

Members Advisory Board 2014 Annual Review

The Members Advisory Board (MAB) was formed in 2008 to provide member feedback and input to Hualalai Management in the operation and development of the Hualalai Club and Resort. Over the last several years the activities of the Members Advisory Board have been reflected in the minutes of our monthly meetings, which are found on the membership section of the Hualalai Web Site. Because many members do not read those minutes, this year we decided to provide a review of what our activities have been and what we have (and haven't) accomplished over the past months.

The membership of the MAB is designed to represent all segments of the Member population. Over the years the MAB has strived to work with management to improve all communications with the membership. The MAB requested that a resident/member who rents their home be placed on the MAB. With this step complete, we believe we have fully diverse input from all member segments.

Shortly after that time the MAB decided to do an extensive **survey** of the Membership. The goals of the survey being to see how satisfied our members are with their enjoyment at Hualalai and management; to get feedback from members on **good** things as well as **negative** things they perceive; and to determine **short term, mid-range and long-term goals** and objectives to improve the Hualalai Experience. Management agreed to the survey and we proceeded. The implementation, analysis and action plan from this survey was a major activity for the MAB in 2014. While limited in its length and scope, the survey was a significant first step in providing formal and comprehensive feedback from the membership. As a follow up to the survey results, we hope to proceed with additional surveys that perform a "deep dive" into key topics. If you have not seen the survey results, they are available from John Freitas.

The survey, of course, was only one facet of our activity during 2014. We were also active with regard to the following:

Merger: Much discussion was held over the merger between Four Seasons and Hualalai Resort. Florian Riedel was introduced to the MAB and, using the survey results as a guideline, discussion was immediately held as to what things will be accomplished in the short term to show members that they are being heard.

Result: By Festive of 2014 the following things had already been accomplished: refinishing the Canoe Club floors and adding air conditioning to the restrooms; Ke 'Olu golf carts equipped with GPS; Ke 'Olu dressing room by the pool is restored and made available for use; Ke 'Olu pool service improved by offering cold oshis, frozen grapes and a way to contact servers

for service; magnifying mirrors put in place in the Ke 'Olu locker rooms; Ke 'Olu driving range area provided with three shaded seating areas, enhanced beverage selection and a sunscreen station. Management has also announced changes to occur at the Coffee Company and the Trading Company along with the building of a bocce ball court to replace the volleyball court.

Tennis Program: Over the year we reviewed the various issues relating to members' utilization of the tennis programs and use of the courts, especially during high season.

Result: Courts were reserved for members during Festive Season this year and a more equitable system was devised to deal with members who wish to participate in clinics, etc. Management made the decision to build two new tennis courts in 2015 *for members use only* in the area of the play park on Pakui Street. Further, management now offers a selection of free beverages for members at the tennis club.

Trash Receptacles: We requested that more trash receptacles be placed throughout the property.

Result: Management has placed trash receptacles along many of the walking routes all through the property.

Development of K-4: There has been much speculation about the future development of the K-4 property (the area where the trailers and staff parking is currently located). Potential developer and fellow member, Harry Frampton spoke to a number of MAB members about his plans for developing the K-4 property. The MAB requested that when and if the project proceeds there be significant communication to the members and that plenty of time be allowed for members to respond to the project.

Result: Harry Frampton said he would definitely do that. Management said that right now there is really little to discuss, since there is currently no contract and the future location of the facilities still needs to be resolved. Management agreed that there would be a formal review process if/when the relocation and development proceeds.

Access to Ribcraft, etc.: We had many discussions about access to the various water sports now that Kona Village is not accessible to us.

Result: Management continues to look at this issue, but there currently is no way to significantly improve access at this time. Management agreed to inform people how they can be helped to the ribcraft, and will make sure our Alakai Nalu staff lets people know how difficult the process is, particularly in the Winter months.

Result: Recently, in the Weekly Update from John Freitas on December 26, there was an extensive explanation of the issues and challenges in providing easier access to the Ribcraft.

Department Manager Luncheons: In order to improve communications between management and members, the MAB requested that a couple of “Department Managers Luncheons” take place, such luncheons to be held at times when we have high member occupancy. These are designed to be open forums in which members can ask questions or give feedback directly to the Department Manager responsible.

Result: In March and in August Department Managers luncheons were held. Many members attended and were able to ask questions directly of the department managers as well as of John Freitas and Patrick Fitzgerald. These meetings will be repeated in the future and the Membership will be notified in advance of time and place.

Improved Communication from Management: The MAB also requested that a quarterly report be sent to members relative to issues on management’s side that impact the membership. This is part of the need for enhanced communication to members.

Result: The Kukini has been published twice and another one comes out shortly. Further, the Members’ Ohana meeting held on 12/27/14 in the resort’s ballroom was video-taped and is available via the internet to members who could not attend the meeting. (Contact Diane Green for a link to that video.)

Play Ground Upgrade: The MAB requested management to repair and upgrade the children’s playground on Pakui Street.

Result: The equipment will be updated and improved in 2015.

Social Committee: The Social Committee, which is an offshoot of the MAB, held a number of activities this past year: a progressive dinner, a trip to Honolulu and a dinner theater production. The MAB has requested a part-time person to be assigned to assist in the planning and implementing various social events.

Result: Management has indicated that there will be a part-time assistant assigned to help the Social Committee in 2015.

Concierge Concerns: MAB voiced concern over the effectiveness of the residential Concierge service.

Result: Management restructured the supervision of the concierge department. The MAB will continue to seek input from the members on the quality of the Concierge services.

