



JONATHAN'S  
LANDING  
— POA —

STRATEGIC FIVE-YEAR  
PLAN 2020

THE JONATHAN'S LANDING POA STRATEGIC PLAN  
HAS BEEN DEVELOPED THROUGH A PLANNING  
PROCESS WHICH BEGAN IN 2018

The vision, mission and primary focus areas which are outlined in this plan are a result of a community survey, input from various committees, town hall meetings and Board of Directors feedback. The result is a Strategic Plan that reflects the ideas and opinions of our community and creates a roadmap for the next five years.



# OUR FIVE AREAS OF FOCUS

In each area there are goals established for years 1-3 and years 4-5. This plan will be used by the General Manager and the Board of Directors to create work plans and the necessary budgets to achieve these goals.

COMMUNICATION

FISCAL SOUNDNESS

CULTURE

AESTHETICS AND INFRASTRUCTURE

SECURITY

This is a roadmap and each year we will update this document to reflect our accomplishments and to add new goals.

# DEVELOPMENT OF THE PLAN

The resident survey conducted in 2019 identified key areas of focus for the future. The positives are items we need to preserve and continually enhance. Areas identified as needing improvement will be targeted as part of this plan.

## WHAT WE VALUE

Location  
Friendly, Caring Community  
Golf Club  
Security

## WHAT NEEDS IMPROVEMENT

Aging Infrastructure  
Community Landscaping  
Irrigation System  
Water Control Systems  
Financial Transparency  
Resident Communication

**CORE VALUES** ARE WHAT MAKE JONATHAN'S LANDING A SPECIAL PLACE TO LIVE AND HELP GUIDE US IN OUR DECISION-MAKING PROCESS. THESE CORE VALUES WERE DEVELOPED THROUGH ANALYSIS OF THE SURVEY RESPONSES AND COMMUNITY FEEDBACK.

**Transparency** – Prompt communication of information that is important to all JL Members.

**Volunteerism is Valued** – Promote opportunities for volunteering both within and outside of JL.

**Fiscal Responsibility** - Ensure that the Mission Statement, Vision Statement, the Capital Reserve Study, Capital Improvement Budget and POA Budget are all in alignment.

**Respect** – Welcome and value opinions and ideas from all JL Stakeholders.

**Unpretentious and Congenial** – People of all ages and interests are welcome as we are one community with a wide range of real estate choices and price points.

**Strong partnership with Golf Club and Marina** – They are a key part of our JL community, and a strong collaboration makes our community a desired place to live while increasing property values.

# OUR MISSION

The Jonathan's Landing Property Owners Association mission is to preserve, protect and enhance the lifestyle, property values, environment, and reputation of Jonathan's Landing as a premier controlled access residential golf and boating community. Our open communication ensures that all actions taken are for the equal benefit of all JL Communities.

# OUR VISION

We strive to live in a community of aesthetically pleasing landscaping, pristine roadways, and promenades. We are proud to live in our community which is unpretentious, congenial and embraces all ages and activity interests. There is strong volunteer participation both inside and outside of JL. The POA is financially sound with solid reserves and our investments benefit the whole community. There is open two-way communication with a focus on finding solutions and improving our community.

# STRATEGIC FOCUS AREAS

*This plan is divided into five focus areas:*

Communication, Culture, Aesthetics and Infrastructure, Fiscal Soundness, and Security

## COMMUNICATION

Use a wide variety of communication methods to reach as many POA members as possible in a timely and regular basis on all subjects, events and issues that affect JL homeowners and the Association.

There will be both push and static communication as well as opportunities for two-way communication between residents and JL Board of Directors. A special focus will be placed on the communication of POA financials and projects that are underway and in planning.

Monthly financial details for all JL POA entities will be posted on the website and updates will also be provided to residents on a quarterly basis via Town Hall meetings and the JL Chronicle. A revised capital reserve study will be updated during the summer of 2020 and this will also be posted on the JL website.

### YEAR 1-3

- ◇ Launch new website platform
- ◇ Create plan for ongoing Focus Groups
- ◇ Hold at least 3 Town Hall meetings annually
- ◇ Attract and expand contributors to Chronicle
- ◇ Increase use of video to convey information on JL
- ◇ Expand role of communications staff
- ◇ Conduct short surveys on specific topics
- ◇ Push notification of financials

### YEAR 4-5

- ◇ Hold at least 3 Town Hall meetings annually
- ◇ Achieve 60% subscription rate for Chronicle
- ◇ Redo community survey and measure improvements
- ◇ Provide community training on all POA Documents

# CULTURE

## SUMMARY

Preserve and strengthen the culture of JL as a friendly and caring community. Events are planned that include all age groups and activity levels.

We embrace volunteerism both within and outside of JL and ensure that education/training is provided where needed.

There is open two-way communication with a focus on finding solutions and improving our community.

