

Communication Plan
Swan Lake Co-Owners' RV Resort Council
May, 2021

This communication plan aims to improve communication and respond to the following criteria:

- Transparency is essential to the success of a co-owner Resort; every co-owner has a right and responsibility to be informed on a regular basis and in a timely manner.
- In order for Council to be effective, all Council members have to be made aware of all happenings in the Resort.
- Effective and strategic communication between the Resort manager and Council is essential.

The following processes will be put in place to respond to the above criteria:

A. Communication Among Council Members:

- The Council@swanlakervresort.com will be the primary “hub” for Council communication. It will be managed by the secretary (or delegate).
 - The secretary (or delegate) will check the Council@swanlakervresort.com email daily.
 - Any email from a co-owner will be acknowledged by the secretary (or delegate).
 - Email will be forwarded to Council member responsible. Council member will respond to co-owner within 5 business days to update them on progress of request.
 - Also, each email will be cc'd to all other Council members.
 - All relevant emails will also be forwarded to Resort manager.
- The Council chair will meet with the Resort manager on a weekly basis (or as required). The Chair will prepare notes of the meeting and share with Council members at Council@swanlakervresort.com following the meeting.
- Any on-going concerns/observations etc., will be shared immediately by email among Council members to keep everyone in the loop.
- Relevant Information, including properties listed for sale, properties that have sold, and any site plan change requests and outcomes have to immediately be shared with all Council members.

B. Communication with Co-Owners:

- Communication with co-owners occurs in the following manners:
 - Annual report
 - AGM (annual)
 - Information Sessions (annual)
 - Newsletter (monthly)
 - Website (on-going)
 - Approved Minutes of Council Meetings
 - Emails from Council

1. The Annual Plan: This year, an annual plan was produced by Council to identify the areas of focus for the year. This provides other co-owners with a sense of the priorities. The priorities, in turn, are informed by feedback from co-owners

at the AGM. In 2021/2022, the annual plan should be extended to three years to identify and plan for longer-term priorities.

2. AGM: The AGM is an opportunity for co-owners to voice concerns/ideas and to propose motions. It is essential that co-owners have sufficient and accurate information BEFORE the AGM in order to make well-informed decisions.
 3. Information Sessions: Annual information sessions are one way to provide co-owners with information. In 2020, these sessions aimed to share information about the budget as well as information about proposed motions. These sessions must be for information only. Co-owners can ask questions for clarification; however, it is important that any debate be reserved for the AGM only. Notes are taken and shared with co-owners in a timely manner, co-owners who cannot attend will receive the same information as those in attendance.
 4. Minutes of Council Meetings: At each Council meeting, the secretary is responsible for taking accurate notes that reflect the main points of the meeting. These notes are used to create minutes. The minutes must be shared with co-owners in a timely manner. We must also ensure the minutes are accurate – this is a safeguard against misinformation. As such, Council must review the meeting minutes and approve them before they are shared with other co-owners. During the period of March 15 and Nov 1 (the Season), Council meets very regularly. Minutes will be voted on at the next Council meeting and will be approved before they are shared with other co-owners. During the period from Nov 1 to March 15, Council meets much less frequently. If there is a period of more than a month before a subsequent meeting is called, Council will send out DRAFT minutes of the meeting. When Council reconvenes, the minutes will be approved and then an “approved” version of the same minutes will be shared with co-owners.
 5. Emails from Council: Regular emails from Council can be sent to other co-owners to provide valuable information regarding processes that everyone must follow to ensure the continued success of the Resort. Emerging and Particular areas of concern can be targeted through these emails.
 6. Website: Contains information such as Council meeting minutes and Rules and Regulations. A process manual will be created and update regularly. This will be housed on the website so all co-owners can access them.
 7. Newsletter: The focus of the newsletter is to provide information and entertainment for co-owners. A monthly article from Council could provide another avenue to share information.
- C. Communication Between Council and the Resort Manager:
1. Effective communication between Council and the Resort manager is essential for the success of the Resort, especially since there is a lot of overlap in their respective roles and responsibilities.
 2. Work must be done to document processes – responsibilities of Resort manager versus responsibilities of the Council (who does what?).
 3. These processes must be communicated among Council members and between Council and the Resort manager. Furthermore, this needs to be clearly communicated to other co-owners.
 4. The only Council members who approach the Resort manager or the Resort manager’s staff (maintenance and office staff) are the Chair (or a delegate in the

Chair's absence) and the Treasurer (or delegate in the Treasurer's absence) as it pertains to finances.