Noise Level from Landscape maintenance machinery: Over the past couple of years the MAB has requested that blowers and mowers used both by Hualalai staff and by outside vendors to individual homes be equipped with mufflers to reduce the noise level. We understood that this would not apply to large equipment that works on the golf courses.

Result: Management announced that the new muffler rule was in effect starting August 2014. However, no one has seen (or *heard*) a change. Management has agreed to review what communications went out regarding this issue and when such communiqués were issued. Once the history is determined, we shall try to re-implement this change and investigate Hualalai's ability to enforce the new muffler policy. In addition, the MAB is reviewing additional ways to reduce the noise levels of landscape maintenance and other equipment.

Construction Access and Safety Issue: Throughout the year the MAB discussed with management the issues of the construction entrance to the resort and the speed with which the construction people move through the property. There were suggestions of increased speed bumps, perhaps diverting traffic via a new entry location and possibly putting up electronic signs telling you how fast you are going. There was also talk of placing more security guards at those locations, particularly during periods of heavy use by vendors, contractors and/or resort visitors.

Result: Other than placing some speed bumps no other action by Management has taken place to date, but this continues to be a top priority of the MAB

Event and Holiday lighting on property: MAB requested that management develop a policy regarding event lighting as well as holiday lighting.

Result: The policy rolled out in late December, 2014.

Issues from Members: Throughout the year the MAB responded to members concerns, requests and comments via the direct link on the Members Page of the Hualalai Web Site. Any member who wants to communicate to the MAB may click on that link, write their email, and have it instantly and automatically sent to every member.

Result: A number of different issues have come through the web site link to the board and the board has responded immediately and put the issues on the agenda for the next meeting.

What is planned for 2015:

Merger: The MAB is excited about the merger with the Four Seasons. Florian will be attending all of our meetings and we expect to be working closely with him, his staff and the new Executive Committee appointed to oversee the merger.

Ke 'Olu Re-Visioned: With input from the members and the MAB, Florian is focusing on re-visioning Ke 'Olu. The Four Seasons culinary team will be trying new menu items and assessing what can be done to improve the overall dining experience. Jahn Sawinski, Manager of Ke 'Olu, will be trying out new concepts to make Ke 'Olu more fun and more inviting for members. The goal is to be well into the changes by the beginning of the second quarter of the year.

Short Surveys: As we try new things at Ke 'Olu and other outlets, members will receive short surveys in order to find out whether or not the changes are what members like. There will always be room for input before and after any changes.

Communications: The emphasis on communications continues with MAB. During 2015 members will receive the Friday update to the coming week. Once a month Florian will communicate via email to members about overall club progress and future activities. Four times a year a MAB member will interview Patrick Fitzgerald and that interview will be distributed to the members. It will address items that members may be concerned about on a broad basis, e.g., what's happening with Kona Village, K 4, and other real estate and capital improvement projects; how is integration with Four Seasons going? Problems? Successes? Further, website improvements and finding new ways of communicating to members who are on property will be a priority. We will continue to respond to each and every email sent to us via the link on the member's section of the Hualalai website.

Policies: It was very clear from the survey that maintaining the **exclusivity of Hualalai** is a major objective of virtually all current members. The MAB wants management to be much clearer about policies. We would like management to clarify membership structure, policies regarding non-member use of club facilities, e.g., once a member sells, how long can he/she use the club facilities? How will management restrict non-members from use of facilities including the Ke 'Olu golf course? Other policies include the issue of whether a member can rent his/her home and still use the facilities when their home is rented? Also, what is the policy of owning property, not personally using it but using it for income only? The MAB would like clear policies that can be enforced and referred to and be made available to all members, at all times.

Defining medium term and long term goals: As Hualalai moves toward completing the residential component we are asking management to work with us to make sure that as we grow, service and facilities remain accessible and high caliber. These goals and objectives must be clear, measurable and executed on time as we continue to grow. During this time members' input to these issues will be requested and evaluated. The completion of defining medium-term goals (6 months to 3 years) are targeted to be completed by the end of the third Quarter of 2015. The completion of long-term (3 years and beyond) goals are targeted to be completed by the end of the first Quarter of 2016.

Rental Issues: With a large majority of members not renting their homes out, the MAB wants to make sure that the rental policies at Hualalai are clear and fair for all. This process of working on rental policies as it relates to access to facilities will begin this year. We plan to complete the policies by the end of the third quarter.

Social Committee: With the assignment of a part-time employee to assist the social committee occurring in the first quarter of 2015, we hope to set up a few activities in the second quarter and start planning for 2016.

Safety and Construction Issues: The MAB will continue to work with management and the Hualalai Community Association to provide safety in the neighborhoods with regard to ingress and egress to the property, making sure speed limits are obeyed and security is maintained for members and their property.

Noise Levels: The MAB will continue to work with management at reducing the noise of landscape equipment, operated by Hualalai and external vendors.

In summary, the MAB has been dedicated to working with management to secure changes that will positively affect all members. We will continue to act as a representative of all members to effectively provide liaison activities to Hualalai management. Please keep in mind the MAB does not have any actual authority to direct Hualalai management. We only provide advice, suggestions and guidance to management and we operate at their behest. With the new merger of Hualalai Resort and the Four Seasons, we on the MAB, anticipate a healthy relationship in providing members a high standard of service and a willingness to gather input into issues that affect the Club and our community.

Respectfully submitted,

Taber Anderson, Jim Mahoney, Donna Chips, Susan Frampton, David Lenhardt, Kathy Styer, Julie Wrigley and Mike Sack