

CROSS CREEK COMMUNITY ASSOCIATION, INC.
FRAMEWORK FOR FOCUS GROUPS

DISCUSSION – Cross Creek focus groups are appointed by the Board and are not considered statutory under Chapter 718, do not recommend on budget or take official action. They are advisory only.

SIZE OF EACH FOCUS GROUP – Minimum of 7 homeowners with a maximum of 9 homeowners. This range keeps discussions productive and allows enough voices for good input without getting distracted.

MAKEUP OF EACH FOCUS GROUP – A mix of owners reporting to a board liaison. This will provide direct communication back to the board without giving the group decision making power. Members should be regular owners who live in or actively use their property. One or two members should have relevant professional backgrounds if the topic warrants it. It is not advisable to include spouses or relatives of board members, as it could create perceived conflicts of interest.

CRITERIA FOR SELECTION – The board will appoint members using the following criteria:

- Homeowner in good standing – Current on assessments & dues, no unresolved violations or fines.
- Relevant interest or experience – Demonstrated knowledge, skills, or passion related to the topic.
- Availability and commitment – Willing and able to attend scheduled meetings and contribute constructively.
- Good communication and collaboration skills – Able to listen, share ideas respectfully and work toward consensus.
- Variety of perspectives – Search for a balance of viewpoints to make recommendations more representative of the community.

SELECTION PROCESS

- Solicit volunteers via community wide email.
- Homeowners to submit via email to office@crosscreekfl.com a short statement of interest and qualifications.
- The board appoints members at a properly noticed board meeting.
- Liaison appoints a chairperson from within the group.

FOCUS GROUP TOPICS

- Welcome Wagon – Create and implement new homeowner orientation. **MARY**
- Landscape/Beautification – Analyze the efficiency and potential cost savings of a model consisting of landscape work performed by Cross Creek maintenance crew vs. various subcontractors that perform work for common grounds. Review landscape areas requiring beautification and recommend changes. **BARBARA**
- Bocce – Analyze an improvement/renovation of current courts or build new courts at another location. Recommend funding options to assist with offsetting costs. **FRANK**

- Safety/Security – In coordination with Lee County Sheriff, implement a Neighborhood Watch serving the entire community. Take outcomes from security assessment and put forth a plan to execute recommended changes. **AL**
- Restaurant – Identifies opportunities and recommend strategies that will increase member satisfaction and usage, and enhance the quality of the dining experience. **JOHN**
- Golf – Gathers member input on preferences and concerns, such as course conditions, playability, pricing/external membership models, course marketing, supports strategic planning and amenity ideas. **BOB**
- Next Generation Experience – The mission is to serve both long time members and the next generation of homeowners, introducing new social experiences alongside traditional favorites. **CHANCE**