



CLUB DONATELLO

***“CLUB DONATELLO IS A FOUR-STAR, GOLD CROWN BOUTIQUE OWNER’S CLUB PROVIDING AN INTIMATE AMBIANCE IN THE HEART OF SAN FRANCISCO’S UNION SQUARE”***

## **Goals & Objectives 2017-2018**

1. Consistently provide a first-class environment and high-quality amenities and services at the lowest possible cost. Improve on the Four-Star, Gold Crown environment of the Club Donatello and exceed the expectations of our Owners and Guests. Upgrade the systems, policies, and procedures for our own RDP, Hotel Services Agreement, WIFI services, Security Camera services, Laundry services, IT services Contract, Reserves Study services, CPA services, and achieve lower operating costs and improve on daily cash-flow.

***Measurement Criteria = Decreased operating costs for these external services without a reduction in quality of services and products provided to our Owners and Guests. Increased compliments from Owners/Guests, higher scores from exchange companies, and decreased complaints from Owners/Guests and improved scores on our national profile as a timeshare resort property.***

2. Protect and enhance the CDOA’s investment within the Donatello property, ensure the safety and security of people when staying at the Donatello, consistently enforce compliance with all building codes to ensure cost-effective operations under the CC&R’s/Bylaws provisions of the Pacific Plaza Condominium Association (the Master Association) and CDOA, and applicable provisions of California laws governing the legal entities within the Donatello. This includes having the PPCA Financial Statements fully reflect the assets for which we are collectively responsible for within the Donatello building and land, and have the CDOA’s portion of those PPCA assets on the CDOA Financial Statements & Balance Sheet.

***Measurement Criteria = Updated Balance Sheet profile for both CDOA and PPCA to fully reflect the value of Assets within and including the Donatello building, structural components, and land. Reduction of claims, accidents/incidents involving loss or unnecessary costs of operations.***

3. Update the 7-year Board-approved Long-Term Financial Plan through to 2022. This updated plan includes balancing the Budget without any transfer of funds from current Reserves to cover operating expenses at the end of the year, and without any reduction of services and amenities for our Owners and Guests, and to operate with no Special Assessments in 2018. Continue to build the reserves account to pay for replacement and upgrading of Capital Assets in the future.

***Measurement Criteria = The review, approval and implementation of the updated Owners Guide with all of our governing documents available to our Owners, and Board approval for the updated Financial Management Policies & Procedures Manual. Allocate enough reserves fund for future expenses.***

4. Expand the educational opportunities for our Owners through scheduled meetings, events, and seminars at the Club Donatello. Some of these may coincide with quarterly Committee and Board of Directors meetings. Subjects can include effective use of their Owners time, banking and exchange options, value-added services and products being negotiated for their benefit, Adopt-A-Share Program, Association foreclosed unit sales, tax-compliant donations of their Owners Use time, increasing occupancy from Family & Friends referrals, increasing Corporate Rewards Program users, and expanded utilization of their CDOA Proprietary Interest Unit ownership.

***Measurement Criteria = Number of PIUs participating in scheduled seminars and quarterly Board of Directors meetings, voting participation and presence at the Annual Owners Meeting, and documented feedback on evaluation checklist forms from Owners about the value of these meetings and seminars.***

5. Achieve a goal of 1000 CDOA PIUs voting. Provide for increased Owner participation through enhanced use of cost-effective technologies, increase remote serving on Board-appointed committees, task force and advisory group teams. This may include some new incentives for Owners to make the Electronic Authorization conversion over as a 1x cost to the CDOA now, but an ongoing savings over future years.

***Measurement Criteria = Chart the profile of PIUs voting over the past 5 years and continue to measure Owner voting participation for all future years. Measure # of Owners using electronic technology for Owner communications and participation on CDOA related projects and committee input efforts throughout the coming year. Measure actual cost-savings to CDOA for Owners using electronic communications/voting procedures.***

6. Expand the training, staff development and related industry certifications of our Club Management Team and Team Members through qualified internal/external resources. Increase the delegation of authority and responsibility from the Board of Directors for ongoing operations of the Club Donatello and CDOA. This Team Member training will focus on areas of Financial Management, Communications (Verbal, Platform, Written), Computer Skills, Interpersonal Relationships and Conflict Management, Marketing, Business Development and Operations Management.

***Measurement Criteria = Calculate the total number of Team Members, hours and dollars invested in training during the past year, the current year, and projected for each future year to measure the “input” part of the equation/commitment for staff development. Identify the specific skills acquired and specific applications of those skills per Team Member each year, and the “value” of those skills for productivity, possible reductions of costs/time/effort required, and/or new services provided to Owners and Guests.***