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president's perspective

Greetings SEVA-CAI!!

The holiday season is in full swing!! To me, fall is the season of change; a change in temperatures, the leaves turning color, shortened daylight hours and the final harvest for our summer gardens. I personally have experienced a lot of change this year and as we start preparations for the new year, I am appreciative of the opportunity to pause and reflect on the blessings this year has provided my family and SEVA-CAI.

My summer started off with a move back to Norfolk from Virginia Beach after completing a rather massive renovation to my home. Over the course of two months, just about every surface in my house was either demolished, brushed up, chalked up or replaced. While some of this work was exciting and planned, there was plenty that we found by happenstance along the way which required immediate attention to ensure the safety and soundness of the structure. I'm proud that my entire project, planned and unplanned, was handled entirely by members of SEVA-CAI. Because of the relationships I have built both personally and professionally within this organization there was no question in my mind on who to call when all of this work needed to be scheduled. It gave me a great deal of relief to know that I had qualified professionals, whom I also call friends, working to make my house beautiful and safe. If you have a project forthcoming in your home or community, I encourage you to look to our membership of professionals to handle the job. A current list of Business Partners is always available on the chapter website.

This fall also brought about a change in jobs for me; bringing me back to full-time Association Banking after a year working with Business Partner clients. While changing jobs has been far less stressful than a home renovation, it has been a change in season for me in that it has given me the opportunity to return to the area of banking where I am most comfortable and I couldn't be more excited about my new company and the opportunity they have provided.

As a chapter, this season also brought us a change in staff. In September, our long-time events coordinator, Cariese Hinkley was promoted to Chapter Executive Director and Amber Megrath returned to SEVA-CAI in the new role of Associate Director. I hope you will join me and the Board of Directors in congratulating Cariese on this well-deserved promotion and also to extend an enthusiastic "Welcome Home" to Amber. These ladies are working on lots of new ideas and I can't wait to see how they help us form the future of our chapter.

In closing, I'd like to take a moment to thank all of you, our chapter members, for supporting SEVA-CAI in 2019. This has been a season of change for us with a transition of our staff. That transition has brought a lot of exciting new ideas and opportunities, but has also meant some disruptions in certain operations such as the timely delivery of this newsmagazine. Rest assured that your Board of Directors and Chapter staff are working hard to move beyond those disruptions and we will see a stronger organization moving forward.

Cheers!
Kellie



C. Kellie Dickerson, CMCA® is SEVA-CAI's 2019 Board President. She has been a member of the chapter for over 10 years and has served on numerous committees including Golf, CA Day, Social and the Virginia Leadership Retreat. She also serves as a Vice President on Kappa Alpha Theta's national Housing Corporation Board and is an active member of the local community. She is a Norfolk native and is a Relationship Manager with Fifth Third Bank's HOA/Property Management division.

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Articles, ads or other submissions must be submitted prior to the dates listed below for inclusion in the issue immediately following. All dates are firm. If submission is missed, updates will be in the following issue.

WINTER 2020
January 15th

SPRING 2020
April 15th

SUMMER 2020
July 15th

FALL 2020
October 15th

Currents encourages and welcomes articles on any topic relating to the many "Currents" of community association interest. Please include a twenty to thirty word description of the author at the end of the article. All articles are subject to editing.

Please send your submissions to:
info@sevacai.org

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FROM THE **executive** DIRECTOR

Happy New Year CAI!

I want to begin by thanking our volunteers for their support during this transitional time for both myself and for the Chapter. Your consistency & positivity gives me confidence that 2020 is going to be a great year for the Southeastern Virginia Chapter. Our Board of Directors is laser focused on growing beyond the status quo, and I hope you're all beginning to see the fruits of their efforts.

We are working hard from every angle, but I'd like to give a special shout out to our 2019 Committee of the Year. Through their efforts, the Golf Classic raised \$5,000 for our new charity partner, VetsHouse, and we couldn't be more proud of them. We'll be continuing this partnership all year long, so be on the look out for more information about that.

As we wrap up 2019, I'm happy to see such a strong increase in our volunteer base. This organization relies so heavily on the creative minds and hard work of our committee members, so it's been nice to see so many new faces in the past few months. If you're interested in joining a committee but haven't done so, please feel free to call or stop by the office any time. We would love to discuss your interests and strengths to find the right fit for you.

Looking ahead, I encourage you to take advantage of our many networking opportunities to cultivate your relationships with the decision makers in our industry. The pool of knowledge is deep here, and we all have something to learn from each other. CAI has a long history of connecting professionals with the people they need to succeed. When utilized correctly, your membership has the power to take your business to new heights. Don't sign up & sit back - come join us! Our Kick Off Party is Thursday, February 6th at Paradise Ocean Club in Hampton, VA. You can register online at sevacai.org, or you can call us at 757-558-8128.

And lastly, if you see a need that is being unmet, have a resource to share, or have a question about anything at all - please reach out and let us know! We genuinely value your feedback and are always open to your ideas.



Cariese Hinckley
Chapter Executive Director
Southeastern Virginia Chapter Community Associations Institute



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CAI Career Center

Reference List Tips

Most employers are legally required to perform reference checks on new employees, to verify education or certifications, experience, employment history or salary history. The references you provide to a prospective employer are a powerful marketing tool that can help seal a job offer. They also can totally kill your opportunity for a position if not chosen wisely. These tips will help you make the best use of your references.

How Many?

Most job seekers should have three to five professional references and two or three personal references (if requested). If you've been asked for a specific number of references, it's always best to supply a few extra. That way, if an employer has trouble getting in touch with some of them, there are others available and it won't hold up your job offer.

