

## OWA Marketing Concept

The Board has been discussing ways to make membership in the Woods attractive to new Omena residents and current residents who have never joined. Our membership is aging and we believe it is critical to attract new members to the organization. We want as many neighbors as possible to appreciate and help preserve the Woods. Although our mortgage is paid off, we will continue to need membership fees for operational expenses, including taxes, and maintenance of the Woods.

Now that our property is preserved and paid off, it is unlikely that neighbors would be willing to pay \$5,000 to join the Woods, which is now required for ½ share – the minimum share purchase for new members.

For the future, we would like to consider the possibility of two types of memberships.

1. Regular Share Membership – reduced minimum requirement. \$2500 for ¼ share, with voting privileges. This fee would not be tax deductible.
2. Friends of the Woods: \$1000 for a non-voting membership in the Woods. This may be able to be tax deductible, as a donation to the Omena Fund of the Conservancy. Friends of the Woods would contribute annually towards the upkeep and maintenance of the Woods. They would have use of the Woods for walking and skiing, but would not own shares, and could not vote.

Both changes 1 and 2 would require some Bylaws changes.

We would like input from the membership on this concept. We can't answer a lot of detailed questions right now, but if the membership is in favor of the Board pursuing these changes, that will be our goal for the next year. We will get legal advice as we go along in this process.

We will ask for a show of hands. Feel free to write any comments you have on this sheet and turn it in to a Board member.

OWA Board

Distributed at Annual Membership Meeting, July 13, 2008