



The program would be divided into two phases:

Phase One: Master Plan

1. *Information Request:* We will initially collect information about your Community and facilities, including existing conditions plans.
2. *Discovery Visit:* We will visit River Valley to conduct an on-site review of the existing facilities, verify the existing condition plans, conduct staff interviews and develop a photographic library for reference photos. This will allow us to understand the current state of the facilities and prepare a set of documents we can use as the base planning document.
3. *Goals and Programming:* McMahan will meet with the Planning Committee to establish goals and spatial requirements for the Ranch House, pool and tennis facilities and related areas. We will use this input to develop a written goals for the project and prepare an Architectural Space Program that we will apply to the various areas. This will be especially important to assure options under consideration include a standard set of features and benefits.
4. *Master Site Plan and Conceptual Floor Plans:* We will prepare an initial set of site and floor plans to review with the Committee. We will work with the Committee over a period of several months to review and revise the plans until there is consensus that the plan meets the goals and program effectively. We will prepare an opinion of probable cost for each of the solutions as they are developed to aid in judging and selecting from the options and developing realistic solutions.
5. *Phasing Program:* McMahan and the Committee will discuss priorities, budgets and other factors to prepare a phasing plan to guide the implementation of the plan.
6. *Board Review and Approval:* The Committee approved facilities roadmap and potential phasing plan would be presented to the Board and we will seek their approval to socialize and test the plan with the homeowners.

Phase Two: Homeowner Communications and Testing

1. *Presentation Graphics and Illustrations:* McMahan will prepare color drawings of the master plan to make it easy to follow the project segments/potential phases included in the plan. We will also develop up to four (4) artist renderings, with a mix of interior and exterior views. Additional renderings are available at an additional cost.
2. *Storyboard and Improvement Plans:* McMahan will work with the Committee to develop the PowerPoint to be used in homeowner meetings and the master plan booklet that will be sent to the homeowners after the initial rollout. This would include information about the proposal such as the rationale and strategy (i.e., how it addresses trends in usage and facilities, accommodates Community growth, changes in use/demand at River Valley Ranch, addresses existing conditions that need repair, etc.), conceptual plans and renderings, the budget and financial plan, potential schedule and other relevant issues.
3. *Homeowner Briefings:* The Committee and McMahan Group would lead a series of informational meetings to present the plan to the Community. It will include all aspects of the program, from initial goals through potential cost and funding scenarios. The sessions would feature the PowerPoint presentation as well as an interactive discussion and question and answer session. As part of the program, we will organize the speaker roles and have a dry-run with the presentation team in advance of the meeting. Most of our clients would record one of the meetings to link on the website.



(continued)

4. *Feedback Survey:* Following the meetings, the master plan booklet will be emailed as a flip book to all members, and we would send with it a survey designed to collect homeowner feedback on the preliminary concept, including satisfaction, priorities and financial and voting support. This is a critical step in the process as it gives the Community the opportunity to provide feedback to the leadership. It is an effective engagement process on the homeowner side while it gives the River Valley leadership data it needs to prepare a recommend plan for homeowner voting. We typically see excellent participation in the feedback survey because of the nature of the topics being discussed. It provides an accurate picture of homeowner sentiment, elicits good ideas that can improve the plan and sets an overall positive tone among homeowners.
5. *Analyze and Recommend:* McMahan will tabulate and analyze the survey results and prepare a Consultant's Opinion letter featuring our recommendations on how to proceed with the plan, including potential modifications that would improve the concept or increase homeowner support so that it stands the greatest chance of approval.
6. *Final Proposal:* McMahan will work with the leadership to develop a recommended plan to submit to the Community for voting approval This could include revisions to the concept, financial plan or other aspects of the program as the feedback demands. The final plan will then be communicated to the homeowners with the modifications noted and a vote would be taken on the matter.



(continued)

McMahon's process is specifically designed to help communities and clubs with shared assets and diverse interests reach consensus on their capital improvement plans. It gives the committee the opportunity to lead while also being open to homeowner input, which reflects positively on the leadership and Community and builds support for action.

Thank you for your interest in our services. We would welcome the opportunity to work with you on this important program. Please let me know if you have questions or if I have not adequately addressed your request.

My best regards,

Frank Vain
President

A handwritten signature in black ink, appearing to read 'Frank Vain', is written over the printed name and title.

Attachments