

**MINUTES OF THE MEETING
OF THE GAINNEY RANCH COMMUNITY ASSOCIATION
BOARD OF DIRECTORS
November 9, 2005**

A Board of Directors meeting of the Gainey Ranch Community Association was held Wednesday, November 9, 2005, at 8:30 a.m. at the Gainey Ranch Community Association Administration Building, Scottsdale, Arizona.

Members Present

Preston Miller
Barbara Daum
Fran Goldberg
Alan Lezak
Shannon Vaughan

Fred Thielen and Monika Goodwin were present by invitation.

Chairman Preston Miller called the meeting to order at 8:39 a.m.

Monika Goodwin was asked for the Affidavit to verify that proper notice of the meeting had been duly given to all association members. Chairman Miller directed that it be attached to and made part of the minutes.

Chairman Miller stated that this was a special meeting to review the survey results. Each board member had previously received a copy of the results and the in-depth analyses.

Miller noted that enough neighborhoods had been surveyed to lend credibility to the results and that the results surprisingly didn't vary much by neighborhood.

Daum mentioned that "average" is a generic term and reviewed the definitions of "mean," "mode" and "median."

It was noted that 41% of the respondents did not answer the income question, that the median Gainey Ranch income is somewhere over \$200K, as 80 reported their household income under \$200K and 86 over \$200K. The average income is \$221,750.

Regarding the ratings (on page 13), a discussion ensued concerning what homeowners really want regarding "communication?" Some suggestions were weekly e-mails (like the Golf Club), articles for the newsletter authored by board members as well as suggestions in the newsletter that lead readers to the website. Additionally, the website (which received the lowest ranking) is perhaps a little drab and needs a little more punch. Staff was also encouraged to consult with a professional concerning a possible redesign of the newsletter.

The Board noted with satisfaction that 66% of those surveyed felt that the Estate Club and its facilities are an enhancement and that almost 80% considered the Club a noticeable impact on real estate values. The Board also agreed that the Estate Club facility and its equipment needs to be kept in good repair and replaced or upgraded as needed.

Thielen suggested involving the Council of Presidents and getting its input after viewing the homeowner survey. Preston suggested Thielen contact a representative of the research company to request the survey results be translated into a slide show presentation and then presented to the Council of Presidents. After the Council meeting, the Board will further discuss the survey and related communications.

The meeting was adjourned at 10:02 a.m.

Respectfully submitted,

Monika S. Goodwin
Administrator