

February 6, 2024

Strategic Priority Team Recommendation - Create a socially strong community that promotes the health and well-being of OV Residents.

According to a May 2023 report by U.S. Surgeon General Vivek Murthy. “Loneliness, isolation, and lack of connection in our country is leading to a public health crisis. Isolation can be just as deadly as smoking up to 15 cigarettes a day.” Equally alarming, the report’s findings indicate that the impact of the “physical health consequences of poor or insufficient connection (loneliness) include a 29% increased risk of heart disease, a 32% increased risk of stroke, and a 50% increased risk of developing dementia for older adults.”

The good news is that research shows that communities where residents are more connected and engaged with others result in a decrease in loneliness, as well as a measurable increase in overall health and satisfaction.

The *Surgeon General’s Report* lays out a framework for a National Strategy to Advance Social Connection. It details recommendations that communities such as ours can do to increase connections and mitigate loneliness. The following is a subset of those recommendations that would be appropriate for our community. **We are pleased to discover that we have much of this in place.**

- Create opportunities and spaces for inclusive social connection and establish programs that foster positive and safe relationships.
- Embed social connection in internal policies, practices, and programs.
- Actively seek and build partnerships with other community institutions (schools, health organizations, workplaces) to support those experiencing loneliness and social isolation, and to create a culture of connection in the broader community. We are fortunate to have many local resources available to us.
- Provide education, resources, and support programs for at-risk populations. There are dozens of local, state, and federal resources and organizations that provide a wide range of services. We need to make our residents aware of these resources so that they can take advantage of the help that is available.
- Develop social activities and events to bring the at-risk population together.

The SWOT analysis conducted by the Strategic Planning Committee identified that there is a need to improve the flow of information across the community to connect fragmented groups. Also essential is ensuring new residents become engaged in the community early where they will bring new perspectives and skill sets, additional volunteer support and renewed energy.

We considered all of the above in preparing the following recommendation.

Summary

It is proposed that Oronoque Village create an ad hoc OV Health and Wellness Committee responsible for making recommendations about improvements that support a healthy lifestyle for the physical, mental, and emotional well-being of OV residents. We would ask them to make social connectedness their highest priority for those we have identified as most at-risk. That population includes:

- new residents.
- those who live alone.
- those who are housebound.

It is also recommended that an Outdoor Facilities Reserve be created to set aside funds for outdoor facilities that promote health and wellbeing. Examples of how those funds might be used include the outdoor installation of a shuffleboard court, water bottle filling stations, additional benches, an outdoor social gathering center with propane-fueled fire pit, walking paths/fitness stations, etc.

SPT Recommendation - Create a socially strong community that promotes the health and well-being of OV Residents.

Initial Focus

This team believes the following should be the initial focus in helping us achieve a socially strong community. It is not suggested that the Health and Wellness Committee be responsible for doing the following but rather it is suggested they reach out to the current Committees and Clubs to encourage their involvement and coordinate coverage. The ideas fell into six categories:

1. New resident welcome and engagement. Ask the District Reps, Communications and SAC Committees, and the appropriate Clubs to:
 - Reach out to new residents within one week of their moving in; Encourage all residents to be more available to new neighbors.
 - Deliver welcome packet to new residents.
 - Conduct a monthly orientation for new residents and allow any resident to come for update and activities information.
 - Quarterly Social for New Resident Welcome.
2. Improve the experience of those who attend events alone.
 - Don't charge volunteers for the event because there are many residents who cannot afford to attend. This is an opportunity to encourage more residents to participate by eliminating the financial barrier.
 - Create a system for those living alone to meet others who are living alone (e.g., Ask Clubs to establish tables for newcomers, solos that include current residents.)
3. Communicate and promote the local, state, and federal resources available to those in our community who need support services. (e.g. Grief Support Groups. See Appendix for other examples.)
4. Arrange educational seminars presented free of charge by local subject matter experts. Encourage residents to share their expertise with others via educational seminars and classes. (Ideas: "Learning Day", "Learning Saturday")
 - e.g., Topics could include nutrition, safety, etc. We do some of this now and recommend we expand.
5. Seek Reference Librarian/Archivist volunteer(s) to create an online Reference Library that contains content such as:
 - Explanations about the OV governance structure and roles of OVCA, OVTD and Exec Director.
 - Descriptions and contact information for all Standing Committees and Clubs.
 - Town Services available and contact information. Make this available on the TV channel.
 - "Frequently Asked Questions and Answers (FAQS)" document.
6. Use technology to greater advantage.
 - Have a discussion forum for residents via email.
 - Livestream meetings on TV station; allow questions to be phoned in.
 - Use TV station more to raise awareness of activities and services.