5. The Council chair will meet with the Resort manager at least on a weekly basis (or as required). The Chair will prepare notes of the meeting and share with Council members by email.
6. Resort manager will attend at least one Council meeting per month and/or provide a written report during the Season (March 15 – November 1) or as requested. Resort manager's report will be the first item on the agenda.

D. Communication between Co-owners and Council and/or the Resort manager:

1. If co-owners wish to communicate with Council or a Council member concerning Council business, they must email Council@swanlakervresort.com or write a letter and drop it off at the Resort office. They must not approach any Council members regarding Council business.
2. If co-owners would like to meet with Council or Council members, they must send an email to Council@swanlakervresort.com or write a letter and drop it off at the Resort office to request an appointment.
3. If co-owners wish to communicate with the Resort Manager or Resort staff, they must email Admin@swanlakervresort.com or write a letter and drop it off at the Resort office. They can also call the Resort office at 250-558-1116.
4. Council has enacted processes concerning how co-owner's must communicate regarding concerns they have that rules and regulations are not being followed.

➤ A co-owner is concerned another co-owner has broken a rule/regulation:

- a) The co-owner must email the concern/complaint to Council@swanlakervresort.com or write a letter and drop it off at the Resort office.
- b) The person making the complaint will receive an email acknowledging receipt of the complaint.
- c) Within 5 business days, Council will consult the Rules and Regulations to inform their response to the complaint. If the complaint is supported by the Rules and Regulations, Council will send a letter to the co-owner who is in breach of the rules and regulations. The co-owner will be given the choice to either respond to the complaint in writing to Council@swanlakervresort.com by a specified date or resolve the issue by a specified date.
- d) Council will follow up to ensure the issue has been resolved. If the co-owner responds by writing to Council, Council will meet, refer to the Rules and Regulations and, accordingly, make a ruling. If possible, Council members will meet with the co-owner to discuss the complaint and work with the co-owner to find an acceptable solution.
- e) If the co-owner does not respond to Council by the date specified in the complaint, a second letter will be sent to the co-owner requesting that they respond to Council@swanlakervresort.com before a specified date. If there is no response from the co-owner, a third letter will be sent to the co-owner.
- f) If the concern is not addressed by the date indicated on the third letter, Council will take action by removing privileges in the park and/or levying fines. In the

case of any maintenance issues, Council will have the work done and bill the co-owner for the work as well as penalty charges.

- If the complaint is made against a renter from the Resort rental pool,
 - a) The complaint must only be sent to Council@swanlakervresort.com.
 - b) After consulting the Rules and Regulations, if Council feels the complaint should be addressed.
 - c) Council will forward the complaint to the Resort manager and request that the park manager address the issue with the renter.
 - d) The park manager will, in turn, respond to Council to inform Council about actions taken by the Resort manager as well as outcomes.
- If the complaint is made against a private renter, it must only be sent to Council@swanlakervresort.com
 - a) The co-owner will be contacted by Council (as outlined above). The co-owner is responsible for ensuring that the parties privately renting from them are in compliance with rules and regulations. If Council and/or the Resort Manager has to manage the issue, there are charges as outlined by the Rules and Regulations.

Emergency Situations

5. Council and the Resort manager have determined processes for “emerging” complaints and concerns that must be dealt with in a time-sensitive manner.
 - If there is an issue concerning inappropriate behaviour/noise/parking etc. during office hours, co-owners should contact the Rental office at 250-558-1116. If it is after hours, co-owners should call the North Okanagan RCMP: 250-546-3028.
 - If there is an issue with utilities (water/sewer/power) at an individual site, please contact the rental office at 250-558-1116. If it is after hours, please call 250-306-7359 until 10 p.m. After 10 p.m., the concern will be addressed the following morning.
 - If there is a multi-site/Resort wide power outage, please contact the rental office at 250-558-1116 during business hours. If it is after hours, please contact BC Hydro: 1-800-224-9376.
 - If there is an issue with a water main break in the Resort, please contact the rental office at 250-558-1116 during business hours. If it is after hours and/or if the Rental office is not open, please contact the City of Vernon at 250-549-6757. If it is during the evening or weekends, call 250-542-5361.
 - If you are the victim of a theft, please report it immediately by phone at 250-838-6818 or by using the RCMP on-line crime report at ocre-sielc.rcmp-grc.gc.ca/bc/en. Please also advise Council at council@swanlakervresort.com so they can keep track of situations and advise co-owners accordingly.