Set-Up

Make sure your reference list is printed on the same paper on which you print your resume and cover letter so the documents coordinate. Keep the design and layout consistent with that of your resume, using the same fonts and heading.

Obtain Permission

Be sure to obtain the permission of everyone you intend to include on your list of references. You might also want

to send them a copy of your resume and let them know the type of job for which you are applying. This will help them prepare to answer questions and, if it is a previous employer, will ensure they are up-to-date on your current job responsibilities. When obtaining permission from a reference, take the time to verify that all their contact information is correct.

If you have used a reference multiple times, be sure to follow up and thank them for their efforts. Remember—they are doing you a favor!

Who to Include?

Most employers prefer to speak to a current or past supervisor. You may also want to include other co-workers and colleagues who can vouch for your great work ethic or current job responsibilities. If you supervise other people, and will be doing so at a new job, consider putting them down as references to speak about your leadership and supervisory skills. If you are trying to prove your customer service skills, consider using board members, vendors, customers or community leaders. Ministers, rabbis, professors/faculty, and local service leaders can be used as personal references to attest to your volunteer activities or involvement in community or church organizations. Avoid using family members or close friends as references unless you worked with them in a business or volunteer capacity.

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Unfavorable References

If there is any chance that a reference will not provide a rave review, try to include someone else. If you must provide a particular reference (a former employer, for example), but worry that person may give you a mixed or unfavorable review, discuss it ahead of time with him or her. Explain the position for which you are applying and how you think your strengths will contribute to the job. Show them that you are working on whatever weaknesses or inexperience you may have and how you will benefit from this new position. At the same time, ask him/her for suggestions—they may be more willing to avoid negative comments if they believe you are open to constructive criticism or are trying to overcome your weaknesses.

If you believe the person will still provide unfavorable comments to your prospective employer, it is important that you let the employer know ahead of time. You don't want them to hear it from the reference first! Give them a heads up before they contact the reference. This will give you a chance to tell your side of the story and explain the situation or any past problems. Your ability to follow through and address the issue should impress your hiring manager, and your honesty will be appreciated.

Follow Up

A week after you have provided your reference list to an employer, follow up with each person to find out if he or she has received a call. If so, find out what the caller was most interested in, and whether they feel any clarification is necessary for the employer. If your references have not received a call after a week, contact the employer to find out if there is anything you can do to assist the process. This will also allow you to check in and find out where they are in the hiring process. Both your references and prospective employer will appreciate your follow through.

For additional resources visit jobs.caionline.org/career-resources

4 Things You Forgot to Include on Your Resume

As you start to piece together all of the information for your resume, you may become overwhelmed with dates of employment, responsibilities at each position, and achievements while working for others. However, keep in mind that a resume shouldn't simply be a detailed list of your work history. Oftentimes, people forget to include additional information—information that can be critical to catching the eye of a potential employer.

Freelance or Contract Projects

As the economy moves more toward contingency workers and temporary contracts, chances are that you may have worked on a freelance basis. Whether you worked as a writer, photographer, or project manager, these freelance and contract projects are important. Not only do they show a particular skill-set within an industry, it also demonstrates your ability to 'jump in' with an organization and provide the services they need—all at the right time, the right price, and the right place.

Entrepreneurial Spirit

What if you are attempting to re-enter an industry that you left many years ago? An employer may wonder what you were doing throughout those years. Many of my clients have their own business 'on-the-side.' Don't forget to include this information in your resume. This type of work can show a hard-working nature, the ability to schedule time, coordinate employees, and build your own income. These are all transferable skills that can be utilized in future positions.

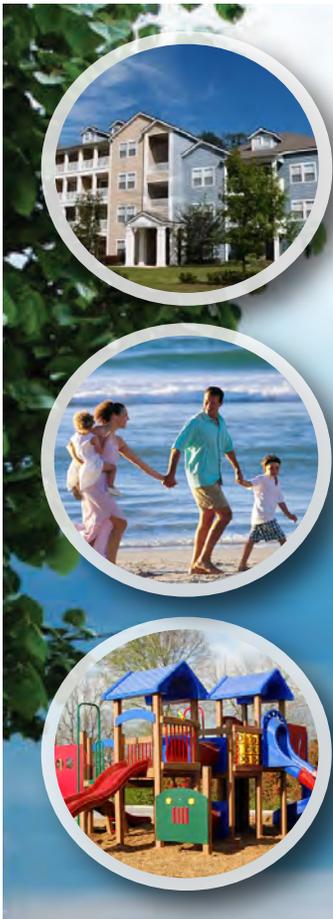
Continuing Education

No matter where you have worked, chances are that you have attended training within your company, at the industry level, or through a national association. If you do not have a college degree or advanced education, this section becomes vital to showcasing your desire to better yourself in your career. Include the names of the trainings, along with the organization that led the events.

Community Engagement

In addition to your professional experiences, consider adding volunteerism and community involvement to your resume. Being involved in your community shows that you can manage multiple priorities and are going 'above-and-beyond' what is expected of you in the workplace. Most people are involved with organizations that they are passionate about and that align with their skill-sets. By outlining these experiences, a future employer will realize that you are someone that is striving to make a difference.

Remember that your resume should demonstrate what is unique about you, the skill-sets that you have obtained, and how those experiences could positively impact your future workplace. Be sure to include the items listed above in addition to your career history.



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Small Business Hacks to Boost Sales on a Tight Budget

Submitted by **Robly Email Marketing**

In the world of small businesses, cash is king.

Unfortunately, money's tight for most companies. Many small businesses simply lack the cash they need to grow their operations. In fact, a recent study found that 41% of small businesses have experienced cash flow problems. Sound familiar?