SPT Members:

Jill Bachman
Becky Botkin
Diane Fero
Phyllis Pierce
Myrna Mills Albino (Coach)

SPT Recommendation - Create a socially strong community that promotes the health and well-being of OV Residents.

Appendix - Available Resources

Local Resources:

The Baldwin Center, that serves Stratford, CT has a Human Services Team comprised of five social workers. The team assists Stratford residents of all ages locate resources for a variety of needs, including home care and respite care, caregiver support, mental health, housing, food, recreation, assistive technology, and technological devices. Mio Bazquez and Olivia Donnelly have agreed to come to Oronoque Village several times a year to make presentations detailing the services available.

The Baldwin Center Senior Connection coordinator (who will make home visits), helps seniors to engage in a variety of recreational programs and activities, and helps seniors to identify available resources and appropriate services to meet their needs.

Other services available include:

- a transportation service that drives qualifying residents to the Baldwin Center, grocery stores and doctors' appointments.
- There is a mobile food pantry administered by Sterling House for qualifying residents.
- Mini memory workshop for those with dementia or Alzheimer's.
- Social workers/senior connection coordinators who come to a resident's home to introduce programs and services.
- Bereavement Support Groups.
- Meals on Wheels and Mom's Meals

State Resources:

The Southwestern CT Agency on Aging & Independent Living helps seniors and disabled adults remain independent and safe at home, with long term independence in mind. Their programs include:

- CHOICES provides Medicare-eligible individuals with eligibility screenings, application assistance, plan comparisons and enrollment assistance into Medicare Part D and Medicare Advantage plans, as well as information and referrals to many local, state, and federal programs and services.
- CHCPE - This program helps eligible clients continue living at home instead of going to a nursing home. Each applicant's needs are reviewed to determine if the applicant may remain at home with the help of home care services. They offer a free, in-depth assessment which may entitle a resident over 65 to a nurse, home health aide, meals on wheels, physical therapy etc.
- The Alzheimer's Association Connecticut Chapter - The Alzheimer's Association has a free 24/7 Helpline at (800.272.3900) is confidential and available around the clock, 365 days a year. The Helpline provides reliable information and support to those who need assistance, such as individuals living with memory loss, Alzheimer's or other dementia, caregivers, health care professionals and the public. The CT contact for this national organization is Amanda at 860-383-2667. This program offers relief to stressed caregivers by providing information, support, and the development of an appropriate plan of care and services for an individual with Alzheimer's Disease or Related dementias.
- CT Statewide Respite Care Program

Federal Resources:

- NFCSP: National Family Caregiver Support Program is a federally funded program that offers support services to family caregivers, and or/older individuals who are relative caregivers to anyone over the age of

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60 . Respite services can include adult day care, homemakers, home health aides, home delivered meals, etc.

Other:

- Activity clubs covered by Medicare Advantage and Medicare Supplement Plans such as:
<https://element3health.com/member/>
https://drive.google.com/file/d/1-ceoicIGy5fTkR3x7ku6M7rcXas_6ME4/view

MAINTAIN and IMPROVE ORONOQUE VILLAGE INFRASTRUCTURE and APPEARANCE**PURPOSE**

Develop a plan relevant to the Priority - INFRASTRUCTURE and APPEARANCE - to identify concerns and to accomplish attainable goals using workable solutions based on the Mission and Vision statements of the OV Strategic Plan. The plan proposed here is for the future, but starting today. With no intent whatsoever to discredit current plans and operations, this plan starts with a clean slate, and a blank budget.

