

**RESOLUTION M-02**  
**AMENITY POLICY**

1. **Purpose.** The purpose of this resolution is to establish policy for the amenities of the Ocean Pines Association, Inc. ("Association")
  
2. **Authority**
  - a. The Declarations of Restrictions of all sections of the Ocean Pines Subdivision ("Subdivision") state that the purpose of the Association is to further and promote the community welfare of the property owners of the Subdivision.
  
  - b. The Articles of Restatement of the Corporate Charter direct the Board of Directors ("Board") of the Association:
    - (1) To provide for the maintenance of parks, recreational facilities, and other community features of such land in the Subdivision as may be conveyed to the Association.
  
    - (2) To expend the monies collected by the Association from assessments or charges, and other sums received by the Association, for the payment and discharge of all proper costs, expenses, and obligations incurred by the Association in carrying out all or any of the purposes for which the Association is formed.
  
  - c. The contractual obligations of the Association shall supersede any conflict with this resolution.
  
3. **Amenity Defined.** For the purposes of this resolution, Association amenities include tangible and intangible benefits of a property, especially those that increase its attractiveness or value or that contribute to its comfort, convenience, or enjoyment. Association tangible amenities include Association dining facilities, parks, swimming pools, paths, Community Center, Beach Club and parking, tennis facilities, Golf Course, Skateboard Park, and canals. Association intangible amenities include pleasant views, nearby activities, a low crime rate, all of which add to the desirability of member properties.

**Overall Amenity Goals and Objectives.** The purpose of Association amenities is to provide facilities and services that benefit a wide range of Association membership and improve and enhance the quality of life. To achieve this, Association amenities should be maintained in a first-class condition, be marketed and operated effectively and efficiently, and provide a high degree of enjoyment and satisfaction to those residents and guests who choose to use them. Association amenities shall be operated in a business-like manner with applicable metrics developed and reported to the Board as part of the management reporting.

4. Fee-based amenities and those providing food and beverage products and

services shall be budgeted separately. These amenities should be managed to cover, at a minimum, operating costs through fees and operating revenues. As part of the annual budget development all amenities will develop plans and metrics to be reported basis to the Board to achieve their financial and objectives.

## 5. Classification and Use of Amenities

- a. **General-Use Amenities.** These are amenities that serve the Association membership and general public for which there are, in general, no associated user fees. All Association members and residents, as well as sponsored groups and clubs, have the same access and availability for use. Appropriate fees may apply. Association-sponsored groups and approved clubs use these facilities at no charge. These amenities include:

Food and Beverage Facilities  
The Community Center  
The Country Club  
The Beach Club  
The Yacht Club  
Parks and walking trails  
Tennis courts at the Swim and Racquet Club  
Kayak launch sites  
Skateboard Park  
Basketball courts

- b. **Fee-Based Amenities.** These are amenities which are available to all Association members and their guests for a fee. These fees may be paid in the form of annual/seasonal membership or for periods of limited use (e.g., daily, weekly). Memberships generally confer additional benefits to those who purchase them. To the extent possible, fees will be set to provide Association members and guests added value when compared to competing facilities and services in the area. These amenities include:

Pools  
Golf Course  
Tennis Facility at Manklin Meadows  
Paddle Ball Courts at Manklin Meadows  
Boat ramps  
Pickle Ball Courts

- c. **Non-Association Member Use.** All of the amenities of the Association are available to the general public subject to availability. For fee-based amenities, the general public may purchase Associate Memberships or pay daily fees. The charges for these uses shall be set higher than charged to Association members. Non-members, who wish to use the buildings that are available to Association members at no charge, shall be required to pay a fee.

- d. **Amenities Rental.** Individuals, member groups, and non-Association sponsored groups may reserve certain facilities for their exclusive or limited use, for a fee.

