



Re-elect Phil Hewett and John Rothengast for FHPOA Directors

Running for Re-Election and Moving Forward ...

As directors for the past three years, Phil Hewett and John Rothengast seek re-election. You have seen firsthand the improvements that have taken place when the right team is assembled. Phil and John achieved the three objectives they stated in their campaign but feel that the job is not yet complete.

If re-elected Phil and John are committed to the following objectives:

1. The Harbour Club and Amphitheater at Pelican Park will be completed by Summer 2025.
2. The Harbour Pointe Golf Club (HPGC) and The Pointe Restaurant will become self-sufficient.
 - In 2017, HPGC and The Pointe cost each lot owner over \$235 out of their annual dues. In 2023, we got that amount down to \$30 per lot owner. This keeps a golf course and restaurant in your backyard.
3. Our 385 infrastructures will be repaired and improved.
 - We completed Birdland Marina, started the Shoreline Seawall, and finished four cart paths on the HPGC. We put long-term contracts in place to finish the Shoreline Marina, finger docks, the remaining sea wall, and cart paths.
4. Fiber network will go live in Summer 2024 at our entrances.
 - This means we will always know who is coming through our gates through technology.
5. Will increase FH reserves and the insurance umbrella policy to reflect a neighborhood that faces coastal risks.
6. Will focus on a long-term commercial lease for property on Hwy. 55 and short-term rental for small businesses in the current POA office and activity building once the Harbour Club is completed.
 - These spaces could be short-term rentals such as a pet groomer, daycare, tutoring services, tax accountant, real estate, coffee shop, satellite for PT/OT, masseuse, yoga instructor, or a builder's showroom just to name a few. Several of these types have already expressed interest and will complement our existing portfolio, like the existing beauty salon, aesthetician, and fiber center.

Moving Forward ...

Here are the three objectives Phil and John ran on in 2021 and accomplished:

Accomplishment #1: Got our books in order.

- This meant that instead of having a financial reporting structure that was rolled up into a single balance sheet, where nobody could understand the math, we separated the profit centers to better manage and understand actual costs.
- This also meant partnering with our management team to more effectively set performance goals, objectives, and quantifiable targets.
- Not only are we expanding our capital projects, but now we have the funds dedicated and programs in place to take care of our existing 385 infrastructure such as our seawalls, cart paths, and marinas.

Accomplishment #2: Found new and creative ways to source revenue or reduce liability.

- We had many new programs that contributed to the bottom line—special events at The Pointe, golf membership packages, and land development, to name a few.
- But we needed one that would move the needle and benefit the entire community. It had to provide not only options for fixed pricing but allow us to control what is being called the next “future utility.”
- Yes, it’s Fiber, our own private network! If you think about it most homes can’t function today without water, electricity, and **the internet**.
- However, the real win/win behind this non-dues revenue, besides bringing in millions over its lifetime, Fiber allows us to secure our community with POE technology (Powered Over the Intranet). It increases our property value since we can market and state that we are the only fully gated neighborhood in the area that offers this level of security.

Accomplishment #3 - Initiate the New Community Center Project.

- This has been tried for the last 15 years, but it would never be a reality without achieving the first two objectives above. Financial institutions are competing for our business because our books are in order, we are in a positive position, and new revenue sources have been established to support such an undertaking.
- The current design is appropriate for the size of Fairfield Harbour and will fill the needs of a growing community such as ours.

Moving Forward

- Community improvements abound and will continue. We have a fresh rebrand and an influx of new residents eager to experience the Fairfield Harbour lifestyle.
- Community is everything to us, but you need proven results to run a \$5 million corporation. We are a community first but we are also a corporation. Without proper management and growth, it will wither and die. To move forward continuity is essential, or we will have stagnation.
- Don’t fall for platitudes and catchphrases, but look at financial results. The terms of the 385 loan no longer handcuff us. We have a fully funded Harbour Club, a growing non-dues income, and a specific budget to replace our failing infrastructure.

In the most significant growth period since our conception, this is NOT the time for governance change. John and I have been on the ground floor negotiating and knowing the intimate details of each project. We have solid business relationships with the architect, builder, banker, Fiber, and security partners.

We are the proven executives you need going forward.

Re-elect Phil Hewett and John Rothengast.