PROCESS

1. Mission and Vision Statements were reviewed and affirmed.
2. SWOT Analyses – *General and Economic Sustainability* were reviewed and affirmed.
Recommended Action re SWOT Analyses: Add to *General Analysis* – H/H for each item
 - Improve inconsistency of supervision and accountability
 - Need for education of new and current residents about the operation of OV to encourage and empower engagement by residents
Add to *Economic Stability Analysis*
 - Blackhawk CC – add “opportunities” to “sustainability” and “dependency on it”
3. Areas of concern were identified, then goals, solutions and priorities were determined and a plan proposed.

METHODOLOGY

We started by listing all items we considered to be “of concern.” Next, we defined each concern needing to be addressed (the WHAT). Then we noted the goal to achieve, the outcome (the WHERE we want to be). Finally, we discussed the specific solutions to reach the goal (the HOW).

Our conclusion was to group many items for which OV is responsible under three categories: A) the UNIT’S EXTERIOR (think of a residence’s skin); B) the UNIT’S INTERIOR (items noted in the By-Laws to be maintained by the unit owner) and C) OVERALL INFRASTRUCTURE and APPEARANCE – ie. water, sewer, roadways, streetlamps

We then determined steps needed to reach our goals. The starting point is to create a database of the items per individual units, and a database of all units together. The plan requires knowing the status of each item.

- 1) “A” Assess/Rate each item – record information per unit and per total/all
- 2) “Q” Get Quotes for all work
- 3) “B” Budget, which will determine scheduling
- 4) “I” Implement
- 5) “A” Account for Work – hold accountable any staff and/or sub-contractors and/or residents

ASSUMPTIONS

- Our obligations are to work with the best interests of our residents in mind.
- Long-term planning needs a global and a micro look, and attention to cycles v. short-term band-aids.
- Not all OV residents are interested, informed, or engaged in participating in planning and in operating activities, including the budget process.
- We need reserves, and prudent building of reserves, and prudent allocations to accomplish our goals.
- OV is an active 55+ residential community. It was not founded to provide senior services, however, it values providing a safe and socially active environment for all residents.
- Not all components of OV's units and infrastructure are 50 years old, however, parts of the units and the infrastructure may be original and now or will likely soon need attention.
- There are current and former committees and studies with valuable information; this information should be considered a valuable resource. Examples: The Maintenance Committee; the Architectural Committee; the PMP Committee; the Roof Study; the Road Study; the recent Reserve Study. Qualified residents should be enlisted to serve on committees to work with staff (OV Maintenance Superintendent?) to assess, create databases, invite/decide on quotes, help with budgeting, and hold those performing services accountable.
- Many maintenance/repair/replacement items are responses to work orders. A good strategic plan should reduce the need for residents to ask for work. A good plan provides for pro-active versus responsive action.
- Maintenance issues need to be incorporated in the overall plan as there will always be a number of items needing attention outside of a planned, scheduled cycle. This is especially true when undertaking an attempt to establish viable cycles per item.

CONCLUSION

To achieve our goals and our vision for OV, we believe there is a need for a new approach to the strategic planning and budgeting process as it relates specifically to the infrastructure and appearance of each individual unit and ultimately the village as a whole. Any plan needs a start point and we believe that start point begins by assessing the condition of each individual unit, unit by unit, and the landscaping that surrounds each. It would require that residents be informed and educated in order for them to understand the plan and the process moving forward. Residents need to be encouraged to engage and to be proud of OV and of the community we call home.

To achieve such, it will require leadership and commitment -from committees, District Representatives, OVTD Representatives, OVCA and OVTD Officers -to succeed in accomplishing our goals. That leadership of course includes the Executive Director and the Maintenance Director and the staff and specific committees of qualified residents for the purpose of:

1. **Assessing** the condition each unit's "exterior – "skin", interior (build on OVMD's 14 Points per Resale Docs.), and surrounding landscape.
2. **Data would be compiled** on each individual unit's current condition (siding, decks, windows, roofs, walkways, etc.), as well as the surrounding landscaping (trees, foundation plantings, grass, etc.) which would be input into an overall database, able to be sorted by individual items (i.e. walkways, decks, trees, etc.).
3. From the database, items can then be **prioritized** for **scheduling** purposes (walkways needing repair and when, shrubs needing to be removed for appearances sake, etc.).
4. Inviting and assessing **quotes** as needed.