## 6. Funding of Amenities

- a. **Capital Costs.** Capital Costs are incurred to procure, renovate or replace the facilities and other fixed assets necessary to support and/or extend the useful life of the amenity. Capital costs to support Association amenities are borne by all Association members and are paid for through funds generated from annual assessments.
  - b. **Operating Costs.** Operating Costs are the annual costs to operate and maintain the facility or asset. General-use amenities are funded through annual assessments and the sales of related products and services. Fee-based amenities are funded, insofar as possible, by revenue generated by charging fees for the use of that amenity. Operating costs not covered by fees, shall be covered by using a portion of the annual assessment.
7. **Marketing.** Management shall prepare a comprehensive annual amenity marketing plan to support amenity use and membership enrollments. This plan shall be developed and presented to the Board not later than the April Board meeting of each year.

## 8. Customer Satisfaction

- a. **Customer Service.** Providing superb customer service is a basic requirement to achieve membership satisfaction and wide-spread use of Association amenities. Every individual involved in ensuring membership customer satisfaction must share a common understanding and belief in what must be done.
- b. **Customer Relationship Management (CRM).** In order to achieve optimum results, we must be committed to finding, attracting, and winning new customers, nurture and retain those we already have, and encourage former customers back into the fold. CRM recognizes that providing superior customer service requires an Association-wide leadership and business strategy embracing all customer-facing departments, and even beyond. Effective customer satisfaction will be achieved only if Association management, employees, processes, and technologies work in synergy to increase membership amenity use and thereby improve financial performance.

**Comprehensive Annual Plan.** Successful CRM requires continual Board and management leadership, emphasis and example. Management shall develop and present an annual customer service plan to the Board not later than April of each year. This plan must include applicable metrics that will be reported basis to the Board.

## 9. Pricing and Fees

- a. **Membership Value.** Amenity pricing and fee structures shall be established to meet the diverse circumstances and needs of the Association membership. Fees shall be structured to offer value to resident and non-resident members, frequent and occasional users, individuals and families and, persons within different age groups.
- b. **Fee Amenities.** The General Manager (GM), with the approval of the Board, shall establish annually a schedule of fees for fee-based amenities as part of the annual budget process. The Board shall review the recommended fee structures and approve them in the annual budget; however management may adjust fees to attract new revenue and/or members, as necessary, during the budget year.
- c. **Eligibility**
  - (1) The schedule shall include rates for Association property owners, renters of an Ocean Pines property, and those who do not reside or own property in Ocean Pines.
  - (2) Association property owners and renters of such property are eligible to purchase memberships or obtain membership rates at amenities if the annual charge to the property or any other charge is not delinquent and the property is not in a continuing violation of the Declarations of Restrictions of the Subdivision, as determined by the Board. If after the purchase of a membership the property should become delinquent or become in violation of the DR's, as determined by the Board, the membership or access to membership rates shall be suspended until the delinquency or violation is removed. No refund, full or partial, shall be made because of a period of delinquency or violation.
  - (3) The GM shall establish a system of identification for the use of all fee-based amenities.

10. **Charter Club Membership.** Charter Club Memberships are available to those Association members who were Charter Club Members during the fiscal year 1984-1985 and have paid appropriate Charter Club Membership fees on or before June 1, 1986 and June 1 of each succeeding year. Further rules and restrictions regarding Charter Memberships may be obtained at the Membership Office.

## 11. Parking Permits

- a. Property owners and resident renters may purchase one (1) Parking Permit for use at the Beach Club.
- b. Notwithstanding 11.a. no more than one (1) Parking Permit will be issued to a property address.

## **12. General Policies**

- a. Memberships are not transferrable.
- b. Except as indicated in 13.f, no member or group of members shall be preferred to any other member or group of members with respect to the use and enjoyment of facilities, except as set forth for appropriate membership categories.
- c. Any property owned by more than one person either as tenants in common, joint tenants, or any other form of shared ownership requires each owner to subscribe to a membership as required by the annual schedule of fees.
- d. Corporations owning property may have separate memberships provided the Association is furnished a list of designated members and provided that each person subscribes to memberships on a separate basis as required by the annual schedule of fees.
- e. The manager of each facility, and designated facility assistants, has full and complete control of all activities under their supervision. Included in that control is the authority to deny service, play, or use of facilities to any person when, in their judgment, the person being denied use of the facility is acting in violation of club rules and regulations, other governing documents of the Association or applicable state or county laws or regulations.
- f. The GM has the authority to suspend the use of amenities by any person or group for infractions of the rules, regulations, or policies of the Association.