The good news is that just because you may be facing a cash crunch doesn't necessarily mean all hope is lost. Sometimes you just have to get a little creative. For example, if your business is low on cash but you're trying to boost sales and close more deals, these inexpensive small business hacks may be just the tricks you need to generate more revenue without breaking the bank.

INCREASE PRICES

Most small business owners hesitate to raise their prices because they fear they'll lose customers. While such concerns are certainly valid, every company has to raise its prices sooner or later if they wish to keep their doors open. Of course, you shouldn't raise your prices regularly. But if it's been several years since you've bumped them up, you may be due for a price increase.

Small price increases can have a huge impact on your bottom line. For example, one study found that a 1% increase can translate into an 11% bump in profits. So when is the right time to raise prices? Best practices suggest that you should raise prices after introducing new services or after you've consistently demonstrated your ability to deliver exceptional value that the customer would not be able to receive elsewhere.

OFFER DISCOUNTS FOR HIGHER VOLUME ORDERS

The opposite of raising prices—offering discounts for bulk orders—is one of oldest tricks in the book. Think about it in simpler terms: the baker's dozen. While the customer is only receiving one “free” additional bagel or donut, the customer feels as though they received “something for nothing,” so to speak.

Who doesn't like free things or better deals? As a general rule of thumb, you should offer discounts to encourage your clients to submit larger orders. The hardest and most expensive part of the sales cycle—acquiring new customers—is already done. If you know your margins and are comfortable with offering a discount in exchange for more revenue, volume discounts may be the perfect sales-generating tool for you.

ESTABLISH AN EFFECTIVE EMAIL MARKETING STRATEGY

Chances are you're already using an email platform to connect with new customers and nurture relationships with existing ones. (If not, what are you waiting for?!) But just how effective are your email marketing outreach efforts? If you haven't been as successful as you'd like, spend some time refining your email marketing strategy. The sounder that strategy is, the healthier your bottom line will be. Believe it or not, one study found that targeted emails were responsible for 58% of all revenue. With the right approach—which includes optimizing emails for mobile and segmenting your list—your email outreach will increase repeat customer purchases.

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LAUNCH PROMOTIONS DURING THE HOLIDAYS

The end of the year is the perfect time to show your customers how much you appreciate their business by offering holiday promotions. For example, if your small business provides IT services to other SMBs, consider offering customers a 5–10% discount if they renew their contract for another year. If your company sells computer hardware, offer your customers free shipping on orders placed during the month of December.

PUBLISH BLOGS ON A REGULAR BASIS

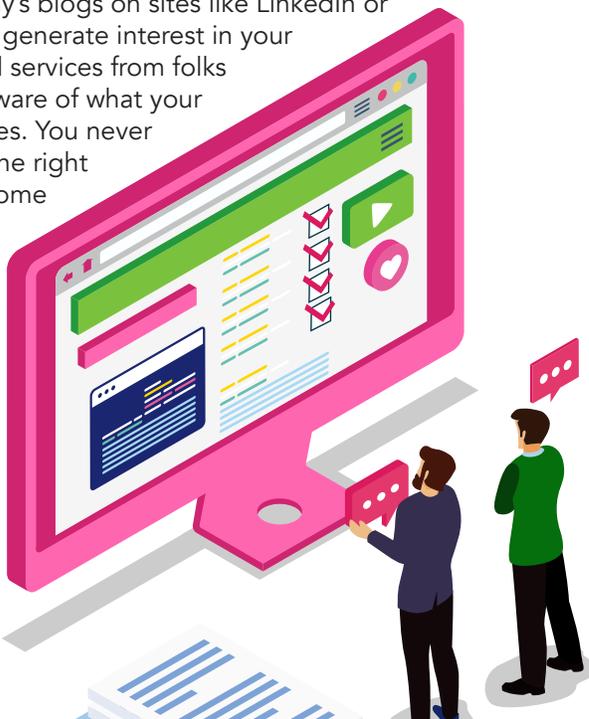
If you're looking to increase traffic and drive sales without spending big bucks, start writing blog posts. Not only will they increase your site's organic SEO rankings and drive more traffic, you'll also engage your customers and prove to them that your work doesn't stop the moment money changes hands.

A recent Hubspot study showed that B2C companies that published at least 11 blogs each month earned four times as many leads than those that published only 4 or 5 blogs each month. By investing your time in writing more engaging blogs, more sales opportunities will present themselves to you.

LEVERAGE YOUR EXISTING RELATIONSHIPS

Your network can almost certainly help you close more deals. But when's the last time you tapped into it? Boost sales by leveraging your network and the relationships you've developed over the course of your career. Reach out to some of your former colleagues to see what they're up to and whether there are any opportunities for you to work together.

While you're at it, create a referral program that incentivizes your happiest customers to bring more business your way. For example, give a customer a free month of service for each customer they refer that signs up. You may also want to cross-post some of your company's blogs on sites like LinkedIn or Facebook to generate interest in your products and services from folks who aren't aware of what your company does. You never know when the right person will come across your content at the perfect time.



CREATE A LOYALTY PROGRAM

An easy way to boost sales? Target your most loyal customers. Though they may only account for 12–15% of your clients, loyal customers can be responsible for as much as 70% of your revenue. Cultivate strong relationships with your customers by creating a loyalty program that rewards them for repeat business. A coffee shop owner, for example, might opt to give customers a free cup of coffee after they've bought 10 drinks.

A well-designed loyalty program can be an incredible source of revenue. Case in point? Starbucks, for example, has upwards of \$1.2 billion sitting in its loyalty program. You probably won't be able to replicate their success. But you should be able to drive a few more sales by incentivizing customers to save money or earn rewards.

