

**Community Focus Statement B: Improve communication systems in Oak Hills**

**Action Statement B.4: Invite real estate developers to participate in the Oak Hills Property Owners Association meetings and events.**

**B4**

**Benchmark:** Real estate developers in Oak Hills are aware of development opportunities in the community, and are engaged at monthly Oak Hills Property Owners Association meetings.

**Champion:** Volunteer group or person or can be identified by the community

**Estimated Cost:** variable depending on projects proposed.

Action	Action Leader	Timeline	Resources
1. Members of the Oak Hills Property Owners Association hold a meeting to form a Marketing Committee to promote the organization and community.	Champion with Oak Hills Property Owners Association	Month 1	Building Institute of America (BIA), Baldy View Chapter <a href="http://www.biabuild.com/">http://www.biabuild.com/</a>
2. Coordinate with the San Bernardino County Economic Development Agency to identify vacant parcels available for development.	Oak Hills Property Owners Association and San Bernardino County Economic Development Agency	Month 2 – 6	High Desert Association of Realtors <a href="http://vvar.com/">http://vvar.com/</a>  San Bernardino County Economic Development Agency <a href="http://www.sbcountyadvantage.com/home.aspx">http://www.sbcountyadvantage.com/home.aspx</a>
3. Reach out to the BIA and High Desert Association of Realtors to schedule an introductory meeting to introduce the Oak Hills Property Owners Association and discuss development opportunities.	Oak Hills Property Owners Association, BIA and High Desert Association of Realtors	Month 2 – 6	Marketing Strategy Help Sheet <a href="https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1510">https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1510</a>
4. Invite property developers to Oak Hills Property Owners Association meetings. Create meeting content geared toward attracting developers.	Oak Hills Property Owners Association, BIA and High Desert Association of Realtors	Month 2 – 6	
5. Create and increase marketing exposure for the community by promoting events through different platforms.	Oak Hills Property Owners Association	Month 6 – 12	
6. Reach out to developers annually, to ensure content at Oak Hills Property Owners Association is relevant and engaging. Revise content as applicable.	Oak Hills Property Owners Association	Annually	