalk on Centerway Road at its intersection with Club House Road, the DOT engineer who placed the existing improvements at that location says that most of the pedestrian activity there is related to the bus stop. He says if both sides of Centerway Road were heavy residential and if the commercial center was of the type that draws a lot of walkers, he would have installed a pedestrian crosswalk. But because most of the residential is on the south side of Centerway, most pedestrian activity from the neighborhood from the north side of Centerway usually happens on the weekend when traffic tends to be lighter. He also noted safety concerns about installing a marked crosswalk, noting that such crosswalks with a low concentration of pedestrians disappear in

the driver's mind because they rarely see a pedestrian. This, combined with the false sense of security a pedestrian gets from a marked crosswalk, is a dangerous combination.

- F. **Centerway Road Pedestrian Tunnel** – flooded (4-5 inches of water and mud) during the recent heavy rains. There is some concern that when the MCPS contractor built the ADA sidewalk on the Whetstone Elementary School side, it was not properly graded and promotes tunnel flooding that had not been apparent prior to the recent construction.
- G. **AvalonBay Rothbury Apartments** – the signage announcing the DPA to convert two existing apartments from an office and a model will be removed shortly.
- H. **Redistricting** – The Maryland General Assembly will hold a special session beginning October 17 to discuss congressional and legislative redistricting and a possible gas tax hike. The Montgomery County Redistricting Commission has recommended to the County Council that it accept the Spence (Democrat) proposal. This proposal keeps all of Montgomery Village in Councilmanic District 2. The County Council will schedule a public hearing on this proposal in the fall.
- I. **Zoning Advisory Panel (ZAP)** will meet in Silver Spring on September 21 to discuss the zoning code rewrite. The panel's discussion on Town Sector has been delayed until the October 19 meeting of the ZAP.
- J. **Maryland Legislative Action Committee** met on September 12 to discuss bills that are likely to be re-introduced in the 2012 legislative session. These include Manager Licensing, Mandatory Reserves Funding, Association Registration, Dispute Resolution, amendment to the Towing Bill and amendment to the Condo Act to allow resident manager to enter private premises in event of emergency.
- K. **Montgomery County Commission on Common Ownership Communities (CCOC)** will hold its annual forum on Saturday, Oct. 15, from 2 to 5:30 p.m., Executive Office Building, 101 Monroe Street, ground floor cafeteria.
- L. **MVF Election and Nominating committees** met in late August to made recommendations to go to the September Board meeting.
- M. **CAI Class on Electronic Voting** – staff attended a 3-hour class on e-voting.

7. Landscaping and Public Works

- A. With the Landscaping Department staff being formally informed of their department being outsourced, there was a definitive shift in staff morale. However, the staff has continued to come in and get the work done (there was a little change in their attendance). Before Hurricane Irene struck, we were able to complete a lot of tree work, which contributed to a good bottom line for the month. There also was some cost savings realized on personnel costs, and not having to make the contribution to reserves.
- B. Initial reconnaissance after the hurricane gave the impression that not much damage was done. But after a few days, we received many reports of trees being down. In the areas that we maintain—MVF properties and four homes corporations—we had a total of about twenty trees down with very little property damage. A couple of weeks later, we survived “monsoon week” with very little damage as well. With ten inches of rain and some nice autumn weather, we will be busy mowing turf for the next couple of weeks.

8. Recreation, Parks and Culture

Projects:

- A. The Recreation Committee held a public hearing on the proposed pavilion in Martin P. Roy Park on September 6. About ten residents of the Eastgate community attended, sharing concern about the proposed location of the pavilion. The architect has been asked to look at potential alternative sites in the park for the pavilion. A presentation is also scheduled for the Eastgate Homes Corporation meeting September 13. The project will again be considered at the October 12 Recreation Committee meeting.
- B. Bids for replacing the split rail fence in Hurley Park have been solicited and received. Staff is recommending awarding the contract to the low bidder, Frederick Fence Company. Upon

- approval of bid, work will be completed this fall.
- C. Winterization of the Foundations pools has begun. Immediately after the pools closed for the season, staff began the process of treating the pool water and safeguarding the pool and facility against winter freeze.
 - D. Staff, along with Architect Tom Taltavull, are developing bid specifications for renovations to the Hurley Park bath house. Renovations will include replacing the roof and siding and enclosing the front porch area, as well as making several modifications to the interior space to maintain the building's ADA compliance.
 - E. The North Creek Lake Park path paving project is nearly complete. All that is left is to backfill the path edges with topsoil and seed and straw the backfilled areas.

Programs:

- A. Labor Day weekend was the last weekend for boat rentals at Lake Whetstone. Despite the inclement weather over the weekend, Sunday was one of the top three days for revenue this season with \$132 income. The best day of the season was Memorial Day with \$253 income. As has been the trend in years past, paddle boats are rented the most with 393 rentals. Canoes had 83 rentals and rowboats were rented 69 times over this season. We rented to 373 Village residents and 176 non-residents. The later part of the day (3-7 pm) was the most popular having 283 rentals versus the earlier time period (11 am to 3 pm) having 201 rentals for the season.
- B. Creative Playtime Preschool Program started on 9/6 and 9/7. There are a total of 34 children enrolled in both age groups. That is a 6% increase over fall 2010. A new Teacher Assistant, Linda Innes, was hired last month to replace Betty Williams who resigned after 13 years with MVF. Linda is a Village resident.
- C. The Challenger British Soccer Camp concluded successfully and featured twenty-two participants, up from twelve in 2010.
- D. Seniors in Action has begun a new season and has returned to Stedwick CC. Twenty-two seniors attended the Adventure Island Picnic with City of Gaithersburg and Rockville.
- E. Preparations for the Great Pumpkin Race and Fall Festival are underway. To date 31 "kits" have been signed out, and our budgeted sponsorship goal has been surpassed.
- F. The last "Rake the Lake" cleanup event of the year was held on Saturday, Sept. 10. Approximately 25 volunteers assisted with the Lake Whetstone cleanup. There was a lot of debris from the large amount of rain that we had earlier in the week.