SUPPORT SOCIAL CAUSES

How can giving back to your community increase sales? It's easy: 70% of millennials are more willing to support brands when they support causes they care about. Become a socially conscious company and you may see your sales shoot up overnight. Not sure about which cause to support? Ask your team. If it's a cause that your team members personally support, they will be that much more engaged in the outreach.

INVEST IN TECHNOLOGY

Technology is your friend! Making smart investments in technology can help your sales team cover more ground and close more deals. Sales tools come in all shapes and sizes. By investing a few dollars into today's leading sales platforms, it's easier to track and unlock new revenue streams. Here are some tools your small business should consider trying:

- Salesforce, the world's leading customer relationship management (CRM) platform
- Pipedrive, a less expensive Salesforce alternative with many useful features
- Robly, an email marketing platform that increases open rates and clickthroughs while helping you grow your email list quickly
- Shufflr, a presentation management system that helps sales teams increase their effectiveness by using slide decks proven to convert
- Calendly, a scheduling tool that makes it easy for prospects to book time with you
- Dropbox, a file-sharing tool that allows you to send large files to your clients via the cloud

Keep in mind that most leading platforms allow you to try their products for free. So don't worry about wasting money on a tool that may not ultimately work for you.

cont. on next page...

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FOCUS ON YOUR TEAM

According to a recent Harvard Business Review article, organizations with engaged employees are 22% more productive. Higher engagement levels also result in improved outcomes, better work and lower turnover. Companies enjoy better results when their employees are motivated and happy. Increasing engagement doesn't have to be expensive.

Lead by example. Say thank you. Listen to what your employees have to say and implement their best ideas. Let employees work from home. Let them bring pets to the office. Eliminate busywork and unnecessary meetings. The list goes on and on.

USE PSYCHOLOGY TO SHARPEN YOUR PITCHES

Not getting as much traction as you used to? It may be time to update your pitches. Psychological tactics can help drive more sales. For example, creative pricing can convince customers to buy larger packages on average. You can also leverage psychology to drive more sales by limiting options, using the word "because" in your copy and encouraging folks to sign up for your most affordable offerings.

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Tips to Take Charge of Your HOA's Budget Planning Process

Your association's budget impacts the financial and physical health of the community and residents' property values. The budget is the first, crucial step to restoring aged, once-beautiful communities to their former glory, and it determines the enjoyment residents will derive from their community.

Association boards can take several steps to optimize their operating budget to save money and improve the community. Get started with these 10 steps.

1. SET GOALS

In reviewing the association's budget each year, it's critical that boards plan for long-term goals and challenges to avoid maintenance and financial issues that could cause unreasonable hardship for residents. As well as addressing prevention, long-term planning is an opportunity to substantially upgrade the community and increase property values, with the added benefit of increasing residents' quality of life.

The community should answer the following questions:

- What expenses must the association cover?
- What other expenses could it cover to improve the community or satisfy residents?

This list will become the line items in the association's budget. Expenses that must be covered—utilities, taxes, maintenance—are established line items that remain from year to year. Items to improve the community or satisfy the residents will differ annually, so arrange them in rank order for budgeting purposes.

2. DETERMINE ASSESSMENTS

One of the purposes of drafting an annual budget is to determine what the annual assessment will be. How the assessment is allocated to each unit (ownership basis or equal division) and payment frequency (monthly, quarterly, annually) will be specified in the governing documents.

In some communities, the basic equation for determining association assessments is as simple as totaling your total operating expenses and the annual reserve contribution, then dividing by the percentage of ownership.

Instead of starting with your income first and then planning for expenses, an association must estimate costs first and then determine their revenue source, most of which is made up of assessments. To start with

cont. on next page...

income first may create a budget shortfall the next year and, ultimately, require levying a special assessment to cover costs.

Once you determine your annual assessment, examine the number. Is it the same or close to the same as what you charged last year? If so, that's a good sign for your budget. If not, it's time to make revisions to your assessments or budget.

3. LOOK FOR TRENDS IN PAST BUDGETS

In addition to a current year's budget, boards should examine each line item cost in their association's budget within the past five years. Note any trends. This will help anticipate future costs that may impact the operating budget and reserves beyond the current year.

4. REVIEW COLLECTIONS PROCEDURES

Closely examine your collections policies.

Reducing bad debt, such as delinquencies, can save your community money. However, collection expenses and legal fees to pursue bad debt create a line-item expense in the budget, and that expense is integrally tied to estimating bad debt—that is, the less spent on collections, the more delinquencies the association can expect. Watch for a tipping point where collection costs approach the amount to be recovered.

Ideally, your delinquency rate should not exceed 5%. If it does, be sure late fees are being charged consistently, and consider tightening your collections policies.

5. DON'T DEFER MAINTENANCE

Attaining top market values and ensuring residents' quality of life requires that the community be well-maintained and aesthetically pleasing. Allocate a portion of the operating budget for regular housekeeping items, such as:

- Rotating exterior painting to keep the exterior fresh and vibrant
- Replace dilapidated or broken gates, fencing, and retainer walls
- Repair damaged stucco or wood throughout the exterior
- Replace faded, torn, or stained poolside cushions
- Consistently enforce resident violations that degrade common area and exterior aesthetics of the property



6. SPEND MONEY TO SAVE MONEY

Many cost-saving measures require an investment in newer or improved systems or materials. Long-term planning becomes important, especially if the investment is to be spread over several budget cycles.

Always keep residents informed about the decisions behind cost cutting, and cut wisely.

Your community might consider conducting an energy audit to identify inefficiencies and implement energy-saving practices. Many communities, for example, have been converting common-area lighting from incandescent and fluorescent bulbs to LEDs.

