

# **Brandermill Community Association Pools – Determining a Path Forward**

Neighborhood Residents Council Meeting

September 25, 2012

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# Goals

- ▶ Visual perspectives on pool status
- ▶ Current usage and financial model
- ▶ Current action steps

# The Competition



# Charter Colony





# Charter Colony – 2





# Hampton Park – Pool 1





# Hampton Park –Pool 2





# Magnolia Green





# The Brandermill Pools



# St. Ledgers





# North Beach



# Harbour Pointe





# Pool Operations

Current BCA Yearly  
Assessment: \$432

	2012
Pool Revenues (actual based on 565 memberships)	227,487
Pool Operating Costs (projected)	247,600
LOSS!!!	<u>++\$20,000++</u>

# Membership History

## BCA Pool Memberships

	2006	2007	2008	2009	2010	2011	2012
<b>Resident</b>	514	590	591	541	520	549	499
<b>Non-Resident</b>	67	71	99	106	90	96	66
<b>Total</b>	581	661	690	647	610	645	565

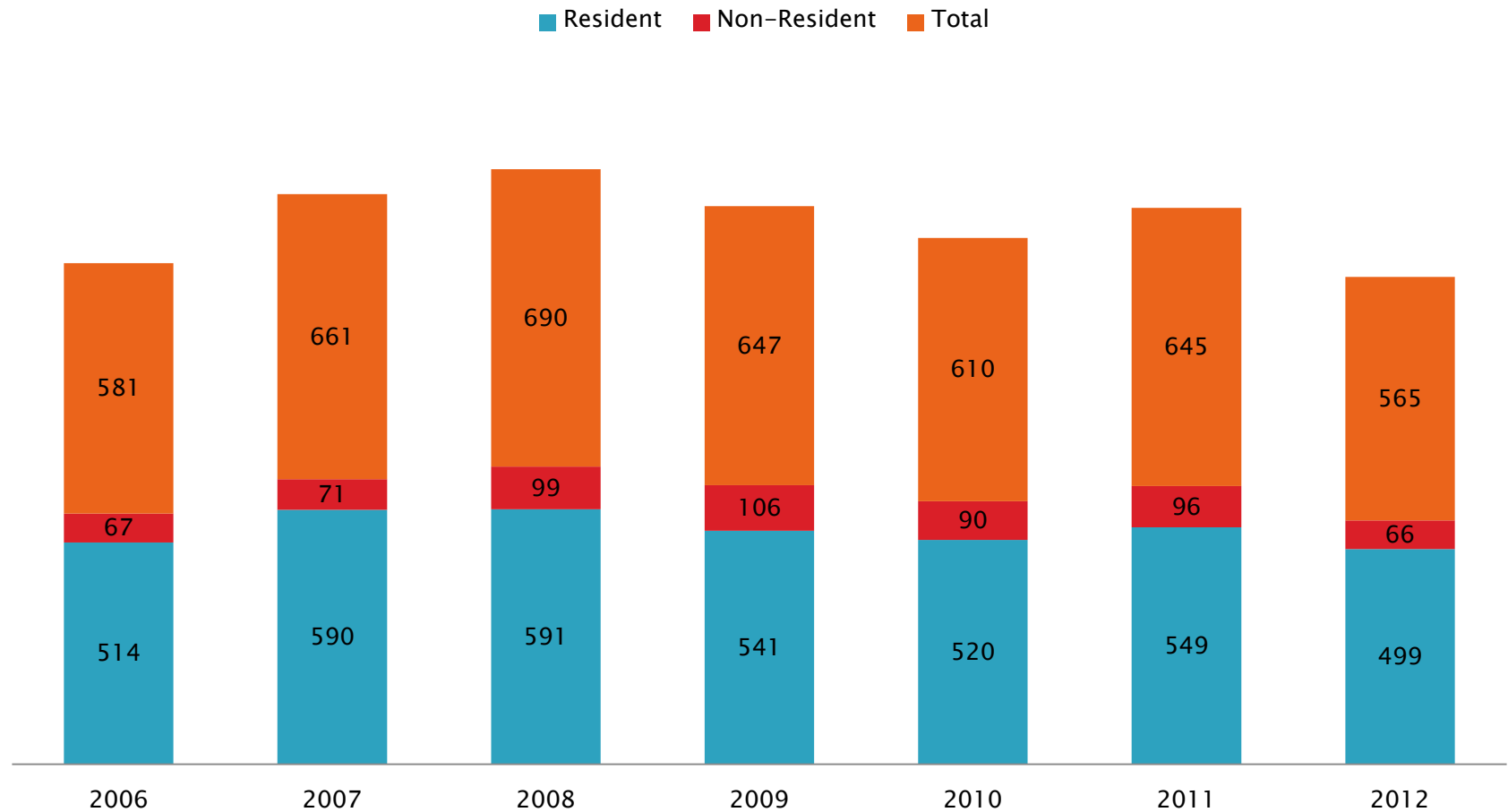
**Non-Brandermill**

**Residents                    11.5% 10.7% 14.3% 16.4% 14.8% 14.9% 11.7%**

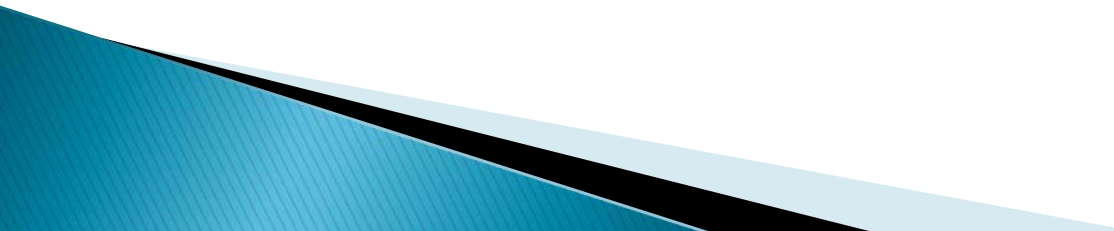




# Memberships by Residency



# Community Subsidy of Pools

- ▶ The entire community currently contributes over \$120,000 per year (\$30/yr. per residence) to provide adequate repair and replacement funding for the various pool property assets (Reserve Fund).
  - ▶ Additional repairs and investments are needed