### **YEAR 1-3**

- ◇ Community events in collaboration with POA, Golf Club and Marina
- ◇ Annual POA volunteer event
- ◇ Welcome Committee to introduce new residents to the greater JL community
- ◇ Remote Controlled Sailboat Club – promote
- ◇ Dog Parade
- ◇ Design Control Board Workshops on Revised Guidelines

### **YEAR 4-5**

- ◇ Seminars- Hotwire, Improving Home Security
- ◇ Outside Speaker Events i.e. Jupiter Medical
- ◇ Book Club
- ◇ Movie Night
- ◇ Bike Club



# AESTHETICS + INFRASTRUCTURE

## SUMMARY

Improve the aesthetics and overall value of the JL Community through the implementation of maintenance programs for bridges and common amenities, repairs to water control structures and drainage, continued road and sidewalk improvements, signage and lighting, as well as a comprehensive revitalization of the irrigation and landscape throughout the community. Our inviting entries welcome residents and guests with their natural beauty.

### YEAR 1-3

- ◇ Maintenance and expansion of walkways and Promenade system
- ◇ Enhanced entries to include hardscape (sign, monuments, pavers, sidewalk) as well as new landscape and irrigation
- ◇ Replacement of the irrigation system
- ◇ Enhance landscaping at the conclusion of each phase of irrigation system replacement
- ◇ Renovation of lighting throughout the community – street lights, ground lights and landscape lighting
- ◇ Roadway replacement
- ◇ Maintenance program for water control structures
- ◇ Creation of land usage plan for 4 acres at north entry (Pickle Ball or other amenities)
- ◇ Implement programs maintaining, enhancing freshwater assets

### YEAR 4-5

- ◇ Implementation of land usage plan
- ◇ Installation of Pickleball Courts
- ◇ Kayak Rental
- ◇ Completion of irrigation system replacement
- ◇ Enhance landscaping at the conclusion of each phase of irrigation system replacement
- ◇ Completion of lighting renovation throughout the community – Street lights, ground lights and landscape lighting
- ◇ Maintenance of water control structures
- ◇ Expansion of play area
- ◇ Bridge maintenance

# FISCAL SOUNDNESS

## SUMMARY

Ensure that the Mission Statement, Vision Statement, the Capital Reserve Study and POA Budget are all in alignment. All investments are reviewed to ensure that they benefit all residents of JL.

### YEAR 1-3

- ◇ Update reserve study
- ◇ Create Reserve Study Task Force to analyze study and provide input to reserve specialist
- ◇ Identify and prioritize key projects
- ◇ Create plan to fund all identified capital reserve needs (Replacements)
- ◇ Create a Capital Improvements Fund to identify improvements and amenities (New improvements)
- ◇ Create a Communication plan for Annual Budget and Capital Needs (Capital Reserve or Capital Fund)

### YEAR 4-5

- ◇ Create and fund a plan to maintain all JL assets
- ◇ Update Capital Reserve Study
- ◇ Ensure Reserve Account is fully funded
- ◇ Monitor 5- year spending plan

# SECURITY

## SUMMARY

Security of both our residents and our property is a priority and uses the most effective technology and methods available.

### YEAR 1-3

- ◇ Reduce vehicular traffic lines for guests/ vendors at North Gate
- ◇ Update Rules and Regulations
- ◇ Investigate security workforce options
- ◇ Investigate and implement on-site medical program as part of security detail
- ◇ Develop various methods of on-site speed control

### YEAR 4-5

- ◇ Replace/remodel gate houses to accommodate new security technologies
- ◇ Investigate option of enhancing waterway security
- ◇ Introduce aerial technology as part of security

# ACKNOWLEDGEMENTS

The Groups and People who helped Develop the 2020 Strategic Plan

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## **LONG RANGE PLANNING COMMITTEE**

### **Current Committee**

- Elaine Bliss – Chair
- Greg Moroney
- Donna Harran

### **Previous Committee Members**

- Mary West – Chair
- Ivan Stuart – Chair
- Sally Henn
- Saul Silverman
- Dick Esposito

## **JL POA BOARD OF DIRECTORS**

### **Current Board Members**

- Donna Harran
- Bill Gould
- Katherine Wunder
- Bernie Halligan
- Michael Murphy

### **Previous Board Members**

- Paul Brown
- Richard Plaatsman

## COMMITTEES

Listing only the Chair of the committee. (The member list can be found on the JL POA website.)

### JL Cable

- Larry Plunkett

### Communications

- Jack Caldwell

### Design Control Board

- John Mehok

### Finance Committee

- Bernie Halligan
- Michael Murphy – Previous Chair

### Landscape Committee

- Diane Gustafson
- Paul Brown – Previous Chair

### Security Committee

- Katherine Wunder
- Donna Harran – Previous Chair

### Water Resource

- Michael Murphy

### Welcome Committee

- Carlotta Dillon
- Marcia Dowd – Co-Chair
- Michele Nicol – Co-Chair

## A SPECIAL THANK YOU

to the 784 residents who responded to the Survey, and  
dedicated staff who work with us to carry this plan through!





JONATHAN'S  
LANDING  
— POA —

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