

The RealManage Family of Brands Presents

# COMMUNITY Moments

NOVEMBER 2020



## ARTEMIY ZHELTOV

Board President Shadowoss Plantation  
HOA - Charleston, SC

## PLANNING A THANKSGIVING FOOD DRIVE

Giving back to those in need

## HOA GUEST POLICIES

Policies in the wake of COVID and  
approaching holidays

# JASON MORGAN

RealMaintenance Division  
Austin, TX



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## November Fun Facts

- November marks the beginning of the winter holiday season.
- Happenings in November include Veterans Day (Wed. Nov 11), Thanksgiving (Thurs. Nov 26), Election Day (Tues, Nov 3), American Native Heritage Month and the end of Daylight Savings Time (Sun. Nov 1).
- November used to be the ninth month but became the eleventh month when the Romans added in January and February to start the year.
- The full moon in November is traditionally called the Beaver Moon. The name is derived from the Colonial Era because it was in this month they would set beaver traps before the swamps froze to ensure enough supply of warm winter furs.
- The Penumbral Eclipse takes place November 29 - 30. This eclipse is visible from North America, and using a filtered telescope or binoculars are necessary for viewing. This year, the penumbra should enter at about 2:30 am est on November 30th and leave at 6:56 am est.

”*And the dead leaves lie huddled and still,  
No longer blown hither and thither;  
The last lone aster is gone;  
The flowers of the witch-hazel wither...*  
- Robert Frost (1874 - 1963)





Employee Spotlight  
**JASON MORGAN**  
Director of Maintenance Services  
RealMaintenance Division - Austin, TX

Jason Morgan serves as the Director of Maintenance Services for our RealMaintenance Division in Austin, Texas.

A true Texan, Jason was born and raised in Corsicana, Texas, and moved to Austin in 1994. When Jason isn't working on projects for our RealManage clients, he loves to work on old hot rods, is a diehard fan of The Dallas Cowboys and Dallas Stars Hockey team, and he also loves to go fishing any chance that he gets!

Before his common area maintenance experience, Jason gained a wide range of knowledge by working in various manufacturing facilities in Corsicana, Texas. He also worked as a roofer, fence builder, and painter. He got his start in the property management industry when he was given the opportunity to work in an apartment complex as a make-ready

*”When you hear Jason speak about his team, their work, and our clients, you instantly know that Jason is doing what he truly loves.*

technician. Twenty-six years later, Jason has served in various maintenance-related roles from porter, pool technician, maintenance technician, lead technician, and now as a director overseeing and leading our incredibly hard-working and dedicated maintenance team in Austin. He has been with RealManage for almost 14 years.

When you hear Jason speak about his team, their work, and our clients, you instantly know that Jason is doing what he truly loves – supporting his team of Maintenance Techs, Porters, and Pool Techs, and being a problem solver. A day will not go by that





Jason does not drop what he is doing to help someone else. For example, he bought extra toilet paper for our Austin Team during the toilet paper shortage of March 2020, or when he helped get sanitation supplies to the team in Dallas, or when he takes the time to speak to a board member because client satisfaction is everyone's job.

Jason says that his Father and Grandfather taught him that "every job is important to someone, so do it right the first time and do every job no matter how big or small with pride." Jason carries this message with him each day by striving to deliver the very best service to our clients and with the vision and understanding that the way a community looks or is maintained is a reflection on our team.

*“Every job is important to someone, so do it right the first time and do every job no matter how big or small with pride.”*



I am personally very grateful to have Jason leading our maintenance operation in for our RealManage Austin Team. Jason always refers to RealManage as a family. But it is the heart, passion, and loyalty of employees and team members like Jason that genuinely make our culture and build our RealManage Family.

Written by Marc Rodriguez  
Senior Vice President, Austin

*“It is the heart, passion and loyalty of employees and team members like Jason that genuinely make our culture and build our RealManage Family..”*



## Board Spotlight

# ARTEMIY ZHELTOV

Board President

Shadowoss Plantation HOA - Charleston, SC

”*The neighborhood atmosphere has changed from focusing on attorneys to focusing on food truck rodeos and parades*



Shadowoss Plantation HOA, located in beautiful Charleston, South Carolina, is a large subdivision consisting of mainly stand-alone single-family homes. About five years ago, before being managed by RealManage, Shadowmoss faced serious trouble, including financial irregularities with the HOA management company. Shadowmoss needed something to change quickly, and the right people needed to step up and get the community back on track.

Artemiy Zheltov was exactly the board president the community needed. Artemiy and a group of neighbors teamed up to investigate the HOA's exposure to the management company. Artemiy led this team of concerned neighbors to replace the board of directors and get the community associations affairs in order. Artemiy has said that he believes the board of an HOA should strive to improve property values by listening to the members it represents, being stewards of the association budget, and finding innovative, reasonable, and positive solutions. He has made sure the board puts in the time and effort to accomplish these goals.