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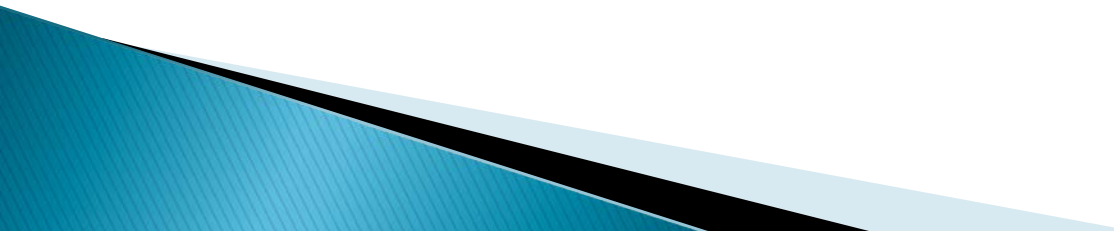


# Community Subsidy (cont.)

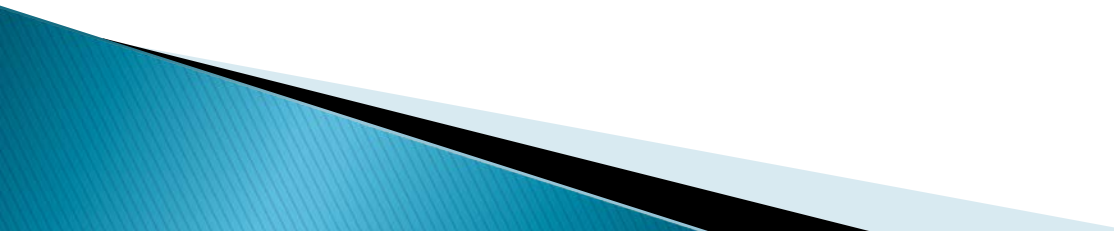
- ▶ Under the current model, these reserve funding requirements and additional capital expenses will always be paid by the community.
- ▶ Therefore, if nothing changes from the current model, every member of the community will always subsidize the pools.



# If nothing changes. . .

- ▶ Reserve funding requirements will always be paid by the community
  - ▶ Additional capital costs will always be paid by the community
  - ▶ Indirect costs will always be paid by the community, and
  - ▶ Operational shortfalls will always be paid by the community.
- 

# What is Universal Pool Access?

- ▶ Universal Pool Access (UPA) means that each resident will have access to the three neighborhood pools without any additional user fees. Assessments for residential members would be increased to cover the operating costs of the pools.
- 



# What is the capacity of the pools?

- ▶ Based on pool water surface area
  - Per Higgins & Gerstenmaier Report – October 2011
    - Combined 19,947 s.f. of pool surface area
    - 2,216–2,493 individuals in the water at the same time
    - Earlier analyses suggest that the figure is **closer to 740 people.**





# Bottom line?

- ▶ In addition to the subsidy that BCA residents already pay . . .
- ▶ UPA would cost an additional \$79/home for full family access to the pools.

