

Tollgate Association September 2014 Board Meeting

Date and Time: September 6th, 2014 at 9 a.m.

Location: 127 Tollgate Way (Hahn residence)

Attending: Chuck Connor, Ed Hahn, Rob Ochsendorf, Joe Romer, Terry Zawacki, Bob Donaldson, Jim Hogle, Marie Murray, and Garry Sauner

1. May Meeting Minutes – The May minutes will be circulated via email for final approval.
2. 9:00 – 9:15 Old Business
 - a. Continued Discussion of Tollgate Branding (see Appendix I) – Discussion of critical elements that should be captured within the brand, and a proposal by Joe to form a working group to finalize draft language.

Terry asked what the purpose of the brand is. Discussion focused on how to use the brand including website re-design, building a framework upon which Association activities are carried out, and placement of a sign at the entrance. The Board anticipates that brand options would be presented to the Association at the annual meeting as well as the underlying purposes of the brand.

Joe and Chuck will continue working together on developing the brand. The Board anticipates that draft brand language will be circulated to the Association prior to the annual meeting.

3. 9:15 – 9:30 Financial Report
http://tollgateway.org/budget/2014_expenses.pdf
http://tollgateway.org/budget/2014_net_worth.pdf
http://tollgateway.org/budget/2014_budget.pdf

The Association is under budget on most items. Budget items discussed included the successful treatment of tree scale, and pruning that utilized a carry-over surplus from last year.

4. 9:30 – 10:00 Committee Reports

- Social – The fall social is planned for 9/21, weather permitting. A flyer and email will be delivered to homeowners.

There was discussion of venues for the upcoming annual meeting and holiday party. The Hahn's volunteered to host the annual meeting. The Board will begin searching for a holiday party venue.

Joe cited this summer's successful outing to the Nat's game as a good idea to consider for next year, and discussed ways to make the event more social (eg. gathering before the game).

- Landscaping – Shrub plantings were done on June 17th for houses #101, 104, 111, 115, and 135. Plantings at #107 and 124 were delayed until this fall. Scheduling will be finalized when the selected plants become available. The Committee anticipates that most, if not all, of the \$2,500 budget for plantings will be spent, but not more.

The Landscape Tour was held on June 1st, and attracted a large turnout and high praise. The Committee has an idea for another tour this spring.

Marie met with the representative from Green Hawk on August 27th, and went over the scope of work for aeration and seeding that will take place in mid- to late September.

The Landscape Committee will meet on Monday, September 8th, for a final review of 2014 plantings. The Committee will pick a date for, and discuss a work party to transplant lirioppe and to do other hand tasks. In preparation for work in the front beds at Tollgate, Garry and Gayle volunteered to do some work in these beds. The Committee is very appreciative of their efforts and extends a thank you.

The Landscape contract ends in 2014. The Committee will be obtaining bids for 2015 with an option for 2016. Marie is forming a bid committee from members of the Landscape Committee, and this will be finalized at the Monday committee meeting. Marie has asked the current contractor, Ramiro Landscaping, to submit a bid if they are interested in working with Tollgate in the future. Marie has also been in contact with someone at Wren's Way to discuss their landscape contract and to seek information about their

contractor. The contact person at Wren's Way and Marie will stay in contact to share any helpful information during this search process.

- Trees – Replacement of the Leland cypress trees next to #124 (Murray), will be discussed at the upcoming committee meeting. Bob is working on completing the paperwork for a City permit to remove several trees throughout the neighborhood. Not all of these trees need to be removed right away, but all will be considered at the next committee meeting.

Additionally:

- Terry suggested that the white pine at #111 (Guyette) be added to the tree removal permit application and considered for removal at some future time.
- Architecture – The committee met twice over the summer. Two homeowner requests were discussed including a roof replacement request at #105 (Beyer) and window/screen replacement at #113 (Zawacki). Garry briefly discussed the process for handling architectural requests, with emphasis on timing so that the Committee can properly consider requests and help the homeowner.

During the summer the Committee met to update the architectural guidelines, which will be submitted to the Board for approval upon completion.

Garry mentioned there are a few homes whose exteriors should be improved so the appearance of the community as a whole does not gradually decline. There was discussion around non-compliance with architectural guidelines, and enforceability. Bob presented a draft letter that could be sent to homeowners notifying them of (1) their obligations under the covenants and (2) the Board's rights to step in to ensure compliance. We also discussed the process for sending the letter, potentially sending two separate letters (one from the Committee and one from the Board). There was discussion around formalizing a process for notification and enforcement of our covenants, and revisiting our covenants for update. The Board directed the architectural guidelines include sample exterior deficiency notification letters – the first letter coming from the Architecture Committee Chairperson and the second letter, if necessary, coming from the Association President and Treasurer. These topics will be discussed at the upcoming annual meeting.