Artemiy has spent most of his life in South Carolina and graduated from Clemson University. As an architect in Charleston, his career has allowed him to work on projects of various sizes, from small historic renovations to large new construction. Artemiy and his wife bought their first home in Shadowmoss, and within a few weeks of moving in, they heard about the troubling situation the HOA was facing. Artemiy knew he had to do something, and the community is thankful he did.

Fast forward four years and the neighborhood is currently in a great financial position. The covenants and restrictions are reasonably enforced. The HOA recently wrapped up a \$70,000 landscaping project on all the entrances to the community. The neighborhood atmosphere has changed from focusing on attorneys to focusing on food truck rodeos and parades. With the rocky and time-consuming start to his board tenure behind him, Artemiy can now enjoy more free time to focus on his family and various hobbies such as woodworking in the garage or fixing up the 1978 VW Bus.

Written by

David Jonjevic, CMCA - Charleston, SC





# PLANNING A THANKSGIVING FOOD DRIVE IN YOUR COMMUNITY

GIVING BACK TO THOSE IN NEED



Thanksgiving is when we remember the value of a simple meal shared with family. We appreciate simple foods like roast turkey, green beans, and cheesy potatoes. Every family has their own special Thanksgiving traditions, but the one tradition we'd all like to share is giving back. The unused sections of our neighborhood pantries could feed dozens of families this Thanksgiving, and now is the time when we have charity and the essential values of food.

Community associations are in a unique position to lead a neighborhood food drive. With community locations and a contact list, including every homeowner in the neighborhood, you can bring everyone together to do the most good without driving far from home. Let's dive into the planning process for this year's HOA or condo association food drive.

## FOOD DRIVE PLANNING ESSENTIALS

Start with your dates. The first duration is when your donation boxes will be opened and the last day. Then you can plan your setup days and the day you will [deliver the total donation](#) to your charity of choice. The final set of dates are those used to boost your awareness campaign throughout the month.



### SET THE DONATION DRIVE DATES

- Setup Date
- Starting Date
- Campaign Attention Dates
- End Date
- Donation Delivery Date

### SET YOUR DONATION GOALS

Post your goals publicly, ideally in large signs and online graphics. Show the rising thermometer or the filling soup pot to represent how close you are to the goal. This motivates the neighborhood to dive deep into the unused reaches of pantries and cupboards to help the entire community to reach the target donation weight.

- Item Count
- Weight
- Calorie Count

### DESIGN A COMPETITION OR FOOD DRIVE THEME

- Designate Even-Sized Teams by Street
- Visibly Post and Update Team Donations
- Get the Neighborhood Involved

Send out flyers or mail letting each house know which team they are one. Each week, or twice a week in November, send updates on the current donation count and which team is winning. Update your website to keep an accurate daily count as well. Even households that were initially neutral can get motivated to win a local contest for charity and feel like part of the team.



POST-COVID DONATION METHODS

- Masks & Gloves
- Cleaning Supplies
- Clean Storage
- Scheduled Donation Distancing

The key to a successful drive has always been accessible donation boxes. The recent pandemic has made public gatherings and collections more complicated. Put some thought into a post-COVID design for your donation box locations and the methods of donation.

If volunteers man donation sites, they will need to be equipped with masks and gloves. Cleaning supplies may be necessary to sanitize all donations or to keep the donation area clean. You may organize curbside pickup or instead schedule donation times so that neighbors never accidentally gather at the donation spots.

”Volunteers will need to be equipped with masks and gloves.

- Gather Volunteers
- Designate Leaders
- Coordinate Team Activities

Food drives run on volunteers, and HOAs are no exception. Find the most energetic and interested members of the community to handle setup, man a donation table, or run the awareness campaign.

Designate group leaders and enumerate the tasks for every volunteer. Get it on a schedule and help everyone coordinate with online resources. Each donation day, make calls to ensure the team is ready for the collection and the count.

RAISE AWARENESS IN THE NEIGHBORHOOD

- Local Neighborhood Campaign
- Online Campaign
- Awareness Raising Events & Tactics

Use all your resources to raise awareness for the food drive. Post flyers, add to the bulletin board and update your website homepage. Create a digital campaign through social media and maybe even a post in the local papers. Send out an email and mailer newsletter giving everyone in the neighborhood a chance to learn about the food drive.

Most of all, highlight the donation locations, dates, open hours. Help busy locals quickly identify times when they could swing by with a few boxes of cans and nonperishable staples.

Plan a few different tactics and lesser events to raise awareness for the food drive. You may theme each week for donation items and the topics of your online posts. You may send a different flyer about your hunger charity each week to help raise awareness for the drive. Judge the taste and response patterns of your community to know which tactics will be the most effective.