**What's next???**

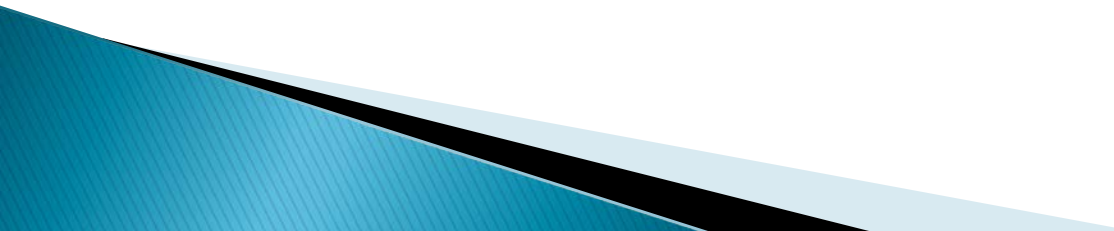


*"There are known  
knowns. These are  
things we know that we  
know. There are known  
unknowns. That is to  
say, there are things  
that we know we don't  
know. But there are also  
unknown unknowns.  
There are things we don't  
know we don't know."*

*Donald Rumsfeld*



# PARC

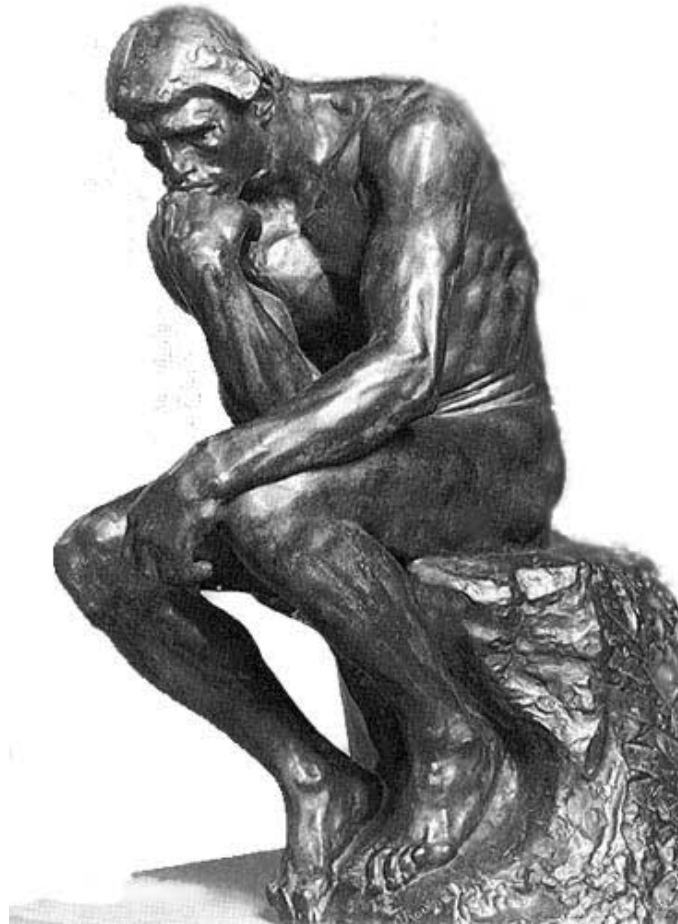
- ▶ **Parks, Amenities and Recreation Committee (PARC).** PARC strives to improve the community lives and property values of the residential and commercial members of the Brandermill Community Association by enhancing and expanding the facilities of the community, which include the swimming pools, parks, trails, marina, boat storage, and playgrounds.
  - ▶ Issued an RFP in June 2012
- 



# Help!

- ▶ September 2012 – Board approved Contract with Club Source Design, PLC
  - Determine capacity of existing parking, pools and associated decking, and restroom facilities;
  - Factor the potential increase of facilities needed (if any) should BCA implement UPA
  - Develop a construction budget range for findings

# What if . . .





# Harbour Point looked like this?



# Or St. Ledger's like this?





# Or North Beach like this?



What direction do you want the pools to go?

"The future belongs to those who see *possibilities* before they become obvious."

— John Scully





# Questions?