A few other ideas include:

Water and landscaping. Gradually change out water-intensive vegetation in favor of water-wise landscapes. These will not only require less water but also require less maintenance, which can significantly reduce landscape maintenance costs.

Smart pool systems. If your community has a pool and spa, consider converting to a smart system to operate systems automatically to reduce cost and manual management time and expense.

Solar. Installing solar panels can reduce the cost of lighting and electrical features, as well as pool and spa operations.

Bundle services. Internet, cable, and waste removal vendors often offer reduced pricing at community bulk rates.

7. INVEST IN SMART PROJECTS

In your community's long-range plans and goal-setting, you should be thinking about any capital improvements that enhance residents' lives and boost property values.

Capital improvements are typically large, expensive projects, and sometimes members must approve them. Reserve funds cannot be used to pay for a capital improvement unless a reserve fund was established specifically for the project.

Many communities, for example, are installing electric vehicle charging stations. As electric vehicles become more popular, associations will need to accommodate the trend—whether due to owner demand or legislative requirements. Some states and companies offer rebate programs for charging stations. Do your research.

8. KEEP AN EYE ON YOUR FUNDS

Strive to maintain three months of budgeted operating expenses. This should include housekeeping tasks like painting, repair, and landscape and lighting conversions. There is no need to allocate reserves for these when they can be addressed in the operating budget.

9. RAISE ASSESSMENTS OR LEVY A SPECIAL ASSESSMENT

Don't hesitate to raise monthly assessments to set your community on a permanent path to fiscal and physical integrity.

Failing to raise assessments to cover actual expenses is a breach of fiduciary duty on the board's part. It's also a breach of contract with owners who expect the board to protect their assets.

You might consider minimal annual assessment increases, about level with inflation. By increasing assessments 2–5% per year—rather than 10–15% in two to five years—the increases are spread out over the time of ownership.

Special assessments should always be a last-resort funding option, not a stopgap for budget shortfalls.

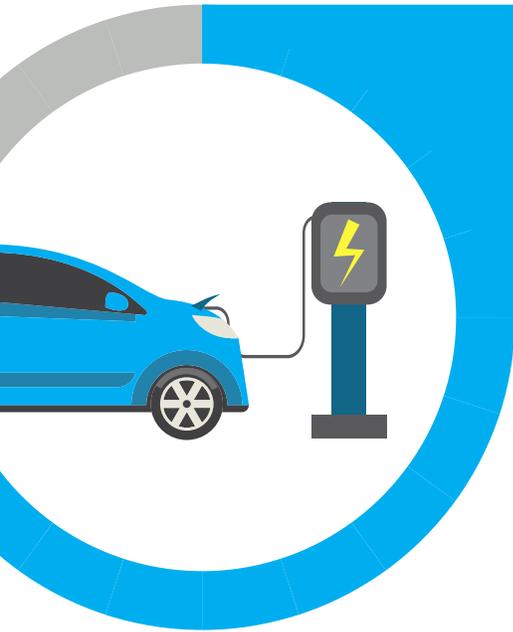
10. CONSULT THE EXPERTS

Your community manager, accountant, reserves specialist, attorney, and other business partners can help boards develop and fine tune their budgets. They can help you set affordable goals for the property, bolstered by realistic, comprehensive fiscal and maintenance schedules.

Ultimately, however, the board needs to understand what they're doing, how, and why. The board has the responsibility for the association's finances. It has a fiduciary duty to review, monitor, and follow the budget.

HOAresources.com explores questions and comments from community association members living in condominiums, homeowners associations, and housing cooperatives. We then assemble trusted experts to provide practical solutions to your most commonly asked, timely questions. We never use real names, but we always tackle real issues.

Electric Vehicle Charging



CAI advances excellence in public policy through advocacy before legislative bodies, regulatory bodies and the courts by availing an extensive network of state legislative action committees, government & public affairs committees, lobbyists and staff.

When an issue arises that impacts CAI members, CAI develops a public policy position to guide volunteer advocates and staff in their advocacy efforts. In 2019, the CAI Board of Trustees adopted a public policy on electric vehicle charging stations.

POLICY

CAI supports legislation that recognizes the core principle of self-governance and co-ownership of common property and the community association housing model. As each association is unique, legislation should allow the community to determine the most efficient, fair, and effective method to provide electric vehicle charging stations. Legislation or policy must respect the financial capability of associations to provide for the stations and allow associations to equitably allocate the cost of the charging stations to those who benefit.

BACKGROUND

The decrease in cost and the increase in options of electric vehicles as well as world-wide, aggressive public policy goals to limit carbon dioxide emissions means electric vehicles are becoming increasingly popular. States and local governing bodies have invested in vehicle fleets and the development of public infrastructure to support the growth of electric vehicles. Demand driven by popularity and policy, means more homeowners in community associations will have a need to charge their electric vehicle

Many newly developed commercial and residential properties, including condominiums, are installing charging stations. States are also considering laws that prohibit community associations from preventing the installation of stations.

PARKING SPACES IN A COMMUNITY ASSOCIATION

Each community association is unique, so the allocation or ownership of the parking areas differs from one form to another and even within the same form.

Homeowners Associations and Planned Communities. Parking in community associations is complicated. In a homeowner's association or planned community, an

owner may own their garage, carport, or driveway as exclusive use property. Associations having parking spaces that are deeded or permanently assigned need to be treated differently.

Condominium and Housing Cooperatives. Parking in condominiums may be general common elements or exclusive-use property. This means parking spaces may or may not be assigned or deeded. In some instances, governing boards are without legal authority to assign a space to an owner of an electric vehicle or have the ability to designate the type of vehicle that may park in a particular space.

