

Parasol West Home Owners Association  
The State of the Association  
October 1, 2014

The Parasol West Homeowners Association held its annual meeting May 31, 2014, at which time I was elected President. I wanted to bring the owners up to date on where we are and where we intend to go moving forward. I can say with a measure of pride that we have weathered the economic storm that began in 2007. The downturn came on the heels of Hurricane Ivan (Sept. 16, 2004) which devastated Perdido Key. This brings me to the first order of business as the new HOA President, and that is to thank our outgoing President, Peter Clarke.

Peter has been President since shortly after moving to Parasol West. His executive experience in private industry was invaluable following Ivan. His leadership enabled us to replace and rebuild a damaged Parasol West at a rapid pace, letting owners return and occupy our neighborhood while other neighborhoods were still trying to come up with a plan. Notably, the PWHOA may be the only Association on Perdido Key that did not have an assessment following Hurricane Ivan. Additionally, until this year, there had been no dues increase since the year 2000. Consider that \$1 in 2000 is now worth \$.67. Add in the problem that 5 (3 homes, 2 lots) out of our 52 Parasol West properties have been in foreclosure for the last several years while not paying dues, and you have a picture of the challenges faced during his tenure. Peter kept a keen eye on expenses and managed costs. At the same time he carefully spent money as needed on critical items. We have all benefitted from Peter's many hours of Association work. Peter has agreed to continue on the Board in the role of Treasurer. He will monitor expenses, and generally advise the Board on fiduciary matters. I extend a hearty THANK YOU to Peter on behalf of the Parasol West community.

Moving forward, we have several items immediately on the Board agenda. The Board unanimously agreed to increase the annual dues \$300 per year on all 52 lot owners. Dues for lot owners are now \$1500 per year. Homeowners pay an additional \$1200 per year for a total of \$2700. The "Great Recession" has had a large impact on your Association during the last 6 years. Projects and maintenance pushed forward will now need to be addressed. Not surprisingly, the courts have been kind to the banks, and not so kind to the Associations that are owed money. Our attorney has been aggressive in trying to recover funds from foreclosures and tax sales with little success. Your Association has over \$42,000 in unpaid dues, most of which we deem unrecoverable. Going forward, we will have to be aggressive in dues collection. This is due to changes in the law. Bills are mailed out near the December 1<sup>st</sup> time frame to the last address we have on file. An incorrect address or "not receiving the bill" will not prevent the rapid filing of a lien on delinquent owners. We are under no obligation to send bills via certified mail, and it is the owner's responsibility to provide us with a current address. Please help us avoid any issues with bills by contacting Cherie Dean at [cherie@gulfcoastarea.com](mailto:cherie@gulfcoastarea.com), (850) 492-5462, or by mail at Key Concepts Realty, 13880 Perdido Key Drive, Pensacola, FL 32507. Dues are late on February 1<sup>st</sup>, and we will begin the lien process then. Attorney fees for filing the lien,

and then removing the lien, will be added to delinquent dues, along with the late fees allowed in the HOA documents. We do not want to take this action, but we cannot continue on the current path.

The Board has taken steps to increase the “curb appeal” of Parasol West. The front wall has had stucco repair, followed by painting. The gates were removed and repaired and brought back to “like new” condition. We have contracted with Johnson Communications for increased reliability and the gates are now closed 24/7. The Board felt this would enhance the exclusive nature of the subdivision and provide greater security. Hopefully this will help increase the price of lots and homes as well.

The Board has budgeted repairs and repainting of the pool house slated to begin following hurricane season. The dock will also need repairs and the money has been set aside for those repairs as well in this calendar year.

In the good news department, during the last 18 months 2 new homes have been built in our neighborhood. The Board has also received plans for another home submitted for approval. The neighborhood will be built out at 50% when this home is complete. This is good for our neighborhood and will help us toward being the most desirable place to live on Perdido Key.

Locally, the planned widening of Perdido Key Drive to 4 lanes seems to be moving along, although no date has been set to begin construction. A natural gas pipeline is also being installed on Perdido Key. We will keep you posted on any impact these 2 items may have on Parasol West.

Your Board of Directors is very engaged in the business of Parasol West. Beside Peter and me, Brenda Beumer, Andy Hall, Ron Lock, and Greg McNabb comprise the Board and bring a wealth of knowledge with them. I thank them for their service. Let us know your thoughts.

Sincerely,

Rick Columbia  
President  
Parasol West Homeowners Association