

September 21, 2020

DESERT HORIZONS LONG RANGE PLANNING COMMITTEE UPDATE

Dear Desert Horizons Community:

All of us at McMahon Group are pleased that the Boards of Directors for Desert Horizons Homeowners' Association and Desert Horizons Country Club recently approved moving into the next phase of the planning process. We specialize in strategic planning for communities like yours (we invite you to visit our website at www.mcmahongroup.com). The level of activity thus far with the survey participation and ensuing engagement with the Long Range Planning Committee is encouraging, and we look forward to advancing the planning process in the coming months.

This next phase of the process entails developing a strategic and capital plan for the community, including a conceptual plan for the community amenities. Our goal is to complete this work over the next several months to be in position to communicate these ideas to the stakeholders before year's end.

As indicated on the schedule below, we recently completed our initial Discovery Visit to tour the facilities in detail, collect existing condition plans and review prior improvement concepts. Consistent with the member survey results, we found the conditions challenging, with significant dating and aging in many places. The community infrastructure, including the clubhouse and common area facilities, reflect its full 40-year life, with many identifiable issues.

In addition to our experience in strategic planning and schematic design, McMahon is recognized for our process, which is centered upon involving stakeholders in the planning and decision-making. We do this by first developing a preliminary plan with the Committee and then bringing this to the stakeholders for review and comment. This will first come to you in the form of in-person and Zoom meetings (subject to social distancing protocols in place at the time). Following these meetings, you will receive a report containing all the information, accompanied by feedback survey which will provide you the opportunity to critique and provide comments on the preliminary proposal. We will publish a report on the results of this feedback loop, and we will then work with the leadership to incorporate your input into a recommended plan.

This process of planning-testing-refining is the most effective method we know of to unify a community and membership behind a plan. It brings the work of the study group to the community, puts it to the test and uses data to make decisions. Here is a schedule of events:

- August through October:
 - Collect background information (completed)
 - Complete a discovery visit/facility inspection (completed)
 - Develop strategic framework and capital plan
- November:
 - DHOA/DHCC Board briefings
 - Commence communication of preliminary plan to community
- December:
 - Informational meetings (in-person/Zoom)



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- January:
 - Send briefing materials and run feedback survey (one survey per household)
- February:
 - Analyze and incorporate feedback
 - Develop recommended plan
- March – April:
 - Communicate recommendation
 - Vote on recommended plan

Thank you for interest and involvement in this process. Desert Horizons is a wonderful community with a superior location in the Coachella Valley. We are excited to assist the community with leveraging its strengths, overcoming its self-identified weaknesses and responding to evolving demands from those who choose to live in private communities for a myriad of reasons.

Please stay engaged and take advantage of the upcoming opportunities to review and comment on the New Horizons Plan.

Respectfully,

Frank Vain, President
McMahon Group, Inc.