- Maintenance – The streetlight at #109 is broken due to a faulty socket. Garry is working on getting the issue resolved. There was discussion around the condition of the parking pad at #123 (Kahn), as well as the current condition of our parking pads in general. Parking pad painting is slated for 2018, according to the current Asset Management Plan.

5. 10:00 – 10:30 Other Business

- a. Marie contacted the City regarding City guidelines for handling of yard waste both bundled and placed in stickered brown bags. Marie shared a document from the City's website with current information (see <http://www.fallschurchva.gov/1420/Fall-2014-Edition>). It was suggested that this information could be included in a future Tollgate newsletter.

The next meeting will be on October 4th, 2014 at #113 (Zawacki residence). The Board meeting concluded at 11:00 a.m.

Appendix

Language about Tollgate's brand from Rob Ochsendorf's email to Tollgate Board on June 25, 2014:

Tollgate is Falls Church City's premier town home community. Located within walking distance of a revitalized downtown Falls Church, Tollgate represents distinctive living in the suburbs of Washington, D.C. Each unique home at Tollgate is built in the Williamsburg tradition, with classic architecture, top quality construction, and careful attention to the smallest detail. Tollgate is located in one of the City's prime residential areas, providing access to the best schools in the region, and is an easy commute to downtown D.C. Tollgate grounds are expertly maintained to promote a vibrant, healthy, and mature landscape that creates a serene and beautiful setting.

Tollgate *Tollgate*

Impressions of Tollgate from local realtors gathered by Chuck Connor in an informal survey during July 2014:

Greetings Chuck,

I love Tollgate, but they very rarely come up for sale!

How do you typically describe Tollgate to others? I describe it as a sought after, tucked away enclave of charming townhomes near the heart of Falls Church City.

What does buying a home in Tollgate promise a buyer? (Every brand carries a "promise.") Living in a tight-knit community that knows each other and tends to socialize together.

How would you describe the attributes of Tollgate? Well-built garage townhomes with a variety of styles and floor plans with either Georgetown patios or fenced yards.

Are there are negatives to Tollgate in your view? You come out onto a busy street, and to get to shopping and restaurants, you walk along the sidewalk on a busy street – which can be challenging for small children.

Do you think Tollgate should consider some signage at its main entrance off Broad Street? It is always nice to have a community sign at the entrance – most other townhome communities do.

Do you have any other suggestions or thoughts? Personally, I don't think you need to "Brand" the community any more than it is.

Chuck: Hi, it's been years since I've shown anything in your enclave. I would probably describe the place as stately, colonial, private setting etc. You have a great location, and good schools. The only negative I can think of is ingress and egress on to Broad Street. As far as a sign goes, it depends on whether you want the private setting label or more notoriety. Hope this helps.

How do you typically describe Tollgate to others?

A nice, small enclave of townhouses off of Broad Street

What does buying a home in Tollgate promise a buyer? (Every brand carries a "promise.")

Upscale Townhouse in a convenient location

How would you describe the attributes of Tollgate?

Well kept, nicely designed community where the townhouses are not copy cats of each other. Well built. Has a sense of "community".

Walk to metro

Are there are negatives to Tollgate in your view?

The fact that some of the townhomes do not have garages is a negative to some

Do you think Tollgate should consider some signage at its main entrance off Broad Street?

Yes. (but make it nicer than the entrance sign to Broadmont :))

Do you have any other suggestions or thoughts?

I think I tend to use the term "townhouse" more often than "townhome", but I think in your branding effort, the word Townhomes is a classier, more sophisticated, more upscale way to present Tollgate.

Charles—I'm sorry for the delay in getting back to you with answers to your questions. We had a death in the family and I'm just now catching up. Here are my thoughts on each of your questions"

#1—I describe Tollgate as a small enclave of classic Williamsburg-style luxury townhomes in the heart of Falls Church City. I talk about the traditional nature of the architecture and how well maintained the homes and grounds are in your community. I also describe the location—walkable yet tucked away and quiet.

#2—Buying in Tollgate promises a buyer convenience, low maintenance and elegance.

#3—I would describe the attributes as in number 2 above and I would add comments on the spaciousness of the homes with generous room sizes and spacious, private patios. While many buyers prefer new or newer construction, in comparing the new with the older communities such as Tollgate, The Wrens or Governors Square, the buyer will note much more comfortable and private outdoor spaces and more open space within the community.

#4—the negatives of Tollgate are its age. Most buyers in today’s market want turn key options. That means that baths and kitchens must be updated in order for the owner to realize the highest price possible.

#5—I don’t see how signage on Broad St. could hurt the community but also am not sure it would benefit it either.

Hope these comments help. Please let me know if you need anything else from me. And thanks for contacting me.