

**Caughlin Ranch Homeowners Association  
Strategic Plan - Fiscal Years 2020 thru 2024**

**Mission Statement:**

The Mission of the Caughlin Ranch Homeowners Association is to promote the common interests of its members, to preserve and enhance the quality of life of its residents, and to provide for the management, maintenance and care of the community known as Caughlin Ranch.

**Vision Statement:**

Caughlin Ranch, a preferred northern Nevada Master Planned Community, aspires to be a great place to live, work and play that is enhanced by the beauty of its natural environment.

**Core Values:**

We will achieve our Mission by responsible means that will be consistent with our Core Values.

The following Core Values shall be applied in providing a high level of service to our community:

**Integrity**

We will adhere to the highest standards of ethical conduct and honesty.

**Respect**

We value empathy, courtesy and fairness towards all.

**Responsibility**

We will provide quality services in a reliable, dependable and fiscally responsible manner.

**Cooperation**

We will operate in a fair, flexible and balanced manor.

**Diversity**

We will recognize and honor the diversity of interests within Caughlin Ranch.

**Goals:**

1. Strengthen the CRHA Brand and Community
2. Develop and Maintain Operations Manual
3. Adopt Practices
4. Resource Development and Conservation
5. Define, document and clarify relationships with outside entities with interests within CRHA; City, County, State, U.S. Government, Steamboat Ditch, etc.

The following Objectives pertaining to specific Goals were established for budget and other considerations going forward.

***The General Ledger code assigned to the 2020 Budget line item, or an applicable statement will be noted in parenthesis ( ) next to each 2020 Objective.***

**#1 - Strengthen the CRHA Brand and Community:**

- 1.1 Signage for DeerCreek **(If approved by DeerCreek members, signage will be at their cost)**
- 1.2 Standardize all signs; color, layout, etc. **(4760 and/or 8160)**
- 1.3 Change name of Annual BBQ to “Homeowner Appreciation BBQ” **(4130 or 4760)**
- 1.4 Common logos on all signage (notices), letterhead, etc. Consistent Branding. **(4130 or 4760)**
- 1.5 “Customer Service” survey via website or mail to obtain feedback from residents who make contact with staff members in the office and field **(4130)**
- 1.6 Renumber/reassign Caughlin Creek entry/exit gates
- 1.7 More family-oriented events other than annual BBQ
- 1.8 Increase attendance at CRHA events by mid-2020
- 1.9 Aspire to provide excellent customer service
- 1.10 Foster culture of appreciation of homeowners
- 1.11 Form a group to promote and/or seek to increase homeowner attendance at Board Meetings.
- 1.12 Customer Service: solicit feedback, encouragement of objectives; criticism of operations, broad cast of work scheduled and new projects, feedback of all events, rotation of staff responsible for events
- 1.13 Weekly farmers market
- 1.14 Weekly or monthly food trucks
- 1.15 Christmas get-together or caroling

**#2 – Develop and Maintain Operations Manual:**

- 2.1 Define website management and how items get posted to the CRHA website and how/when they are removed **(No budget impact)**
- 2.2 Better understanding of CRHA procedures and standards
- 2.3 Image (scan) documents **(4130)**

**#3 - Adopt Practices:**

- 3.1 Safe walking paths **(8140)**
- 3.2 Rock wall repairs as needed **(4775 – new line item)**
- 3.3 Inventory rock walls; identify type and maintenance requirements to be included in 2020 Reserve Study Update **(4302 – majority of work completed in 2019)**
- 3.4 Hire full-time compliance officer **(4106-5 – new line item)**
- 3.5 Determine if there are sprinklers that can be turned on by non-landscape persons in an emergency (fire)
- 3.6 Increase patrol hours and days
- 3.7 Have Fire Dept. evaluate ponds and abutting areas to determine how they can be utilized in a fire crisis
- 3.8 Strategic video surveillance for security purposes
- 3.9 Foot patrol during at risk hours
- 3.10 Patrols that include residents to identify neglected failures and areas for improvement

**#4 – Resource Development and Conservation:**

- 4.1 Identify additional xeriscape project areas for future consideration **(No budget impact)**
- 4.2 Water Project expansion **(4302)**
- 4.3 Solar and LED lighting replacements **(4302)**
- 4.4 Explore value adding projects **(No budget impact)**
- 4.5 Re-evaluate salaries and benefits for employees to keep CRHA competitive in labor market **(No budget impact)**
- 4.6 Purchase/install temperature controlling unit in small conference room **(4130)**
- 4.7 Irrigation technology enhancements
- 4.8 Add roof solar panels to 1050 and 1070 Caughlin Crossing
- 4.9 Tree Inventory update
- 4.10 Expanded lot for landscaping equipment/crew.
- 4.11 Provide a garage or large shed to house maintenance equipment currently stored outside. CRHA has a large vacant lot used for storage and to process landscape materials

**#5 - Define, document and clarify relationships with outside entities with interests within CRHA; City, County, State, U.S. Government, Steamboat Ditch, etc.:**

- 5.1 Renew CRHA map including City vs. County and other properties such as Steamboat Ditch, etc. **(4130)**
- 5.2 Relationship with CCCC and service providers
- 5.3 Tap into census data to get demographics

**Possible Mottos for consideration by Ad Hoc Signage/Branding Committee:**

- Nature lives here to preserve our natural setting and wildlife
- Caughlin Ranch is a great place to live, work and play
- A neighborhood you can live in
- A neighborhood for neighbors

**Accepted by the Board of Directors at a duly noticed meeting on September 25, 2019.**