

# Rock Ridge Strategic Plan

2018-2021

Approved by the Rock Ridge Executive Board, February 6, 2018

Board Members: Mark Fasciana, Andrea Callahan, Tony Titone, Dan Simon, Chris Mahoney, Joe Fazio  
Laura Shally, Kristine Schiller, Christy Montana, Ray Rockiki

## RRCC Mission Statement:

**Any and all actions of the Board will promote:**

- 1) the financial sustainability of the community club,
- 2) enhance member engagement and satisfaction, and
- 3) maintain and improve our real estate assets.

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### Goal #1: Financial Sustainability

- A. Pursue a legal Upkeep Fee/Fair Share Agreement
- B. Implement a cost-saving solution for West Glen lot
- C. Implement cost-saving measures on all utilities
- D. Investigate alternative membership fee structures

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### Goal #2: Member Engagement and Satisfaction

- A. Investigate a possible member price reduction for volunteers
- B. Include more events that engage different segments of membership
- C. Ensure an all-inclusive environment in bar/lounge
- D. Enforce guest policy and membership status for fishing, dog-walking, lake events, and sports participation
- E. Ensure a “members-first” policy when making decisions

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### Goal #3: Maintenance and Improvements of Assets

- A. Pursue using an environmental company for lake ecosystem restoration, management and protection
- B. Pursue funding for state-mandated improvements to the dam
- C. Upgrade docks and swim lanes, including floating dock
- D. Improve and maintain clubhouse plantings/landscaping and install signage