INSTALLATION AND MAINTENANCE

Since ownership of parking spaces vary, the position of authority for installation needs to be considered. For example, if the governing documents provide for the permanent assignment of a parking space, and a unit owner's parking space is unsuitable for the installation of a charging station governing boards will, where permitted under the governing documents, be faced with coordinating new assignments with at least one other unit owner whose assigned space is more suitable.

Communities with owners of deeded or assigned parking spaces that are not enclosed will typically vet and adopt a rule regarding the application for

installation of charging stations that are free-standing. In these instances, associations may require prior approval, compliance with location and aesthetic placement, addressing issues related to costs of installation, maintenance, repair and removal. Additionally, the governing board may, where authorized, be required to grant easements to a utility company to run power to the charging station. Associations with unit owners living with disabilities and who require accessible parking will need to comply with related fair housing laws.

Challenges with liability exist in the installation and in the use and maintenance of charging stations. Associations whose parking lot is a general common element or whose electricity is allocated, instead of sub-metered, could be burdened with the financial expense to provide the power to charge vehicles. General maintenance of the charging station and the liability of damages done to property or persons due to negligence if the unit is damaged is a responsibility that should be borne by the unit owner and not the association.

RECOMMENDATION

CAI supports legislation which recognizes the core principle of self-governance and co-ownership of common property of the community association housing model. CAI supports legislation that permits the association to enact reasonable rules and regulations concerning the costs, installation, maintenance, and removal of a charging station.

CAI supports legislation or other public policies that incentive associations to provide for electric vehicle charging but allows for the unique needs and the ability of each association to best determine the most efficient method to provide for these needs. Legislation or policy must respect the financial capability of associations to provide for charging stations and allow associations to equitably allocate costs of charging stations to those who benefit.

CAI supports legislation that permits a governing board or an architectural committee to review a written request by a unit owner for the installation of a charging station at a regularly occurring meeting or through the association's normal approval process. CAI supports legislation that permits the association to impose reasonable charges to recover the costs of the review and permitting of the station. Further, CAI supports legislation that renders the benefited unit owners responsible for all costs associated with the installation, use, maintenance and removal of the charging station.

Approved by the CAI Board of Trustees – January 23, 2019.

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Preventing Water Buildup in Air Ducts

Submitted by **Jenkins Restorations**



Keeping your air ducts clean can provide you with cleaner air inside your home. Whether you have a professional do it or if you do it yourself, some simple duct maintenance steps can help reduce the decay of your air vents. Air duct maintenance primarily centers on preventing moisture from entering the ducts.

The Dangers of Water Buildup in Air Ducts

Water buildup in your air ducts is never a good thing. It can promote mold, bacteria and fungi growth which may cause health problems. Moisture in air ducts, believe it or not, is not quite uncommon and can be caused by HVAC system or by other elements such as leaky pipes or leaks in your roof.

Research shows that condensation on or near cooling coils of cooling systems is a major contributor to moisture in ducts. Condensation is natural and is produced when the temperature of air in the HVAC system is below the temperature of surrounding air.

More advanced systems, when running as intended, have features to extract this moisture without spoiling the ductwork. Improperly installed HVAC systems, incorrectly serviced systems, and malfunctioning systems can lead to damage related to condensation.

Tips for Prevention

First off, you need to fix all water leaks and damage promptly. Cooling coils extract water from the air and drain pans absorb the moisture from the system.

Both coils and drain pan should be inspected regularly. Drain pans should be fully emptied as standing water in the drain pan implies the pan is not working properly. The drain pan should be free of debris which could possibly exert influence on its ability to drain appropriately.

Air ducts should be sealed off and insulated when they are in areas which are not cooled like attics, crawlspaces or garages. This helps reduce moisture by lowering the temperature difference between the air within the ducts and the air directly next to the duct. If you are replacing your cooling system, be sure the new system is well-matched to your home. An oversized air conditioning system will likely cycle on and off more frequently, reducing its ability to extract moisture from the air.

Air ducts are like the veins of your home; they transfer heated and cooled air throughout the building to and from the HVAC and air vents. If there is water buildup in your home's air ducts, it will seriously compromise the home's indoor air quality and overall safety. Taking the necessary steps to prevent water buildup in ducts can save you hundreds – even thousands – of dollars and create a safe and comfortable space to live.

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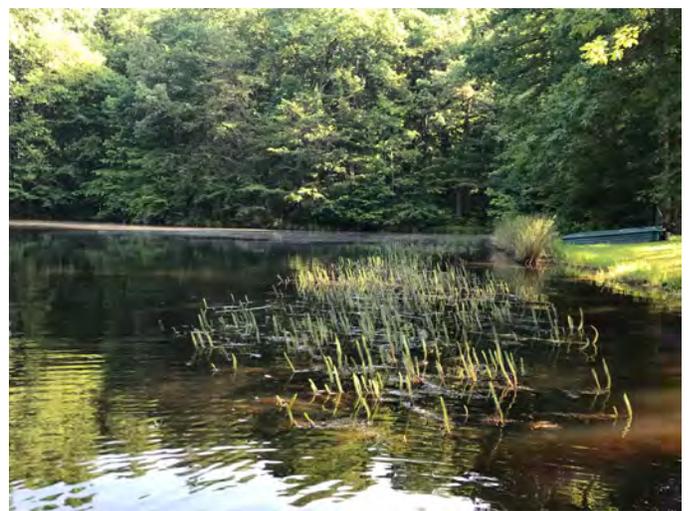


New Innovative Solutions in your Lake Managers Toolbox

By **Shannon Junior**, Aquatic Ecologist at *SOLitude Lake Management*

Herbicides and algaecides have traditionally been used to maintain balanced water quality in lakes and ponds—but wouldn't it be exciting if there was a new technology or process that could totally revolutionize the way we approach environmental problems in our communities? Industry leaders have long understood that proactive, holistic management strategies are the key to achieve long-term balance in our aquatic environments; however, our toolbox of sustainable solutions has not always grown at the same pace as our knowledge. That's why we are so excited about recent advances in water quality restoration.

