



PROPERTY OWNERS ASSOCIATION

NEWSLETTER

VISIT WWW.MPOA.ORG FOR INFORMATION, COMMUNITY UPDATES AND PHOTOS

THE MOORINGS PROPERTY OWNERS ASSOCIATION | P.O. BOX 8961 | NAPLES, FL 34101

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FROM THE PRESIDENT



Once a year the MPOA sends this newsletter to all residents of the Moorings not just to its members. This is the perfect time to throw out the net and invite nonmembers to become members of the MPOA. We have a lot to offer! The beach park, of course, is our greatest asset. What other area offers something as welcoming and naturally beautiful as we do? Please spread the word to nonmembers you know and invite them to the park to see for themselves.

The Moorings is the second largest neighborhood in the City and we are fortunate to have two of our former board members now sitting on City Council. We are proud of their commitment to community service and are grateful that they keep us in mind and work with vision and steady hands to guide us into the future. In this issue, Councilwoman Linda Penniman and Councilman Doug Finlay have graciously agreed to write an article for us.

Now that the total park renovation is complete, we have turned our attention to more general but equally important Moorings community matters. As mentioned in the May newsletter, we are going to replace the old worn out "Welcome to the Moorings" signs. The design is finished and the installation should occur very soon. We have contracted with the same group the City used in their recently installed pilot sign project in an effort to provide some uniformity in signage.

A little over a year ago we began conversations with the Utilities Department in the City regarding the replacement of the lift station in Median 1 on Mooring Line Drive. Recently, the City Council approved \$300,000 in funding for this replacement. When the work is finished sometime next year, the landscape replacement will begin. We think this will be a major improvement to one of the main entrances to the Moorings.

You will note on this masthead that Rog Albers' name is no longer there. After many years of terrific service to the MPOA, he decided to relax a little more. We will miss him but we know we can still see him most days enjoying lunch or sunset at the park. As a result of his departure, we have a board vacancy. Please let us know if any of you are interested in joining this board!

Also in this issue you will see comments regarding some changes in our dues structure, as well as dates for upcoming meetings and social events so that you can mark them on your calendar. I welcome any comments or suggestions from our members and encourage you to become involved.

See you at the park!

Linda Black

DONATION UPDATE

We would like to thank the following recent donations made to the MPOA in support of the Beach Park. This list constitutes donations made since publication of the June 2014 newsletter. Every effort has been made to correctly capture and recognize each donation and we regret any misspellings or omissions.

Thank you!

New Gold Members

Crandall, Blaine and Doshie • Hoffman, Mark and Dobney, Gail
Scarborough, Shirley • Smith, Edwin and Eula • Smith, C. Donald and Beth

New Donations of Varying Amounts (Listed by Family Name)

Camada, LLC	Carisch	Combs	Connors	Gerald
Goodrum	McGrath	Messervey	Sheaf	Silloway
Strassner/McSweeney				

MEMBERSHIP DUES UPDATE

In the year following the completion of the bathroom project, we have seen an increase in member activity at the beach park accompanied by a significant increase in membership guest activity. The Moorings Property Owners Association (MPOA) is in good fiscal shape, but we are seeing yearly increases in our maintenance costs, specifically in the areas of utilities, landscaping and pest control. Additionally, we anticipate cost increases for the next fiscal year for insurance coverage and our Beach Attendant expenses. Finally, this year we plan to replace the eight welcome signs placed at the multiple entrance points to the Moorings as the old signs have faded, look tired and are less impactful than they should be.

The MPOA board prides itself in the stewardship and maintenance of our neighborhood and the beautiful beach park gifted to the members of the MPOA. In order to absorb the expense increases we are experiencing and anticipating, we are increasing our dues—both for membership stickers and for guest passes. We are very sensitive to the impact these increases may have on our membership and we want you to know that the board considered the increases carefully. We believe that the increases are important and necessary in order to preserve the beauty and quality of our wonderful community and its jewel, the Moorings Beach Park.

Joe O'Malley- Treasurer

STOP THIEF!

