



## 2022 VILLAGGIO FOCUS GROUP RESULTS

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August 2, 2022



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*Villaggio Homeowners Association*


## **VILLAGGIO FOCUS GROUP RESULTS**

Approximately 60 resident volunteers, representing a cross-section of the community, participated in a series of five focus groups this past May. The purpose of these focus groups was to determine the community's perspective on a number of topics to assist in the development of a public opinion survey for Villaggio. The focus groups explored the community's views in the following areas:

- Appearance of Villaggio
- Cafe' Performance
- Responsiveness of Staff/Board
- Entertainment Offerings
- Communication to Residents
- Web Content and Use
- Safety and Security of the Community
- Variety of Clubs
- Sports Facilities

These nine areas were discussed with each group in the same order, with the same introduction. People were free to bring up topics of their choice. They participated openly and freely. At the end of each session, participants were asked to confidentially rate the nine categories on performance and importance. Below are the results.

Of the nine categories there was one 'dissatisfier' — the cafe'. There was much discussion about "problems" associated with the cafe' and numerous comments about how to improve its operation. Participants seemed generally satisfied with the quality of the food and comments most frequently took issue with slow service and frequent closures. It should be noted that many participants pointed out that the pandemic created many problems for the cafe' yet it continued to stay open and serve residents.



Other areas identified as opportunities for improvement were the responsiveness of the board and staff, communication to residents, and safety and security. The appearance of the community rated very highly and there was much satisfaction with Yellowstone. Regarding the website, some were more aware of its content than others, but it's generally viewed very positively. There was lots of discussion about sports facilities especially on adding more pickle ball courts, the perceived conflict between tennis and pickle ball, and use of the tennis courts for private lessons to non-residents. There were also comments about conflict on the Board as perceived by residents.

**Comments worth noting:**

- Our staff is great!
- View of the board is changing; the perception is we are listening more.
- Understanding of the budget, especially the reserves, is not clear.
- Much concern about future infrastructure spending — roofs, roads, and painting.

**Next steps:**

Develop a community-wide survey to gain a deeper understanding of key issues facing Villaggio. Development of the survey is now underway.