Let's be clear: EPA-registered herbicides and algaecides are generally only used as a last resort solution—but sometimes they are necessary and valuable tools. Just as you might take an antibiotic to recover from an infection, pesticides help your waterbody recover from nuisance and sometimes harmful aquatic weed infestations. Now, new herbicide technologies are optimizing the safe



Before Selective Herbicides

“

The increasing problems of anthropogenic and climatological water quality degradation have brought us to a critical time in the aquatic management industry, but new technologies like these are making the management of water resources easier and more sustainable than ever.

”

eradication of undesirable plant species with very limited impact on native vegetation, wildlife or recreational activity. These highly-targeted herbicides combine the best features of traditional options to target the unique growth processes in undesirable aquatic weeds and achieve more selective and long-lasting vegetation control. Thanks to their favorable environmental profile, they require 100-1000x lower use rates than traditional herbicides and have been designated by the EPA as a “Reduced Risk” solution that is virtually non-toxic to humans, pets and wildlife.

Reduced Risk herbicides can be highly successful for the management of many species and may provide exceptional multi-season control when applied by specially certified professionals at the appropriate growth stage and dosing rate. Properties suffering from chronic milfoil species, hydrilla, crested floating heart, watershield, parrotfeather, creeping primrose, slender spike rush, yellow floating heart and similar species are excellent candidates for management with these highly-selective, low-impact herbicides.

For any new technology, it is important to evaluate its niche within our “toolbox” and to understand the best fit among the available water quality management

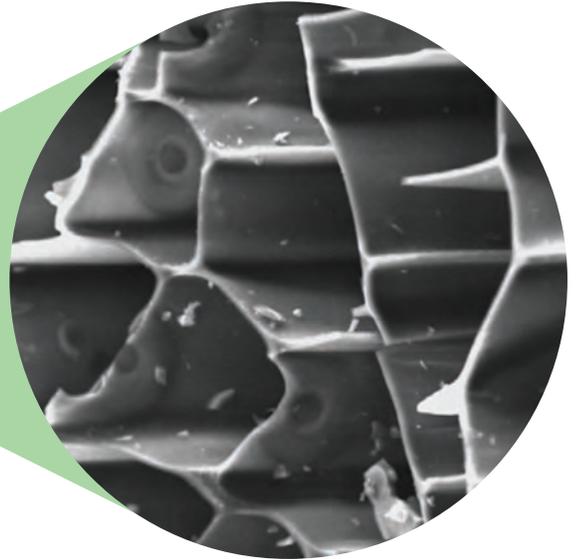
strategies. There are many factors to consider when developing a comprehensive aquatic resource management plan, such as the target weed or algae species, the presence of beneficial native vegetation, and the goals and budget of the stakeholders. While reduced risk herbicides offer a new and exciting option for our clients with severe nuisance or invasive aquatic weed issues, it’s important to establish long-term control by addressing the true root of the problem: unbalanced water quality.

Water quality restoration is one of the most frequent and important challenges that we face as lake and pond managers, and should be a high priority for every waterbody. Poor water quality due to nutrient loading is a constant issue, as runoff containing fertilizers and other pollutants from agricultural farms, suburban lawns and gardens, and urban streets and parking lots drains into lakes, ponds, and stormwater management facilities. Even natural areas can contribute to water quality degradation through the deposition of sediment, leaf debris and other organic matter to our waterways. These pollutants are the ultimate source of nuisance lake and pond weeds, harmful cyanobacteria (blue-green algae) blooms and other complications that impair waterbodies for municipal and recreational uses, and may also make them less habitable for fish and other wildlife.

As a property manager or member of a homeowners community, you may have already implemented numerous aquatic management tools such as aeration and nanobubble technology, biological augmentation, and innovative sediment management techniques such as bioengineered shorelines and hydro-raking. Another new technology for the sustainable removal of nutrients and other pollutants is generating excitement within our industry. Similar to activated charcoal, this new technology has highly adsorbent properties that allow it to remove impurities from water. These charcoal-like particles can be placed in large, porous bags in moving water, and the particles will attract and trap nutrients, metals and other pollutants. The bags are then removed from the water when they are full, resulting in the physical elimination of the trapped material from the waterbody. The contents of the bag can be discarded,



After Selective Herbicides



Nutrient Remediation Technology Under A Microscope

Nutrient Remediation Bags

or better yet, applied to lawns and gardens as a soil amendment for natural fertilization and as a substrate for beneficial microbes to enhance plant growth.

This new technology is most effective in flowing waterbodies so that there is constant circulation of water around the bags for nutrient adsorption. More stagnant basins would benefit from the installation of a fountain or aeration system to move the water and enhance the effectiveness of this method. The number and size of the bags required is also site-specific, and their longevity could be several weeks up to an entire season, depending on the severity of water quality impairment.

The increasing problems of anthropogenic and climatological water quality degradation have brought us to a critical time in the aquatic management industry, but new technologies like these are making the management of water resources easier and more sustainable than ever. When implementing any sort of aquatic weed or water quality solution for your waterbody, it's extremely valuable to consult with an aquatic biologist or ecologist who is on the leading edge for innovative solutions to age-old challenges. Your community members—and your long-term budget—will thank you!