This first phase addresses what we need physically. After all the individual assessments are completed, the next step is how to prioritize and how to fund the work year over year.

5. The **funding/budget** process (to complete the goal -ie. the cycle and/or specific task) requires input of the OVCA and the OVTD Treasurers, and a team of qualified resident, and/or outside advisors experienced to find the best options, fund reserves, and allocate monies, per a schedule based on need and money. With the need, cost and schedule determined, next is
6. **Implementation**: This phase requires oversight during the process and
7. **Accountability** for the quality of the work, the accomplishment of the goal by contractors, managers, residents.

We recognize that we have many residents in OV who are qualified in many fields. We need to encourage their participation in the process of reaching our goals – all of them. We need to educate, engage and express appreciation. We need to plan for our future, enforce our guidelines, codes and consequences, and to celebrate our 50+ years and 55+ year-old residents by making Oronoque Village the best community we can make it.

Respectfully Submitted,

The Infrastructure and Appearance Priority Team

APPENDIX

TEAM – attended at least one meeting

Last	First	tel	email
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Weidner	John	917.701.5856	jweidner@cornellglobal.com
Facilitator			
von Ziegesar	Mary	203.767.9760	MvonZ@optonline.net

MEETING DATES:

10.12.23. - Opening Meeting
 10.20.23. 11.2.23. 11.17.23. 11.29.23. 12.8.23. (12.13.13 – White Paper 1 Delivered)
 1.19.24. Power Point created
 1.29.24. White Paper Mtg/finalized
 1.31.24. Power Point and White Paper Final Delivered digitally to Strategic Management Team/Myrna Albino

NOTE The following three pages include a spreadsheet outlining Items, Concerns, Goals, Solutions and Level of Priority.

A	B	C	D	E
1	STRATEGIC PLAN INFRASTRUCTURE and APPEARANCE CONCERNS	SPECIFIC ITEMS SPREADSHEET 20231213	SPECIFIC ITEMS SPREADSHEET 20231213	Low Med HI Priority
2	UNIT EXTERIOR	GOALS	SOLUTIONS - Determine STAFF and REVIEW COM to: A-assess/rate; Q-get quote for work; B-budget; I-Implement; A-Account for work. Use REVIEW COM, PMP COM, ARCH COM as resources	H
3	UNIT LANDSCAPING	Maintain the appearance to conform to at least minimum standards Educate owners about responsibilities Ensure that OV's landscaping befits a premier 55+ community	A, Q, B, I, A. Educate owners Invite/establish a volunteer group - a "Beautification-Committee" and/or House & Garden or NZN to plan landscaping and to help owners unable or unwilling to maintain garden areas, per By-Laws	H
5	UNIT FOUNDATION Exterior (& Interior if indicated) Grading & Drainage	Erosion and instability of foundation/deck Water damage Poor appearance Lack of sustainable plan	Ensure the integrity of the foundation and deck Ensure grading and drainage do not impact other units/areas Improve appearance	A, Q, B, I, A Grading/drainage issues typically demand immediate attention and are handled as such but grading/drainage issues need routine review.
7	SIDING	Poor appearance Inconsistency of maintenance Inadequate of paint/replacement plan	Review options for modern technology v. cedar Plan for cycles of painting Plan for scheduled cycle of replacement Initiate cycle/s	A, Q, B, I, A Determine best options for future materials for painting and for replacement Use REVIEW COM, PMP COM and/or ARCH COM
9	WINDOWS & DOORS Note: OV is responsible for glass. Owners are responsible for original frames	Unightly falling windows High cost for owners' window replacement Continuing cost for OV for glass	Negotiate and present best purchasing options and incentives for owners to replace windows Better maintenance of falling glass and doors to improve thermal efficiency for owners Improved appearance throughout OV	A, Q, B, I, A Provide incentives to owners for replacement windows Rate status for future glass replacement Establish a one-time COM to research window options Consider incentives for owners' window replacement
11	ROOFS & GUTTERS	Standards for new/repair to ensure quality and conformity Patches should match current roof	Initiate a plan for the next roof replacement cycle - reserves funding, units, schedules, funding allocations	A, Q, B, I, A Review options with REVIEW TEAM, Maintenance Committee and other Committees
12	DECKS	Safety Inconsistent maintenance and plan for replacement cycle Poor appearance	Safety Improved appearance	A, Q, B, I, A Review options with REVIEW TEAM, other Committees
15	WALKWAYS	Safety of walkways and handrails Poor appearance Apparent lack of plan for maintenance	Ensure safe walkways and appropriate handrails Incorporate walkway work with road and driveway work	A, Q, B, I, A Incorporate work with road/driveway paving as much as possible. Coordinate scheduling.
17				
18				
19				

