

Candidate Profile

Chief Executive Officer
Rancho La Quinta Master Association
La Quinta, California
www.rancholaquinta.com



Organization Overview

The Rancho La Quinta Master Association is looking for a motivated, high-energy Chief Executive Officer (CEO) capable of implementing a strong vision for the community's continued excellence while working on site to provide exceptional services to all owners. He or she will be a visible, proactive, transparent team leader for the Association and Club, with a history of successfully partnering with a Board of Directors. The CEO will have proven ability to communicate with multiple audiences, as well as proven skills in relationship management, leadership development, team building, and club and community management.

Rancho La Quinta has 802 single family homes plus 88 Casitas that form the Master Association for Rancho LaQuinta (MARLQ). The 88 Casitas are duplexes that surround the sports and fitness area. Together these homeowners total 890 voting, dues-paying households. Also located on the property are 95 homes known as the Ventanas, which have a separate HOA and are not included as voting members. Our community encompasses the Rancho La Quinta Country Club, which includes a Sports and Fitness Center and two world class golf courses. Homes in Rancho La Quinta have current market values range from \$700,000 for the Casitas and up to \$3,000,000 for a single-family home.

In August of 2021, the Master Association purchased the Country Club facilities from T.D. Desert Development and annexed the property as a part of the Associations' common area. Today, the 700-acre property is operated for the benefit of the homeowners of Rancho La Quinta. The Country Club property is a golf and lifestyle community that consists of a full-size pool, fitness center, bocce ball area, 9 tennis courts, 8 pickleball courts and is surrounded by two 18-hole private golf courses. The main clubhouse includes a full-service dining facility, an adjoining grill known as The Turn, while the racquet club features a restaurant called The Cantina for smaller meals.

Rancho La Quinta by the Numbers

- Dues-Paying Voting Members/Homeowners: 890
- Monthly Dues: \$1,065
- Golf Club: 384 Members and 35,000 Rounds Annually
- Golf Dues Monthly: \$1,575
- RLQ Member Average Age: 65
- Active members: 240 Tennis, 420 Bocce, and 80 Pickleball

Position Overview & Responsibilities

The CEO reports to the Association Board and will manage all operations of the Master Association and Club on behalf of the Board, including, but not limited to, its services and activities for the owners. The CEO will oversee all communications and dealings on behalf of the Association with owners, employees, contractors, service providers,

guests, invitees, neighboring La Quinta communities, the press, and government authorities. The CEO will coordinate and administer the Association's policies and procedures as defined by the Board and oversee the enforcement of the CC&Rs and Association Rules. He or she will implement and monitor the budget and monitor the quality of the Association and Club services with the objective of achieving maximum owner satisfaction. The CEO will attend Board meetings (and committee meetings, as needed) and inform the Board of any important operations problems or issues with policies and procedures. The CEO will set policies and procedures for, and direct the work of, all senior and junior staff. The CEO will also oversee the security and protection of Association and Club assets, including facilities, equipment, tools, and supplies.

The CEO's duties and responsibilities include the following:

MANAGEMENT AND ADMINISTRATION

- Act as the professional representative of the Rancho La Quinta Master Association.
- Develop and facilitate the planning process with the Board.
- Develop organizational goals and objectives with the Board.
- Develop and administer operational policies and procedures as approved by the Board.
- Oversee the day-to-day operations of the Association and Club.
- Respond in a timely manner to requests for data and information from Board members and committee chairs.
- Communicate to the staff the principles and ideals set forth in the Rancho La Quinta Mission Statement.
- Ensure compliance with applicable regulatory requirements and laws.
- Ensure program development that will provide exceptional member service, retention, and growth.

FINANCIAL

- Financial management, accounting, and expense management skills are a must. Previous Controller or CPA designation highly desired.
- Ability to implement the merging of departmental accounting systems into a cohesive report.
- Develop, recommend, and manage the annual budget as approved by the Board.
- Approve expenditures consistent with approved budgets and expenditure parameters.
- Prepare and submit capital funding proposals, as appropriate.
- Manage assets effectively.
- Adhere to established investment policies.
- Ensure the timely payment of all debts and the fulfillment of other obligations of the Association and Club.
- Prepare and provide financial statements and other financial information to the Board on a timely basis.
- Commission an annual external audit prepared by certified audit professional.
- Ensure all tax returns are accurately prepared and filed and all taxes are paid in a timely manner.

PERSONNEL

- Collaborate with the Director of HR and Administration to administer Board-approved personnel policies.
- Ensure proper and legal hiring and termination practices.
- Supervise and evaluate all staff performance.
- Develop and manage compensation plans as approved by the Board.
- Maintain and provide the employee manual to all employees, updating as necessary.
- Develop, implement, and manage a performance management system that emphasizes pay for performance.
- Provide periodic reports to the Board on the staff, covering such matters as staffing levels and turnover, evaluation procedures, and management of incentive pay.
- Ability to attract, build, train, mentor, lead, and retain hospitality talent.

SKILLS

- Ability to motivate and inspire staff.
- Ability to establish trust through transparency and candor with Board and committee chairs.
- Ability to create an environment of professionalism, respect, timeliness, and accountability among the team.
- Critical thinker and problem solver.
- Strong interpersonal skills.
- Collaborative decision-making, relationship building, and detail-oriented.

- Excellent verbal and written communication skills.
- A visionary that can lead the strategic planning of the community.
- Food and Beverage management expertise.

CEO QUALIFICATIONS

- Bachelor or Masters degree, preferably in Business Administration, Management, Marketing, or Hospitality Management
- Significant experience as a Community Association Manager of high-end residential homes
- CMCA certification by Community Association Managers preferred
- Previous experience in project management and facilities renovation projects
- Experience in management of the bundled club model, 5 years minimum highly preferred
- Recreation management skills to include golf, racquet sports, fitness, and pool operations

Requirements

- A hospitality background of positive relationships and people engagement
- A professional career “track record” with verifiable career progress
- Proven leadership qualities with the demonstrated ability to direct, coordinate, and manage all facets of a full-service HOA
- Strong communication skills, both in writing and speaking, with the distinct ability to function effectively before a wide variety of groups and forums. Communication with homeowners and personal visibility is a highly important part of the responsibilities.
- A record of success in the selection, development, training, motivation of an accomplished, service-oriented staff
- A positive, upbeat attitude combined with sense of humor and the ability to work effectively at all levels of organization
- The ability to teach and coach others
- Previous facility renovation experience highly preferred

Competitive Compensation and Benefits

- A Base salary range of \$375,000 - \$400,000
- Professional dues and educational expenses
- 401k Retirement plan
- Standard club executive benefits to include health insurance, car allowance, and cell phone allowance.

To be considered, please submit cover letter and resume prior to April 19, 2023.

A full background check will be conducted on candidates. Professionals who meet or exceed the established criteria are encouraged to contact:

Terry Anglin, CCM, CCE, ECM
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GSI Executive Search has been serving the private club industry for over twenty-five years, providing a wide range of executive search and placement services. In addition to GM searches that have been performed recently, GSI consultants have done over 70 GM searches around the US in the last two years.