

# Steiner Ranch Master Association Board (SRMA) of Directors Vision and Strategic Initiatives for the Community

Dear Steiner Ranch Residents,

With 4,200+ homes and approximately 15,000 residents over 30 years, Steiner Ranch has continually grown in size while key facilities and infrastructure have aged or been outgrown by the community's changing needs and growth. These changes over time make it imperative that we constantly seek to improve and invest in our physical and digital infrastructure, including amenities, landscaping, safety, security and more to better serve our homeowners. We also recognize the need to stay competitive in the large-scale master planned community market in order to enhance home values. With that in mind, the SRMA Board of Directors developed a vision, strategy and multiyear phased investment plan for the Association and has been executing it over the last two years.

Below is an overview of the current vision, investments strategy and current status:

## **Board of Directors Vision, Mission and Core Values**

### Vision

- Be the premier master planned community in Central Texas.

### Mission

- Represent and protect best interest of the community as a whole.
- Protect and enhance value.
- Offer best in class amenities.
- Effective and efficient management practices

### Core Values

- Transparency, in operations to BOD and Residents.
- Communication, concise & consistent proactive communication.
- Service, listen to our residents & provide best possible service.
- Excellence, in all we do.



## **Capital Investments and Enhancements (Under review and/or completed)**

### ***1. Town Square 2.0***

- Multi-level complex
- Larger community rooms (reservable)
- Walk-in rooms (no reservation required)
- Gym

- Upgraded interiors and appliances
- Lap pool with splash pad
- Dog park
- Other enhancements

## **2. *Lake Club 2.0***

- Secured parking lot with wall, fence and RFID gates
- Paved parking lot to accommodate cars and boat trailers
- Multi-level closed complex with reservable rooms
- Beach access

## **3. *Landscape 2.0 (Signage, Structure, Lighting, Plants)***

- Renovate two front entrances (signage, structure, lighting, plants/flowers)
- 3 key intersections along Quinlan - upgraded landscape
- Approximately 35 monuments - renovate as needed including upgrades landscape
- Approximately 21 mail kiosks - upgraded landscape
- Other common areas

## **4. *Safety and Security***

- Integrated security cameras at common areas and strategic locations (new cameras have already been installed at Community Center in August of 2020)
- Speed Radars across multiple locations (4 speed radars have already been installed in August 2020 and are currently yielding valuable data / results for Travis County and local law enforcement)

## **5. *Sports Fields***

- Upgrade three sport fields (Towne Square Park, Bella Mar Park, Westridge Park) to the required turf standard
- Expand field lighting to other fields (Lights have been added to the Towne Square field in December 2018)

## **6. *ACC application automation***

- Residents can now submit ACC applications and check for status online through the Ciranet Resident portal (completed on July 2020)

## **7. *Website***

- Update and integrate current HOA portal and Ciranet Resident portal for all homeowner needs

## **Current status and next steps**

- The above projects will incur large capital expenditures that require significant evaluation and redesign. To ensure an objective view, the majority of the SRMA BOD concluded that it is in the best interest of the Association to hire and leverage consulting and engineering firms.
- In July 2020, the majority of the SRMA BOD approved the retention of a consulting and engineering firm to conduct feasibility studies and preliminary designs for the Townsquare 2.0 and Lake Club 2.0 projects. In addition, the majority of the SRMA BOD voted to hire a landscape consulting firm for the rebranding and the Steiner Ranch Landscape 2.0 project. Preliminary investigation has already begun on some of these projects and designs and schematics provided.
- In January of 2020, the SRMA BOD also secured an IT and Security consultant to upgrade the IT infrastructure and security cameras across the neighborhood and multiple phases of the project have already been completed.
- Shortly, the SRMA BOD will deliberate on the sports fields project and make both short- and long-term decisions.
- In the upcoming SRMA BOD meetings of October and November, the board will evaluate and allocate appropriate enhancement funds to additional projects as part of 2021 planning and budget cycle.

The SRMA BOD will provide more information and updates on monthly basis. We encourage all homeowners to:

- Register and /or log into the Residents / Ciranet portal by visiting the Association homepage at [steinerranchhoa.org](http://steinerranchhoa.org), review monthly board meeting minutes, review financials etc.
- Continue to provide feedback by emailing the HOA and attending monthly Board meetings.
- Follow the Steiner Ranch HOA Events & Communications Facebook page, the only Facebook page affiliated with the HOA, for the most up-to-date information about HOA community events and latest community announcements. Search Steiner Ranch HOA Events & Communications to find and follow us.

For any more question or concerns, please do not hesitate to send us an email at [steiner@ciramail.com](mailto:steiner@ciramail.com).

Regards,

**The Steiner Ranch Master Association Board of Directors**

**(All Volunteer run Board, for more info about the SRMA Board Members, scan the QR code below)**



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Telephone: [512-266-7553](tel:512-266-7553) (9am-12pm & 1pm-5pm CST M-F)

Email: [Steiner@ciramail.com](mailto:Steiner@ciramail.com)

Resident Services: [1-855-947-2636](tel:1-855-947-2636) (7:30am to 7pm CST M-F)