Earlier this year a couple visited the park and left a bag of valuables on a picnic table while they took a stroll. Upon returning, the bag was gone! Fortunately, the crime was witnessed and the bag returned although no arrest was made – for the thief was a resident crow who decided that the bag belonged in a tree. The couple required some outside help to retrieve the lost items. However it could have been worse. That crow is not our only two-winged thief as one attendant can attest after seeing half his breakfast bagel fly off. And beach goers who bring lunch bags, containers or take out – do not wonder off – the gulls will sneak a beak, open, spill and carry off anything edible (or not).



Lesson: Please do not leave your valuables, your food or your trash unattended at the Beach Park!

NAPLES LAUNCHES MASTER PLANNING PROCESS FOR PUBLIC PARKS

Dear Friends and Neighbors,

Every 10 years or so the City of Naples takes a good look at its park systems to see what is being utilized by citizens and what is not.

As a result, the City of Naples will begin a process whereby we can determine what should stay, what should go and what should be added. We would like to hear from you about this subject and will be soliciting your comments in a variety of ways:

- We will conduct a rather extensive survey about our parks system that will be mailed out to a random sample of citizens.
- We will be contacting the MPOA board to get their thoughts.
- We will be coming into the neighborhoods for at least one neighborhood meeting in order to hear the thoughts of all who attend about our parks. Please make a point of coming to talk to us when the time comes. We want to hear from you!



In addition, we will want to hear from you about ease of access to the parks. The Visioning Study conducted well over 10 years ago indicated that the citizens of Naples wanted a green community -- one that would provide for more walkability and bike-ability. We want to address that as well, as connectivity—getting to our park systems easily and efficiently on foot or on bicycles is what was considered desirable. Furthermore, the Brookings Institution conducted a thorough survey in 2008 that found that buyers of homes located away from work seek exactly this kind of life style. Because these people spend a good portion of their lives in suburbs driving kids to events, getting in the car to go to the grocery store, the drug store, etc., they now want to be liberated from their cars and be able to get to amenities, including parks by walking or biking.

On November 9, the Gordon River Greenway will officially open. It will provide an extensive boardwalk from Golden Gate Blvd. to Naples Airport, and eventually a bridge will connect the Greenway with our new Baker Park. There will also be opportunities for kayak and canoe launches along the way. The Moorings is fortunate to be one of the closest neighborhoods to this new greenway, allowing us proximity to appreciate the beauty of this area. Naples may be one of the only cities that can boast having both beaches and access to a magnificent river as well. Imagine being able to walk or bike along the stunning Gordon River and then come into one of our parks where you can enjoy even more green space. The question is, how do we get you there safely and efficiently?

Soon, the Naples Community Hospital and the Chamber of Commerce will be establishing a Blue Zone initiative in Naples. Blue Zones are areas where people live longer and healthier lives through exercise, fresh air and mindfulness of one's diet by trying to eat healthier. No more soft drinks for this girl! You will be reading much more about this soon.

The Greenway, the Blue Zones initiative, the master planning process for our parks, along with a plan for access and connectivity all make for an exciting time for Naples and we hope you will embrace these new opportunities and let the City know of your visions for our area as well.

Should you have any questions or would like to begin the process by contacting me, I would like to hear from you. My e-mail is lindap9043@aol.com and my phone number is 262-7292. Give me a call, I would like to speak with you!

Linda S. Penniman
Naples City Council
Past MPOA President

CITY COUNCIL UPDATE



In September, Naples City Council passed an operating and capital budget for fiscal year 2014-15. The City continues to benefit from a strong economic recovery. For the third year in a row average taxable values increased, up almost 7% last year for a total increase of just over 16% since the bottom in 2012. Keep in mind taxable values lag the market by at least one, maybe two years. The peak for taxable values was 2008. Within one more year we will likely equal or surpass the pre-recession peak. Taxable values increase in two ways: 1. Existing homes and business's are worth more, often driven by newer resales. 2. Existing properties are redeveloped at higher values, either on vacant land or recently demolished structures. The latter has been quite evident as you drive around The Moorings or other parts of the City.

