

Nancy Bush, 821 N. Humboldt, #209

I am Nancy Bush, and a candidate for Woodlake's HOA Board of Directors. I recently retired after 20+ years as a Senior Vice President at three different financial institutions. My broad background includes financial analysis, budgeting, fundraising, event management, investor relations, strategic planning, marketing, and communications. My degree is in graphic design, and I currently have a marketing and communications business specializing in web design.



I'm actively involved in the community, serving on boards including as Board Treasurer of HIP Housing, Burlingame Rotary Board, past Board President of the Downtown San Mateo Association (DSMA), past San Mateo Chamber Leadership Board, and past Board Member and Corresponding Secretary of the Burlingame Woman's Club (BWC).

MY VISION FOR WOODLAKE

- **Financial Oversight:**
 - Examine the **213% budget increase** in Common Interest Management (CIMS) fees within the last four years and assess the justification for the **\$500K increase** from \$232K in 2020 to **\$728K** in 2023.
 - Reevaluate the current HOA dues structure and budget to minimize future HOA dues increases.
 - Ensure that all our operating and reserve funds are fully FDIC-insured.
 - Generate monthly financial statements emphasizing noteworthy deviations from the budgeted amounts and postpone non-essential expenses.
 - Revisit the increased fees for services like architectural changes, bike storage, and key replacements to ensure these fees are reasonable and reflect the actual cost of services.
 - Obtain multiple bids for projects that exceed \$5,000 and require authorization to justify sole source bids.
 - Scrutinize large expenditures like the **\$300,000+** administrative office remodel to determine if they are justified and/or beneficial.
- **Transparency & Community Engagement:** establish quarterly town hall meetings to allow residents to voice concerns, share their perspectives, and understand our community's challenges and the board's decisions.
- **Board Meetings:** introduce a consent agenda for minor decisions to streamline meetings and focus attention on significant issues (i.e., balcony repairs, removal of heritage trees, artificial turf, assessments). Improve board minutes to reflect what transpires at the board meetings.
- **Communications:** revamp the newsletter to focus on community issues, financial updates, and ongoing projects rather than advertisements. Relaunch our own user-friendly Woodlake website to serve as a central information hub.
- **Property Values:** preserve and enhance our property values by maintaining high property upkeep standards, implementing aesthetic improvements, and ensuring efficient community management.
- **Environmental Stewardship:** maintain our beautiful environment by properly caring for our trees, landscape, and the lake.
- **Committees:** re-establish committees (finance, landscaping, emergency preparedness, architectural, communications, events) to provide research and advice to aid the board in making informed decisions.
- **Sense of Community:** provide regular community events, effective communication, and opportunities for residents to connect and collaborate.

I would appreciate your vote if you share my passion for our Woodlake community. Together, we can make a difference!

Nancy