



[www.playahermosabeach.org](http://www.playahermosabeach.org)

### **Playa Hermosa Association - 2014 Workplan**

#### **Vision:**

Playa Hermosa to be known as the crown jewel of Guanacaste -- We strive to be a sustainable community; focusing on enhancing the environment.

#### **Mission:**

Cultivate an organization to improve and sustain the community of Playa Hermosa.

The Playa Hermosa Association is a group of volunteers, living or working in Playa Hermosa striving for the betterment of the community.

#### **Core Values:**

- We strive for a clean, healthy beach, maintenance of the Blue Flag and, well-maintained roads, and safe streets.
- We are dedicated to the preservation of the natural beauty of Playa Hermosa
- Act as liaisons between the residents and the municipality (or Government agencies) on community issues
- We promote cooperation with locals, newcomers, residents and tourists to encourage everyone to appreciate and protect the environment and community.
- We stand for the protection of the monkeys, reptiles, dolphins, fish, birds, dogs, endangered trees and children.
- Non-profit volunteer organization; Organization has no political ties or affiliations
- Association to work unbiased for the improvement of the community at large
- Membership involvement encouraged by all property owners and residents, businesses or other interested parties
- Contributions and membership fees to be used based on local need with no preferential treatment. Prioritization to be determined and voted on by the PHA Board of Directors.
- Good record keeping, accounting and meeting documentation
- Website and other marketing to promote activities and information
- Where Art will thrive, children will prosper and retirees will enjoy their Golden years

Committee	Strategy	Goals
Playa Hermosa Association – overall organization	Work for the betterment of our community: <ul style="list-style-type: none"> <li>• Clean &amp; maintained beach               <ul style="list-style-type: none"> <li>○ Picnic tables &amp; benches</li> <li>○ Work with Muni employee</li> <li>○ Maintain beach “gates” to prohibit traffic on beach</li> <li>○ Daily trash pick-up</li> <li>○ Address beach issues, e.g.: washed up boats</li> </ul> </li> <li>• Clean the roadways</li> <li>• Maintained roadways</li> <li>• Keep Hermosa safe</li> <li>• Sustain and grow monkey population</li> <li>• Contribute to the PH school for special requests</li> <li>• Increase memberships</li> <li>• Keep good documentation and accounting records</li> </ul>	<ul style="list-style-type: none"> <li>• Create and maintain sustainable operating budget to achieve objectives.</li> <li>• Increase memberships to achieve goals</li> <li>• Prioritize requests and work based on the needs of the community.</li> </ul>
Blue Flag	<ul style="list-style-type: none"> <li>• Keep our beach clean</li> <li>• Help keep community clean - Pick trash up on main roads</li> <li>• Maintain quality of beach estuary</li> <li>• <b>Recycling plan</b> - Promote recycling in the community</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain Blue Flag status</li> <li>• Hang Blue Flag at beach</li> <li>• Increase Signage</li> <li>• Implement improved roadway trash collection (receptacles)</li> </ul>
Monkey	<ul style="list-style-type: none"> <li>• Preserve and enhance local monkey population</li> <li>• Work with Government to install more monkey bridges and transformer insulation in key locations.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase local population</li> <li>• Increase awareness</li> <li>• Insulate more transformers</li> </ul>
Security	<ul style="list-style-type: none"> <li>• Communicate neighborhood watch initiative and implementation plan</li> <li>• Increase security signage</li> <li>• Promote a “no tolerance” attitude</li> </ul>	<ul style="list-style-type: none"> <li>• Increase community signage</li> <li>• Reduce local crime</li> </ul>
Roads	<ul style="list-style-type: none"> <li>• Work with Municipality to improve road infrastructure</li> <li>• Maintain integrity of the maritime zone – work with the Muni</li> </ul>	<ul style="list-style-type: none"> <li>• Block beach access by vehicles</li> <li>• Pot-hole free community</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>• Website – continue to communicate information, initiatives, results, and on-going efforts through the website and other websites, e.g.: Info el Coco.</li> <li>• Promote PHA through local venues:               <ul style="list-style-type: none"> <li>○ Bulletin board notices, Info el Coco</li> <li>○ Road signage</li> <li>○ Maritime signage</li> <li>○ Website / blog / Facebook</li> </ul> </li> <li>• Annual charity events</li> <li>• Develop ways to increase membership</li> <li>• Promote business sponsorships &amp; memberships and recognize levels appropriately</li> </ul>	<ul style="list-style-type: none"> <li>• Increase awareness, support and involvement.</li> <li>• Increase contributions and memberships to support initiatives</li> <li>• Increase awareness via signage</li> </ul>
Membership	<ul style="list-style-type: none"> <li>• Increase business sponsorships</li> <li>• Automatic renewal process</li> <li>• Membership drives &amp; events</li> </ul>	<ul style="list-style-type: none"> <li>• Increase family memberships by 10%</li> <li>• Increase business memberships by 10%</li> </ul>
Welcome Wagon	<ul style="list-style-type: none"> <li>• “Welcome Wagon” package for new owners               <ul style="list-style-type: none"> <li>○ Useful information to new residents</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Work with realtors and Property Managers to identify new owners</li> </ul>
Garden	<ul style="list-style-type: none"> <li>• Beautify Hermosa</li> </ul>	<ul style="list-style-type: none"> <li>• More, new plantings around Hermosa</li> </ul>
School	<ul style="list-style-type: none"> <li>• Support the Hermosa school &amp; children’s learning</li> <li>• Support local activities – soccer, neighbors in need, education, Art</li> </ul>	<ul style="list-style-type: none"> <li>• Budget for spending</li> </ul>