The City has decided to delay the reconstruction of the Naples Pier. Decking, stringers, railings, plumbing and electrical will all be replaced. The existing concrete pilings will stay. The delay was wisely sought after it became apparent construction could extend into peak tourist season. The nearly \$1,000,000 project will be fully paid by Tourist Development Taxes. Renovation and expansion of Pier bathrooms, which have become woefully inadequate, will likely be added to the plan. Construction for both projects should start just after the 4th of July, 2015. The always popular pier has seen visitations rise ever higher, now hitting over 1.1 million visitors a year.

Another beach nourishment truck haul was approved, with FEMA funding. About 52,000 cubic yards of sand will be spread on City beaches in selected areas between Doctor's Pass and the Pier. 52,000 cubic yards is not a lot of sand and will only pay for a previous, storm eroded area. This will be the third truck haul in three years into the area of the Naples Beach Club. Hopefully a more comprehensive beach nourishment plan will be developed in the future though it is the Collier County Commission, not Naples City Council who oversees beach nourishment and funding.

Lastly, reclaimed water for irrigation is now serving condominiums along Gulf Shore Boulevard North. Harbor Drive, a section of Crayton Road and eventually part of Mooring Line Drive will be added. One beneficiary will be our own Moorings Beach Park. Generally, due to the high capital costs, the reclaimed system is being expanded into areas where properties have fairly high irrigation usage (larger parcels). Since there is a property owner cost to hook up to reclaimed and hook-up is voluntary (not required), the payback period needs to make economic sense.

Doug Finlay



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MOORINGS COUNTRY CLUB INVITATION

Moorings Country Club Invites MPOA Members to Experience Golf and Dining Again This Season

The Moorings Country Club has again extended an invitation to MPOA members for a one-time round of golf and/or a one-time use of the dining room for lunch, dinner or Sunday brunch for the 2014-2015 season. Reservations are required and usual golf & cart fees and/or dining and service charges will apply.

Tee time and dining reservations can be made separately for different dates. Association members may bring up to three non-MPOA members as guests for a round of golf and up to six guests for dining in the dining room. MPOA members and guests must register in the Pro Shop for golf and at the reception desk in the Clubhouse for dining. The Moorings Country Club does not accept cash --only Visa, MasterCard and Discover Card are accepted for golf and dining payments.

Please see the MPOA website for full information about this exclusive opportunity!

MPOA BOARD POSITION OPEN

Do you love the Moorings? Would you like to get more involved? Want to work with a group of fun, dedicated volunteers who love the Moorings too? We are looking to add one member to the MPOA Board of Governors. We meet once each month during season and our time and energy focuses on issues that affect our community such as the Beach Park, waterways, community events and communications, relevant city and county issues, membership, etc. If you're interested, please contact Beth Smith (Nominating) at bethtdonsm@aol.com or at 239-261-5321.

2015 MEMBERSHIP AND VISITOR PASS CHANGES

In the June 2014 MPOA Newsletter we previewed coming changes to membership car decals and visitor pass rules. We are now providing details as well as notice of dues increases and major changes to the Gold Membership program.

Car bumper decals are being replaced by static cling-on stickers that go on the inside of the windshield on the passenger side.

Why are we eliminating bumper decals?

The primary reason is so that all members using the park, including those who drive rental cars and those who dislike decals, have stickers affixed to their cars. Identifying members consistently allows us to give priority parking to members and apply new guest pass policies. In addition, exterior decals can suffer from car washes, fender benders and theft and do not allow the attendants to verify membership upon entry into the lot.

What is Priority Parking?

The park was established to benefit residential property owners in the Moorings who join the Association and pay annual dues. It is their park. Guest passes were created as a courtesy to members—however, no member should be turned away due to lack of a parking space taken by guests. We will now leave open spaces for member use only when space is running out. During season and holiday weekends, a limited number of visitor parking places will be designated to ensure that members have a spot to park. If visitor spots are full, visitor cars may be turned away in order to ensure a spot for members. Space for visitors (whether house guests, short term renters, or local friends accompanied by members) are a courtesy and are never guaranteed.