## **13. Scheduling**

- a. The GM shall have authority to control the reservation and scheduling of Association amenities.
- b. The GM shall determine which Association amenities, under his control, are appropriate for Scheduled Use [regular periodic use] and which are appropriate for Reserved Use [one time use] or both.
- c. The GM shall designate which Department(s) shall be responsible for controlling which amenities
- d. Prior to the beginning of each calendar year the GM shall initiate and execute the process for reserving and scheduling amenities for the coming year. Public notification shall provide interested organizations at least 30 days to apply.
- e. Departments tasked with controlling the use of amenities shall notify those Ocean Pines Community Organizations which have Scheduled Use of Association amenities during the current calendar year when application for renewed

Scheduled Use for the coming calendar year is due. Notification shall include all criteria and procedures necessary for scheduling and dates unavailable because of Association use. Notification shall be made by appropriate media.

- f. New applications for Scheduled Use of an amenity shall be made to the appropriate Department of the Association as established by annual notification announcement for the following calendar year. Priority will be according to the priority table. Requests for Scheduled Use received after the established deadline will be accommodated as times and space allow.

Priority table

1. Board of Director Meetings
2. Ocean Pines Association Meetings
3. Ocean Pines Association Department Programs and Events
4. Ocean Pines Community Organizations  
(An organization of 10 or more members whose membership is at least 60% Association members.)
5. Ocean Pines Association Members or Residents of Ocean Pines
6. Non-Ocean Pines Association Community Organizations
7. Businesses and Other Persons

- g. Except for a use specified and approved by the GM, once Scheduled Use of an amenity has been authorized, no other activity may displace the scheduled activity without the agreement of the affected party. It is the responsibility of the party requesting a change in scheduling to obtain agreement from the affected party and Association Management approval.
- h. All reservations for use must have a person acting as liability agent. The liability agent is defined as that person assuming legal and financial responsibility for the actions of the group, organization or persons making the application.
- i. Dates not taken for Association Use or Scheduled Use shall be available for Reserved Use on a first-come-first-served basis.
- j. Alcoholic beverages may be served in conjunction with the use of Association amenities when done so in accordance with all applicable Federal, State and Local laws and the Liquor Licenses of the Association, provided that prior permission is obtained from, and proper permits are obtained and provided to the controlling Department.

- k. An application for the use of an amenity for any purpose that charges admission or raises funds for profit may be denied at the discretion of the General Manager.
- l. To qualify as an Ocean Pines Community Organization, an organization must submit a membership roster with its application. This roster must include:
  - (1) Name, address and telephone number of each organization member
  - (2) Name, title and date of election of organization officers
  - (3) Indication of Association membership of organization members

#### **14. Amenity Rules for Participant Use.**

- a. The GM shall establish rules for participant use of the following facilities:
  - (1) Marinas
  - (2) Golf Course
  - (3) Skate Park
  - (4) Playgrounds
  - (5) Swimming Pools
  - (6) Tennis
  - (7) Paddle Ball
  - (8) Others, as needed
- b. Rules shall comply with applicable government laws and regulations and be in compliance with Association insurance requirements.
- c. Rules shall identify the specific recreational facility, effective date, and approval signature of the GM.
- d. Rules shall be posted at each facility in a location visible to participants. Additional distribution to participants shall be as determined by the GM and facility managers.
- e. The approved copy of each set of rules shall be maintained in a Book of Amenity Rules maintained in the GM's office.
- f. Rules are not subject to a pre-implementation approval by the Board. However, copies of new or revised rules shall be provided to the Board when made effective by the GM. A Board member who desires a review of a new or revised rule is responsible for having the review placed on a Board meeting agenda.
- g. The GM shall review the rules of each facility for adequacy annually, no later than April 30 of each year. The date of the review shall be recorded on a Review Record contained in the Book of Amenity Rules.

Effective Date: 11/2/19

Approved by the Board of Directors on: 11/2/19

President: [Signature] Attest: [Signature] Secretary

Review History  
General Manager: [Signature] Date: 11/6/19

Legal \_\_\_\_\_ Date: \_\_\_\_\_

By-Laws & Resolutions Adv. Committee: James T. Trammel Date: 11/5/2019