



Mission, Vision Core Values & Guiding Principles

Mission:

To preserve *IronOaks* as a desirable adult community that encourages Homeowners to pursue an active and healthy lifestyle.

Vision:

To be the most sought after Community that provides an active adult lifestyle for all Homeowners to enjoy for generations to come.

Core Values:

- **Innovation** - looking toward the future for what will keep our community desirable
- **Integrity** - adherence to moral and ethical principles
- **Accountability** - willing to take responsibility for one's own actions/decisions
- **Mutual Respect** - for each other in all forms of communication
- **Transparency** - operating in such a way as to create trust among all stakeholders
- **Collaboration** - using the expertise of homeowners when appropriate
- **Communication** - open exchange of information in a timely manner to all stakeholders
- **Homeownership Equity** – attention to preserving Homeowner investment
- **Outreach** – to promote the IronOaks community home ownership opportunities

Guiding Principles:

“Guiding Principles are the values by which a community navigates. They require no external justification. They are neither situational nor subject to the latest whims. By remaining consistent with these values over the long term, a truly great community will be sustained.”

- I. Preserve and enhance home values and quality of life
 - A. Align facilities planning with anticipated population shifts
 - B. Invest in activities and amenities in a manner which supports our Mission, Vision and quality of life.
 - C. Focus on preserving home values when making key decision to support a self-sustaining HOA

- II. Ensure that financial plans and budgets measure performance and establish accountability
 - A. Consistently align capital expenditures with long range plans
 - B. Research and comply with industry *Best Practices* for ongoing, long-term maintenance
 - C. Maintain sound reserve policies consistent with long-term fiduciary responsibilities
 - D. Retain core competencies in-house and evaluate costs and benefits of outsourcing other services
 - E. Carefully review revenue sources and generators to ensure proper balance with HOA activities

- III. Conform to ethical practices that protect the long-term interest of the community
 - A. Adopt and enforce a *Code of Conduct* for those serving the community, Board Members, employees, Committees, Homeowners and Residents
 - B. Adopt and follow clear and concise governing documents, rules, and regulatory Policies

- IV. Engage Homeowners through Master Planning in key decision in meaningful ways
 - A. Promote Community participation on Committees
 - B. Maintain broad-based, interactive communication tools within the Community: verbal, written, electronic or Town Hall sessions, among others
 - C. Encourage Homeowner responsibility for being informed about Community issues and activities
 - D. Ensure we are marketing to and understanding the needs of the next generation of Homeowners