	A	B	C	D	E
20	INFRASTRUCTURE				
21					
22	OV LANDSCAPING	Poor appearance Inconsistent basic level of landscaping Landscaping crew's lack of education about plants/pruning Apparent lack of plan	Maintain the appearance to conform to at least minimum standards per By-Laws Ensure that OV's landscaping befits a premier 55+ community	A, Q, B, I, A. Educate owners Invite/establish a volunteer group - a "Beautification Committee" and/or House & Garden or N2N to plan landscaping and to help owners unable or unwilling to maintain garden areas, per By-Laws	H
23	ROADS & DRIVEWAYS	Safety Inconsistency of maintenance Poor appearance Need for sustainable, long-term plan, funding	Long-term plan for all paved surfaces - including roads, driveways and walkways Ensure that OV looks like a premier 55+ community	A, Q, B, I, A Work with OVRTD to determine a ROAD PLAN in the best interest of OV.	H
24					
25	STREET LAMPS	Safety Energy waste - lights on during daylight hours Unsigntliness	Conserve energy Reduce cost Improve appearance Opt for best/latest technology, features, locations Landscape for the future	A, Q, B, I, A Establish a Street Lamp Team with the task of review and recommended solutions	H
26					
27	WATER PIPES	Aging system likely to fail Education about Town of Stratford's responsibility and OV's responsibility Unit Owners' responsibility Educate about insurance	Define responsibilities and determine options and plan	A, Q, B, I, A as appropriate with responsibilities Determine insurance implications and options	H
28					
29	SEWER PIPES	Aging system likely to fail Education about Town of Stratford's responsibility and OV's responsibility Unit Owners' responsibility Educate about insurance	Define responsibilities and determine options and plan	A, Q, B, I, A as appropriate with responsibilities Determine insurance implications and options	H
30					
31	SOLAR ENERGY - (Common Areas Only)	Benefit for all residents Economic/energy efficiency	Energy and economic efficiency	OVRTD has established a Committee to study options Support the OVRTD study Explore grant/low-interest funding options	L
32					
33	GARBAGE-CANS UTILITY CONNECTIONS	Placement and condition of garbage cans and utilities negatively impact OV's appearance	Improved location and screening of these items as feasible	A, Q, B, I, A	L
34					
35					
36	UNIT INTERIOR	see the APPENDIX for the Maintenance Dept. form to be used as a basis for items of concern. See the 14 items listed below	Routine interior unit inspections to assure compliance which involves the safety of each unit and adjoining units and compliance to per insurance recommendations/requirements	Use the current Maintenance Department Risk Forms but instead of at the time of work, or the time of sale (or 6 months out), complete this form on a routine cycle so every unit is inspected Consider staff and qualified Review Team to accomplish inspections	H
37					
38					