How do I get a member sticker?

Once you have paid for your sticker, please allow up to 10 days for processing. Then you must come to the beach park in your car and show your car registration in the member name. The cling-on sticker will be vehicle-specific -- beach attendants will write the last three digits of the vehicle plate number on the sticker itself in permanent marker. So, while the window sticker is removable, it is not transferable. Up to four stickers may be obtained per member address provided all vehicles are registered in the member name.

What if I rent a car when I come to Naples?

Members with rental cars may obtain a new sticker with each rental car used. Obtaining the sticker requires showing your car rental agreement in the member name.

What about annual renters?

Annual renters will receive stickers when property owners with annual renters give up their right to a member sticker and designate the annual renter by name. No guest passes will be issued to annual renters. Annual renters must show their lease agreement and their car registration when they pick up their sticker.

What is the new dues rate?

New dues are \$75 with the increase covering higher payroll, insurance and maintenance costs. New members will also be assessed the \$100 new member fee which has been in place for the past several years. See Joe O'Malley's article in this newsletter for more information about the dues increase.

Major Changes Implemented for Visitor Passes

Visitor passes will now be rear-view mirror hangers that must be displayed in the visitor vehicle immediately upon entering the beach park.

Why?

Most members who obtain a visitor pass use them appropriately for houseguests and some members use them to bring local friends to the beach in a second car. A few people (not always members) have misused them-- given them away to friends, duplicated and laminated them, or even inaccurately reported them stolen.

We are setting some clear, consistent use policies for the approximately 400 members who purchase a visitor pass so that misuse and abuse can be curbed.

Members may purchase one pass per year. Passes are numbered and associated with the member. The cost of a pass in 2015 will be \$75 and we ask all members who have previously purchased a guest pass to study the new guidelines to make sure the pass will work for you in 2015. During season and holiday weekends, a limited number of visitor parking places will be designated for visitors to ensure that members have a spot to park. If visitor spots are full, visitor cars may be turned away in order to ensure a spot for members. Space for visitors (whether house guests, short term renters, or local friends accompanied by members) are a courtesy and are never guaranteed.

Who may use visitor passes?

- Out of Town House Guests**
The member first pays for, and obtains the visitor pass from the attendant at the Beach Park. Then, when the houseguest arrives at the park, they must display the visitor pass on their vehicle immediately upon entering and then log in at the park office. They must present the name of the member to which the visitor pass is assigned and show their own ID indicating that they are not a Collier or Lee County resident.
- Local Guests with Member Accompaniment**
If a guest using a visitor pass is a Collier or Lee county resident, *the MPOA member must accompany them to the beach park, and the MPOA member must be present all the while the local guest enjoys the park. No drop offs. No exceptions.*
- Short-term Renters**
The rules applicable to Out of Town guests apply to short-term renters as well. We reserve the right to turn vehicles with guest passes away (including short term renters) on days when there is a shortage of parking spaces. **Short-term renters must log in at the office and provide a copy of their rental agreement each time they visit the beach park. All owners renting property to short term renters are advised to notify renters, rental agents and realtors that parking is never guaranteed.**

How has the Gold Membership changed?

Two big changes to the Gold Membership program are effective immediately. The Gold Membership fee has increased to \$2,500 and 2015 Gold Memberships terminate when the member moves out of the Moorings.

Why the changes?

The Gold Membership fee has not increased in decades and the previous charge may not, depending on the age of the applicant, have covered member dues over a normal life expectancy.

Gold memberships were initially a courtesy extended to individuals making substantial gifts to the park and to MPOA members moving to local retirement facilities. The deed under which the beach park was formed stipulates that Beach Park membership is reserved for residential Moorings property owners. We are returning to compliance with the deed.

Additionally, each year we receive inquiries from children or grandchildren of relocated or deceased Gold Members asking about "their family" Gold Membership or requesting use of the park. Gold memberships were issued to Moorings residential property owners and never became a family benefit or inheritable.

As we've emphasized above, the Beach Park has become more and more popular and its owners - Moorings residential property owners who are MPOA members, deserve priority. For all of the above reasons, the fee has increased and the resident requirement for 2015 Gold members will be enforced.