Shannon Junior is an Aquatic Ecologist at SOLitude Lake Management, an industry-leading environmental firm. She specializes in all facets of lake management, with a specific expertise in ecological assessment and water quality restoration. Shannon has Master of Science degree in Environmental Science and Public Policy from George Mason University. This article is the third in a series featuring new break-through technologies that will revolutionize the management of lakes, stormwater ponds, wetlands and fisheries in 2019. Learn more at www.solitudelakemanagement.com/knowledge

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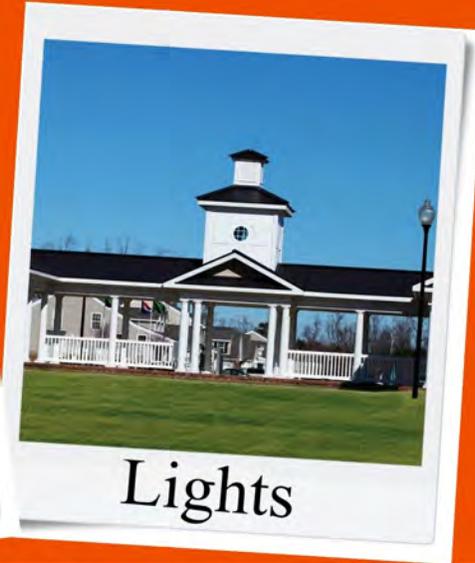
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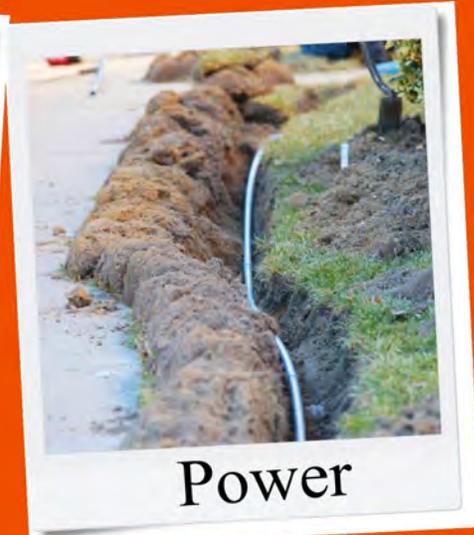
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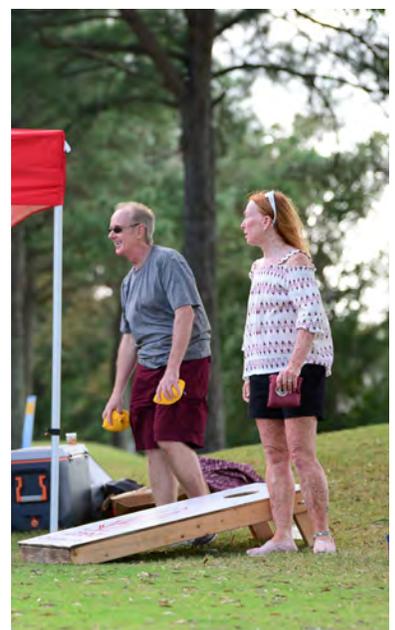


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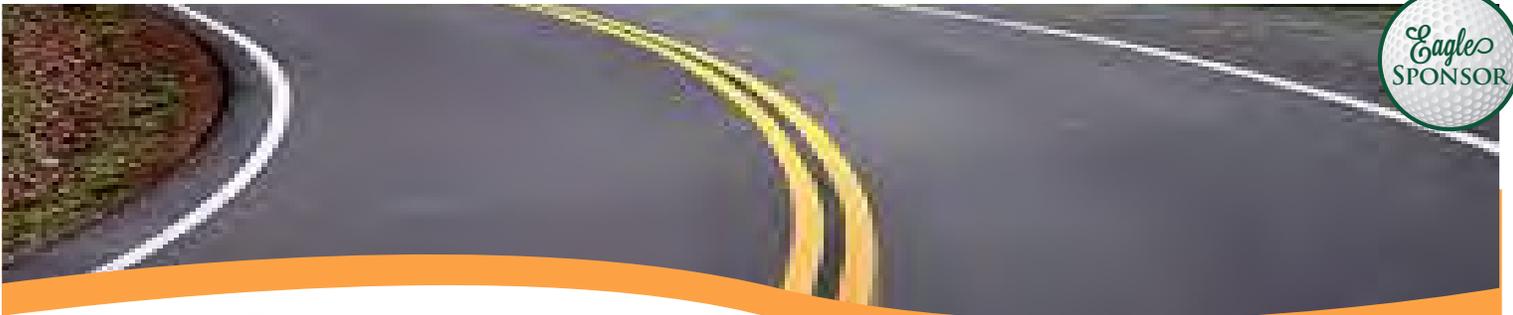
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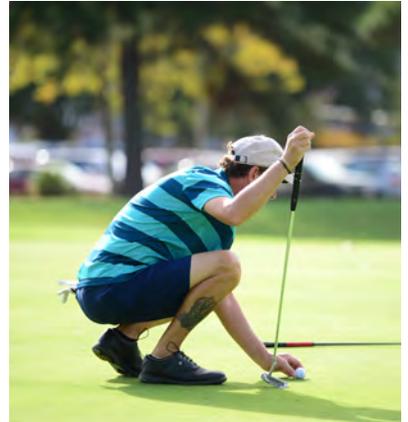
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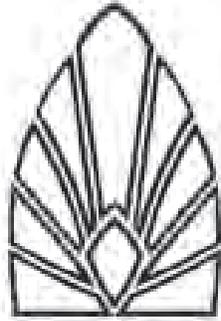
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