	A	B	C	D	E
39	<p>BELOW are the 14 items listed in the Maintenance Department's CHECKLIST</p> <p>Washing machine hoses burst proof metallic Leak detectors & smoke detectors Washing machine pan for 2nd floor units only Basement ceiling is sheetrock or drop ceiling? Hot water heaters Condensate pump Water main shut-off – labeled? Sink/toilet supply Ice maker supply line CO Detectors Batteries Chimney must be cleaned before use Washing machine shut-off/labelled? Dryer vent replacement Does the garage have enough room for a vehicle? Does the garage contain hazardous materials, firewood, propane tank, etc.” Firewood shall not be stored on decks, in garages, or fewer than 18 inches next to buildings Gas and charcoal barbecues shall not be used on decks. Propane tanks are stored in an unobtrusive place in the foundation area</p>	<p>Review the Maintenance Department checklist Establish a routine assessment of all units on a routine cycle in addition to at the time of work being done or the sale Review and establish procedures and penalties for non-compliance Enforce penalties</p>	H		
40	<p>NOTE: There is a question regarding the foundation area landscaping and there are additional questions about decks, patios, additional landscaping, added windows, added doors, added features, satellite dishes, reflector for pruning, condition of common hall, bird feeders, wires, garden shed.</p>				
41	<p>There are also additional questions regarding: washer/dryer; hot water heater/other plumbing; fireplace/smoke and CO detectors; electrical and gas; portable gas grills</p>				
42					

Oronoque Village Strategic Plan Suggestions

Environmental Sustainability Team

Members:

Fred Strassberger: Indoor Air Quality

Debbie Grossman: Outdoor Lighting

Minna Barrett: Pesticide and Herbicide Usages for OV and Blackhawk Golf

Nick Harding: Energy usage for Community Buildings; (Energy Committee Member on OVTD)

Linda Chaffin-Fuchs: Facilitator and Scribe

Summary:

The team has addressed long term environmental sustainability of our property taking availability and costs into consideration. We created a list of everything we could think of regarding environmental sustainability and winnowed it down to the four, that we thought were the most important.

Objective for Indoor Air Quality; to ensure that both community buildings are protected from any hazardous air pollution.

Strategies; To research air quality and hazards and then work with the maintenance department to assess where we are with the building air quality now. Are we monitoring and what would we need to do to ensure there are no hazardous chemicals which could affect people in the buildings? Provide ideas for corrections and on-going monitoring

Objective for Outdoor Lighting; to create a plan for replacement of lighting fixtures which take into consideration both light quality and environmental hazards.

Strategies: Develop a long term rolling replacement plan to standardize lighting across the property taking into consideration the effectiveness and quality of lighting, the look of the property when lights are on and the costs. Use lighting that is in the yellow or pink range, under 3,000 Kelvin level or below to ensure the light is not hazardous to humans. New fixtures should include shorter lamps focused on walkways as well as higher lamps for larger spaces; all with shields to focus light downward for efficiency. Included with the new fixtures are motions sensors as well as light sensors so lights are off when not needed.

Objective for Pesticides and Herbicides; Integrated pest management by creating a long term plan focusing on landscape that is prepared for higher temperatures and requires less maintenance.

Strategies; Research current methods of decision making concerning landscaping. Provide information and recommendations to create a Best Practices Standard for OV landscape maintenance.

Strategic Plan: Environmental Sustainability

Objective for Energy Use for Community Buildings - identify the best and most cost effective options for replacement of furnaces, air conditioning and lighting for the Community Buildings. Strategies; Research Best Practices for energy use in public buildings. Motion sensor lighting for all areas with minimal lighting until the sensors are activated. Research geothermal usage for possible energy source for Community Buildings.

Other ideas:

A plan to help residents replace windows such as getting a discount for 5 buildings at a time.

A speaker's forum to address energy uses and savings, such as having UI do a free energy audit, talk about lighting and landscaping.

A place on the web site and in the Villager that reminds people of energy savings and ideas.

Changing out the OV siding to Harding or Concrete to save energy, insulating during the replacement.

Create a committee of residents and maintenance personnel to work together on a long term landscaping plan.

Strategic Plan: Environmental Sustainability

Oronoque Village Strategic Foundation

Marketing & Communications Team 12/9/2023

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Summary

The team has formulated the following objectives and strategies for OV Marketing and Communications.

Overall Objective: To elevate public awareness that Oronoque Village is one of the finest, 55+ condominium associations in CT. The end benefit of achieving this objective is to elevate the desirability of living in the Village, thereby raising property values. An enhanced image could also attract new advertisers to the Village.