If you have any questions, please contact Joe Piepul.

2105 MEMBERSHIP STICKER AND VISITOR PASS PICK-UP PROCEDURE

2014 Members

Complete an application. Pay the \$75 member dues and if requesting a visitor pass, pay the \$75 visitor pass fee

New members pay \$100, plus \$75 and if requesting a visitor pass, \$75 visitor pass fee

Only Moorings residential property owners may submit application and payments. No representatives (Realtors, Rental Agents, Developers etc.) of residents may submit applications.

Mail application to
MPOA
P. O. Box 8961
Naples, FL 34101

Allow at least 10 days for processing

Procedure to pick up member sticker (and visitor pass, if applicable):

- Come to the Park office in your car during regular park hours (10am- sunset).
- Show auto registration and personal ID matching member name to the park attendant. Attendant will look up membership record showing that your payment has been processed.
- For members using rental cars, bring the rental agreement in lieu of auto registration. Rental agreement name must match member name in membership records.
- The attendant will record the last three digits of the vehicle license plate directly on the window sticker. Sticker must be placed on the interior of the passenger side windshield. The sticker is removable but is not transferable
- Up to four vehicles may be stickered per member address provided all vehicles are registered in the member name.
- Members who use more than one rental car during the year, change plates, or lose a sticker may obtain a new sticker at no cost. Prior sticker(s) will be invalidated.
- Annual renters designated in the property owner's membership application may pick up a member sticker (no visitor pass) by showing their ID and a copy of the annual lease. Owner's name must match that shown on the MPOA membership report.
- If you don't drive or own a car and are interested in Beach Park access, please contact Joe Piepul directly.

Visitor pass pick-up by a houseguest or short-term renter must be authorized in writing, in advance.

- Visitor or short-term renter designated for pick-up must present a photo ID and register at the park office with the attendant. Photo ID must indicate address outside of Collier and Lee Counties and must match that given by the member as the authorized pick-up person.
- No pick up by realtors, rental agents or developers will be permitted.

Lost or Stolen Visitor Passes

- Replacement passes must be requested in writing by the member and will cost an additional \$75. Only one replacement pass will be issued per member per year. Lost or stolen passes will be logged in park office and invalidated for any future use.

NOTE: During season and holiday weekends, a limited number of visitor parking places will be designated to ensure member parking is available. If visitor spots are full, visitor cars may be turned away. Space for visitors (whether house guests, short term renters, or local friends accompanied by members) are a courtesy and are never guaranteed.

2015 SOCIAL CALENDAR

MPOA SOCIAL EVENTS 2015 LET'S GET THIS PARTY STARTED!



Our Board Social Coordinator, Doug Stewart has again filled the season's MPOA calendar with fun events for our members. Jot these dates down and plan to socialize with your MPOA friends and neighbors throughout the season while enjoying the beauty of the Moorings.

December 13 – A late afternoon gathering for our MPOA Semi-Annual Meeting at the Beach Park. The meeting will be brief and followed by pre-sunset mingling. Bring-your-own beverage, a chair and perhaps an hors d'oeuvre to share. MPOA will supply the cheese trays!

January 31 – The Mooring Property Owners are planning a luncheon or dinner event for our MPOA members and guests at a local club. It's an opportunity to say hello to old and new friends. Details to follow.

February 22 – We will be hosting an Ice Cream Social at the Beach Park featuring entertainment by The Marco Island Strummers. This was a big hit last year as we enjoyed the music and ice cream provided courtesy of the MPOA. Feel free to bring a sweet treat to share. This is a great family event and appears on the calendar again this year by popular demand.

March 22 - Annual MPOA meeting at the Beach Park. A buffet dinner and awesome entertainment will be featured at the peak of the season. Last year we had over 265 people. Moorings people are the best. This year we will go for a repeat. Stay tuned.

Any ideas are welcome. We are looking for YOUR Social Committee suggestions. Send us an email at Doug@mopa.org. All suggestions are welcome!