

JUSTIN SODERBERG

The Woodlake Community is a very diverse community consisting of residents and business owners from multiple backgrounds and socio-economic levels. Please tell us about your ability to effectively make decisions in such a diverse community and how you will accomplish this if you are elected.

I have lived and been around diverse communities all of my life. I grew up in and around farming communities and lived in Seattle for 3 years which is a very diverse cultural and economic community. Due to my experiences I recognize that Woodlake is a great place for all residents regardless of socio-economic level and decisions made by the board should not cause undue hardship on residents.

Do you have a long-term vision of the future for Woodlake? What, in your opinion, is the WCA's most important and necessary need?

My vision for Woodlake is to keep it family friendly, well maintained, and accessible to all residents.

How would you go about maintaining a balance between the desires of some residents versus others who are living closer to the financial edge of being able to meet the dues, all the while remembering that fiscal responsibility is likely the first and most important part of the duties and responsibilities of our Board members?

I believe board members are responsible to act for the community as a whole and not for a select few. I understand that many go through temporary hardships and dues can be an added expense that many cannot always afford. I would like to work with the community to identify possible hardship support for dues while remaining fiscally responsible and fair the association as a whole.

What is your opinion on the recent options presented for increasing WCA dues? What is your view on the potential need for increased assessment fees?

I believe that dues must fluctuate over time to compensate for the current economic outlook in Virginia. Costs for maintenance, workers, and improvements all fluctuate and grow each year. However, I do believe in identifying areas that can be reevaluated for cost savings if they are no longer beneficial to the community.

How would you propose to keep our spending in line with what we have, and within what might reasonably be accumulated?

Similarly to any home finances or any organization, I believe the best way to control spending is to have solid plans and long term goals so that funds may be accurately budgeted.

Do you think WCA dues should be increased and require all residents to have total membership in all SRC and AFC amenities? What would you say to residents who currently don't use and have no need for an all-inclusive SRC and AFC membership? Do the current facilities have capacity to handle an "all-inclusive membership" option?

I don't believe all residents should be mandated to belong to all available amenities. Many residents maintain things such as home gyms that an all-inclusive membership would not be utilized.

I believe the largest issue for an all-inclusive membership aside from cost to each home is availability of parking at each facility. During community wide events, such as fireworks, it is easy to see how full parking is when a large number of residents participate. Traffic in the lots during these events can become a hazard to pedestrians and plans would need to be researched to avoid similar hazards on a regular basis if membership were to severely increase.

How would you answer suggestions that we are not qualified to be in the business of running a swim and racket club business, and thus should get out of that business?

While maintaining SRC/AFC are large tasks that the association takes on, I believe the alternative of outsourcing may lead to hiring companies who have very different priorities than providing enjoyable experiences for the residents. If a third-party option fiscally makes sense for maintenance and employment, contract would need to be put in place for facility and management minimums to always be met to avoid dangerous cost cutting.

How would you respond to the need to keep each of the activities that we enjoy in Woodlake in balance with the ever-increasing cost of maintaining each of the activities involved, and even the basic repairs that are now necessary, due to a lack of proper maintenance in the past?

As I have only lived in Woodlake for a year, I am not fully familiar with the lack of past maintenance of the activities. However, I would look at the use of each facility and why maintenance remains difficult. If all facilities are used equally then there is a bare minimum maintenance budget that could be maintained. While maintenance may cost more yearly, it may be beneficial to avoid large financial sums in the long wrong as things fully deteriorate.

What is your position concerning long range plans to repair our deteriorating pools? What do you think about the idea that each time we renew either the tennis courts, or our docks, or our swimming pools, we never seem to attempt to return them to where they were, rather, we always seem to want to make them better?

I believe there should be a renew cycle determined for when areas are refurbished vs renovated. This could keep everything in good order while periodically (e.g. every 15 years or so) a full refresh would improve the community's value and attract new residents.

Have you served on any Woodlake committees?

I have not served on any Woodlake communities as of yet.

Have you attended any Woodlake Community Association Board meetings in the last year?

Yes

What is your perspective on the issue of reactive vs. proactive covenant enforcement?

I believe proactive covenant enforcement can begin to create a burden on residents. Reactive enforcement after reliable community complaints / comments address issues as they arrive without being overbearing on the members.

Should we support the commercial businesses in Woodlake? If yes, how would you go about demonstrating that support?

I think supporting local business is very important to being a part of a community. I would suggest inviting local businesses to continue to be a part of local events and advertise on the newsletter. Awareness of what local business can offer in terms of services is a low cost but effective resource we could provide.

What is it about Woodlake that you like the most?

When my wife and I first moved here we liked Woodlake for the house we were able to find, the amenities, and the trail system. However, after living here for a year we really love the neighbors we have and the community that Fiddlers Ridge and Woodlake as a whole has. Most people who I have met are readily available to lend you some help or show you how to do something (given this is our first home we have owned) when we are not sure how something is done.