

## **Kelly McDonald**

Almost three years ago, I moved to Bridlewood with my husband, Kevin, and our boys, Jack, age 6 and Will, age 5. I have a BA in Economics, from The College of William and Mary. Prior to my recent choice to leave the paid workforce to stay home with my children, I was a fifteen-year employee of GE. I built my strong financial acumen through various finance roles early in my career. I was encouraged to move into supply chain operations where I progressed quickly to the executive ranks. My diverse career at GE included managing a \$300MM global sourcing operation, executing over 100 projects as a certified Six Sigma Master Black Belt (Six Sigma is a data/statistical based approach to problem solving), and leading a \$100MM Logistics operation of 22 warehouses and seven modes of domestic and international shipping.

I have served on the HOA Board of my Charlotte, NC neighborhood, currently serve as Treasurer and board member of a local non-profit and was recently appointed by the Flower Mound Town Council to the Environmental Conservation Commission. In addition to this board and commission work, I am an active volunteer in my children's activities and school. Whether it's as classroom helper, preschool room mom, soccer team manager, Science and Nature Club assistant, church nursery volunteer, charity drive leader, or a member of the PTA environmental committee, I am willing to lend a hand.

My commitment to the families of Bridlewood has been demonstrated through action. Two years ago, I founded "Bridlewood Moms" an email networking group of moms in our neighborhood. Today the group is more than double the size of the next biggest moms group in Flower Mound. I also revitalized the playgroups in Bridlewood. Under my leadership, the number of families participating in playgroups increased by over 50%. I also initiated and lead the Bridlewood Summer Friday Field Trips for families who want to get together and explore places of interest in the DFW area.

Why do I want to be on the Board? As the kids at Bridlewood Elementary yell out at the Principal's 1-2-3 countdown Monday mornings, 'BRIDLEWOOD ROCKS!' I love the neighborhood and the people in it, this moves me to want to further serve our community by volunteering my time on its board. Unfortunately, our community has had a tough year. The threat of gas drilling did something to us that can be as devastating to our quality of life as a derrick in our backyard. It turned neighbor against neighbor, sometimes in ugly ways. We need a new agenda for the neighborhood that is not about "being right," settling scores or expensive legal wrangling. We need to assume all our neighbors are people of good will and begin the task of moving forward with common purpose. We can reach out to the turned off and tuned out with a focus on positive progress. I think I can be a force for this positive change on the Board.

"I would like to see the Board focus in four areas:

***Financial & Operational Management of the Association - Improved communication, transparency and fiscal responsibility.*** This would include detailed minutes posted to the web site, interim financial reports posted to the web site, more frequent communication perhaps in the form of a monthly email newsletter, a review of attorney usage and fees, and a defined and documented competitive bidding process for all contracts that would include re-bid time lines. I understand that extra mailings and attorney fees associated with the gas drilling issue and the subsequent special meeting to remove the Board have jeopardized the financial health of our community. Know that I have experience managing a budget larger than the entire Town of Flower Mound's budget. I continually reduced costs by 4% a year in an inflationary environment while improving customer service and having the highest employee satisfaction ratings of my peers. I will be advocating for a critical and creative eye on all expenditures, especially ongoing attorney fees. I do not consider raising dues the solution to this problem.

***Property Value Enhancement*** – A task force approach to driving a premium to market for Bridlewood properties. Web site enhancements that target homebuyers? Brochure or Flyer downloads for home sellers? Capital improvements that enhance the value of the neighborhood? Maybe these ideas, maybe different ones – a team from within the neighborhood to advise the Board.

***Neighborhood Connections*** – A task force approach to an improved sense of community within our neighborhood. What will make people feel more connected? Monthly summer parties at the pool? A topic based interactive, moderated, website? Maybe these ideas, maybe different ones – a team from within the neighborhood to advise the Board.

***Gas Drilling Strategy*** – Gas prices have dropped giving us breathing room. Now is the time to develop some “if, then” scenarios and our strategy so we are ready when prices rise again. “Wait and see” is not a strategy. If elected I will work to persuade The Board that with a simple statistical analysis of the survey results we can demonstrate that the number of responses is adequate to forecast the responses of all residents. The data shows we can have 95% confidence that 92% (+/- 2%) of the residents of our neighborhood do not want a gas drill on the golf course. We have competent and reasonable people in this neighborhood we can tap to serve on a task force to advise the Board on this matter.

We are fortunate to have many people with diverse skill within the 1300 homes of our neighborhood, if elected I will encourage the Board to reach out to the willing for expertise, perspective and diversity of opinion. I will also look to network with other HOAs in the area to share best practices, explore group purchases, and pursue other opportunities to bring value to our neighborhood.

I would appreciate your vote by proxy or in person on November 20.”

Thank you,  
Kelly McDonald