POST SIGNS TO DIRECT SPONTANEOUS DONATIONS

Finally, we strongly advise that you post signs. Many HOA neighborhood donations come from spontaneous decisions on an empty afternoon. A member commuting home who sees the food drive sign might promptly empty their pantry and drop off a box - provided they can easily find the location.

Post-attention-grabbing signs that direct locals to your open donation spots. You might even get a few non-residents who live nearby and are grateful for a quick Thanksgiving charity opportunity.





# HOA GUEST POLICIES

POLICIES IN THE WAKE OF COVID AND APPROACHING HOLIDAYS

Many look forward to the rapidly approaching holiday season after a long year of quarantine and pandemic-induced social isolation. Visiting family might be a much-needed respite, but what about your community's guest restrictions?

For many community associations, the guest policy in place can be restrictive and for a good reason. As a board member, you should consider your guest policy's legal flexibility and how exactly you want to enforce it.

## POST-COVID AND NEIGHBORHOOD GUESTS

This year, everyone is on edge about gatherings. While we need the holidays to lift our spirits, we are also worried about visitors, travel, and neighborhood order. Should your guest rules become more restrictive this year, or less? In reality, it's time to take a whole new look at community association guest policies.

What are your biggest concerns? Typically, during the holiday's community associations worry most about parking, neighborhood appearance, and non-disruptive celebrations - not necessarily in that order. These concerns haven't changed, and your existing policies are likely sufficient to cover them.

Also, we want to prevent the neighborhood from becoming a holiday contagion point. This is where new policies must come into play, both enable a good holiday and keep families safe from each other.



## PARKING AND NUMBER OF GUESTS

The traditional policies usually relate to the number of guests and - most importantly - how many car spaces they take up on the street. This year, maintain your parking management policies. Have residents register their guests, get them parking stickers, or use a public lot for overflow cars. Remember to remind your guests to prioritize near-home parking spaces for any disabled visitors.





## ASK RESIDENTS TO REGISTER GUESTS

In fact, a traditionally parking-only policy is also a great way to approach guest control and management this year. By asking your residents to pre-register their guests, including the number of vehicles and temporary home occupants, you can keep tabs and have a chance to help residents make their own arrangements.

That said, you may also want to rethink policies focused primarily on limiting holiday guests. Ensure that each resident has room within the rules to have one or two cars of relatives arrive. Forgive residents who have "used up" their [allotted guest time](#) and help residents make the necessary arrangements to welcome family. We all need companionship this year.



## OCCUPANCY AND DURATION OF STAY

Most states have [reasonable occupancy laws](#) requiring residents to number themselves two per bedroom. HOAs are, therefore, usually free to also enforce this rule, but sometimes people become more relaxed about it for a few weeks during the holidays. This is because occupancy and guests are not quite the same thing. For guests who stay for less than a month, it may not be necessary to police the number of guests -as long as the street is not over-parked and conduct is orderly.

But regardless, let your residents know that after New-Year's, any guests who want to stay need to meet occupancy requirements and possibly sign a lease.

As we head towards winter, your community should be preparing for the quickly approaching holiday season. Residents will want to bring in guests, and you will need to streamline that process. You hold a combination responsibility to maintain neighborhood order, keep everyone safe, and help your residents bounce back from a truly challenging year.





# KARA'S CORNER

BOARD PORTAL TRAINING SESSIONS

**KARA CERMAK** CMCA®, AMS®, PCAM®

Community Manager Success Group



## GRANDMANORS & REALMANAGE BOARD PORTAL TRAINING

Monday, November 9th

7:00 PM, Central Time

→ [Register Here](#)

## GRANDMANORS & REALMANAGE BOARD MEMBER FINANCIAL STATEMENTS AND BUDGETING TOOLS

Tuesday, November 17th

6:00 PM, Central Time

→ [Register Here](#)

## GRANDMANORS & REALMANAGE BOARD MEMBER TOOLKIT TRAINING

Tuesday, November 24th

7:00 PM, Central Time

→ [Register Here](#)

The Board Member Training has been so successful, and I want to thank all those of you that have attended. I am going to be adding a presentation for December and the topic is: Maximizing Incredible Results through Teamwork.

This presentation will include a more in-depth look at the following subjects:

- Fiduciary duty
- Role of the Board
- Role of the Manager
- Communication with owners during and outside of board meetings
- Communication between the board and management - best practices
- Timely response on projects and the benefit

I intend to continue adding presentations to our ever-expanding list of useful presentations. I would love to hear from you - what topic do you wish you had more training on?

Would you be able to attend daytime training? Let me know your thoughts.

As always, thank you for volunteering and we are here to make that experience as rewarding as possible.





