

Wharf Web Site Overview - WharfLiving.net

The Wharf's website serves existing and potential homeowners and has three goals:

- to provide a Wharf communication hub, supplemented by the Wharf's Facebook
- to promote the Wharf's style & values to homebuyers and realtors
- to improve the communications between the HOA, property manager and homeowners

Developed nearly ten years ago, the WharfLiving.net site has evolved and grown; its "look and feel" is typically refreshed every 2 years and new features are continuously added. Last year, for example, a community web cam was added that provides live views of the marina to PCs and smart phones. This year we're implementing the Wharf Community Directory (described below) and a new Projects Tracking Calendar that will include project plans, work schedules and project progress, and go a long way to keeping homeowners updated.

The community directory has already been added as part of the May 2015 refresh - effectively it is already open for business! Homeowners and their families can now sign up for a directory through WharfLiving.net - have a look by clicking [here](#).

Below describes the Wharf's new Community Directory - homeowners that are in the directory will get emergency announcements, work notices, and up to the minute HOA information - it will also be used for HOA surveys, ensuring that opinions and views are known and reflected in decisions.

A few details about the Wharf Community Directory:

- **SECURITY** - The new directory, which aims to protect the privacy of those included in it, is modeled on the Marina Del Sol (MDS) Community Directory that has operated successfully for several years. So far there have been no security problems. To be included in the WCD, Wharf homeowners/residents will have to commit to a few simple security rules that protect the privacy of all those in the directory.
- **HANDS-ON** - the Wharf directory formatting and electronic distribution will be done manually; and changes/additions carefully checked before being included.
- **LOW VOLUME** - Once the Wharf Directory is set up, there are likely to be 5% - 10% new/changed homeowner details a year - these will be through the web site. Such changes will be effective in 2-3 business days - new homeowners and changed details will appear in the next directory publication.
- **STARTING POINT** - In Marina Del Sol the starting point was a paper directory that was compiled using printed forms and door to door visits. After a couple of years it had got outdated and updating/distributing paper copies was both too time consuming, and expensive. The original MDS paper directory cost over \$700 to compile and took about six months to establish. We're planning on no extra cost, and the directory populated in three months.

- **SIMPLE APPROACH** - the directory puts homeowners/residents in the driving seat - changes and new entries are done electronically, via WharfLiving.net. After review, new homeowners & changes are applied to the directory.
- **DIRECTORY CONSTRUCT** - the directory itself is a formatted, two section spreadsheet, sequenced by address. The second section is a re-sort by family name; both sections are stitched together for "printing". In addition to the directory there is a contact list used for mailing out the directory - people who "Opt out" of receiving a directory (an option on the directory form) are excluded from directory mailing, but get all other information.
- **TECHNOLOGY** - All of the directory information is held in a secured cloud based Google drive - we'll typically publish new directories two times a year, more frequently if the volume of changes or additions justify. The eMailed PDF file is supported on mobile phones, iPads and PCs - it's searchable and printable.
- **MAIL-OUTS** - directory mail outs (emergencies, surveys, updates etc.) are always sent out using the most up-to-date directory information.
- **DIRECTORY SET UP** - Door hangers promoting the directory will be put out in May 2015, as will posters at mailboxes - in an ideal world all homeowners/residents will sign up by mid June.