To achieve this objective, it is recommended that four areas of focus be pursued: 1) identifying existing public perceptions of Oronoque Village; 2) identifying what makes OV one of the finest associations; 3) determining the best methods to raise OV awareness, and 4) identifying which existing Village attributes and new strategic team initiatives might improve the OV “product”.

Existing Public Perceptions - The team has sought informal feedback initially from realtors and others in the community and believes that further work is needed to accurately determine current perceptions.

Strategy

Conduct three focus groups among, 1) former/current town officials and local business and 2) local realtors. Both would be designed to identify their perceptions of the Village. Additionally, 3) hold one for a group of residents to learn why they purchased in OV. This information would help determine the positioning of the OV brand and develop meaningful outbound messaging.

What Makes OV One of the Finest

This will be determined by contrasting OV with the competition (other 55+ communities in CT) and evaluating the “product” (the attributes of OV, and the OV image).

Strategies

A) Conduct in-depth analysis of other 55+ communities in CT. Gain agreement on key criteria for comparisons i.e. average home price, geographic location, exclusively 55+ or mixed ages, available amenities and number offered, physical appearance of the

community, the size (number of units), stage of development (resales only?) and home style (condos only or mix of units including single homes)?

B) Review potential initiatives from other strategic planning teams (i.e. initiatives to become more environmentally friendly, etc.), as well as any improvements in internal communications (i.e new OVTV, upgraded website). Incorporate these improvements into messaging as applicable.

Ways to Raise Awareness of OV

Strategies

A. Take advantage of existing events or create new events which provide the basis for public relations campaigns to build awareness of the Village, while demonstrating that OV is a good neighbor. (Examples of events which would support public announcements/publicity efforts include the Alzheimer's walk, the dog parade benefitting STARS (Stratford Animal Rescue Society), the Sterling House Toy Drive, mentoring programs for school children (Stratford Volunteers Corp), clothing and food drives, and donations to service groups like Vietnam Vets and Habitat for Humanity.)

B. Explore costs of advertising through News 12, Connecticut Magazine, CT Post etc.

C. Explore feasibility of establishing social media efforts to build awareness including a reevaluation of OV Connections (Facebook). Address divisive communication channels which soil OV's image and resident attitudes, particularly among new residents.

D. Develop impactful marketing materials for realtors and recommend consistent, repetitive Village messaging by them in their listings of unit resales. Additionally, explore the appeal of a potential buyer's choice of buying remodeled units or updating original ones to a new owner's taste. Explore feasibility of new funding for SEO (search engine optimization) to allow potential buyers to easily find OV units for sale on the internet.

Prioritization of Strategic Initiatives / "Product" Improvements

The group feels that Village ("product") initiatives which make the Village more socially strong (through improved internal communications) should be pursued.

Strategies

A. Incorporate into outbound messaging any Village enhancements identified and implemented by other strategic teams which improve the "Product" (the Village itself).

B. Identify methods of recruiting more volunteers to develop a talent resource/data base in the Village,

- C. Explore resident willingness to participate in Town elected and volunteer positions.
- D. Enhance internal communications including reaching residents who do not use OV communications channels (and their caregivers, as necessary), providing more informational sessions for residents on relevant topics (i.e., Medicare choices), sharing information on available Stratford's senior services, and sharing existing OV emergency plans with residents.

Oronoque Village Strategic Foundation

Safeguard OV'S Dependency on Blackhawk Country Club

Objectives

- Determine methods to generate a positive relationship between Oronoque Village residents and Blackhawk Country Club Ownership and members.
- Foster programs that enhance cooperation with regard to boundaries, membership and restaurant usage.
- Accomplish the creation and implementation of events and programs to enhance the relationship and solidify the Country Club for the future benefit of both Communities.

Strategy

- Enhance communications with BCC via quarterly meetings with golf and restaurant.
- Develop a committee to organize the OV golf tournament scheduled for July 15th, 2024.
- Follow-up with Josh McKim on OV resident opportunity to play the course. He is assessing and will provide a proposal.
- Re: Restrictive covenants.
After meeting with the BCC owner Josh, it was agreed that the partnership and relationship between OV and BCC it is not necessary, at this time, to invest in legal fees to assess and rewrite the March 30, 1992 covenants.