

PROPOSED 2021 STRATEGIC GOALS

1. Enhance Resident Services/Opportunities

- Increase efforts to survey residents on program/services satisfaction.
- Start to manage the new Bloom Association (500 homes eventually)
- Begin process of updating Architectural Standards Community Criteria
- Implement process to go cashless at the MVF Offices for assessment payments

2. Continue Plans to Make Montgomery Village Foundation a “Green” Operation

- Develop comprehensive energy savings plan for all MVF facilities.
- Continue to implement plan to increase forest areas on MVF properties.

3. Continue to implement Vision/Plan for Future MVF Land Use – “Vision 2030”

- Coordinate review of development plans, facilitating community meetings, ensuring CARC oversight, etc.
- Provide support to businesses and commercial property owners seeking assistance with county/state economic development programs.

4. Continue to enhance Communications and Marketing Strategies to increase outreach to residents and others

- Implement *Village News* quarterly with Recreation Guide inserts. All other publications will go digital.
- Continue to expand social media interaction with residents through Facebook, Instagram and Twitter postings; increase presence on other platforms as appropriate.
- Implement a Welcome message video on the MVF website.

5. Continue to implement Recreation and Parks Strategic Plan

Programming:

- Rebuild recreation offerings (community center rentals, user fee program, and special events) which were impacted by the COVID-19 shutdown, including engaging residents on what they would like to see included in offerings for 2021/22.

Special Events:

- Introduce cultural elements to special events that reflect the diversity of our community.

Aquatics:

- Continue managing the major renovation of North Creek Pool and bathhouse facilities – pool to be open to the public for the 2021 pool season.
- Implement modifications to the activity card process which will not require residents to update their activity card every 5 years.

Facilities:

- Implement the repurposing of Watkins Mill Pool site to an outdoor fitness space
- Make improvements to the North Creek Community Center to ensure the whole facility receives an upgrade during the construction closure for the North Creek Pool and bathhouse renovation.

Parks:

- Define MVF pathways and publicize their location and distances
- Finalize plans for new park at Bloom Village