



Community Connections

September 2026

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TODAYS SPEAKERS



**Bethany Laube, CMCA
Business Development
Manager**

**David Keonoly
Owner
Blue Panther Party**



**Tony Santiago
Lifestyle Coordinator
The Tribute**



**Stephanie Peacock
Neighborhood Engagement
Manager
Plano**





Community Connections

**Building stronger HOA
communities
through leadership, events,
communication, and
advocacy.**



Why Community Connections Matter



Community Goals

- Protect property values
- Increase resident satisfaction
- Encourage volunteer participation
- Create pride of ownership
- Develop future board and committee members



The Board's Role in Building Community

01

Culture starts at the top

02

**Visible and approachable
leadership**

03

Model respectful engagement

04

**Celebrate community
successes**

05

**Become a valuable
resource**

Events That Bring People Together



Social gatherings



Annual meetings



Community service
projects



Town halls



Educational
sessions



Committees

Connect with Local Government



CAI's
Constituents
in your
Communities
campaign



Invite elected
officials to
community
events

Showcase the
value of
community
associations



Build
relationships
with local
leaders

Help officials
understand
HOA
challenges





Stephanie Peacock
**Neighborhood
Engagement
Manager**
City of Plano



NEIGHBORHOODS PROPERTY STANDARDS HOUSING COMMUNITY SERVICES



NEIGHBORHOOD SERVICES

Neighborhood Services provides housing, neighborhood and property maintenance resources to residents all over Plano.



Neighborhood Grants



Outreach & Education



Update & Repair



Report an Issue



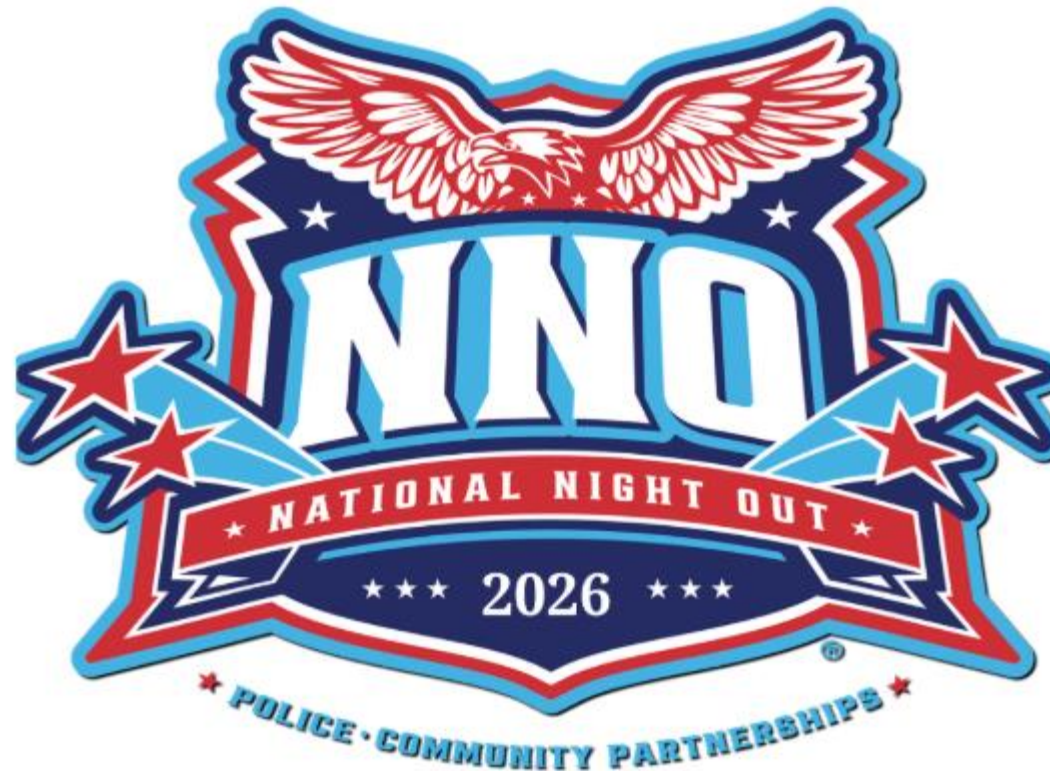
Property Managers



Volunteer Opportunities



National Night Out on a Budget



*Promote early through email, social media, community calendar, and signage

- Partner with local gov't officials, police & fire
- Ask local businesses to donate
- Use common areas already available
- Recruit volunteers instead of vendors
- Offer simple activities: chalk art, popsicles, bike or golf cart parade

October 6, 2026

National Night Out: natw.org

TX Crime Prevention: tcpa.wildapricot.org/NNO



City Government HOA Connections



- **Plano-** Best Neighborhoods Division: best@plano.gov
- **Frisco-** HOA Resources: neighborhoods@friscotexas.gov
- **McKinney-** Neighborhood Hub: neighborhoods@mckinneytexas.org
- **Garland-** Neighborhood Vitality: neighborhoods@garlandtx.gov
- **Allen-** Neighborhood Enhancement: enhancement@allentx.gov
- **Prosper-** HOA Resources: mpetty@prospertx.gov
- **Celina-** HOA Resources: rcarter@celina-tx.gov
- **Carrollton-** Community Development: communitydevelopment@cityofcarrollton.com
- **Little Elm-** Community Engagement: tiffany.thompson@littleelm.gov
- **City of The Colony-** Senior CSR: jwentworth@thecolonytx.gov



Event Planning Services by Blue Panther Party



David Kenoly info@bluepantherparty.com (214) 799-0817



Budget Friendly Community Event Ideas

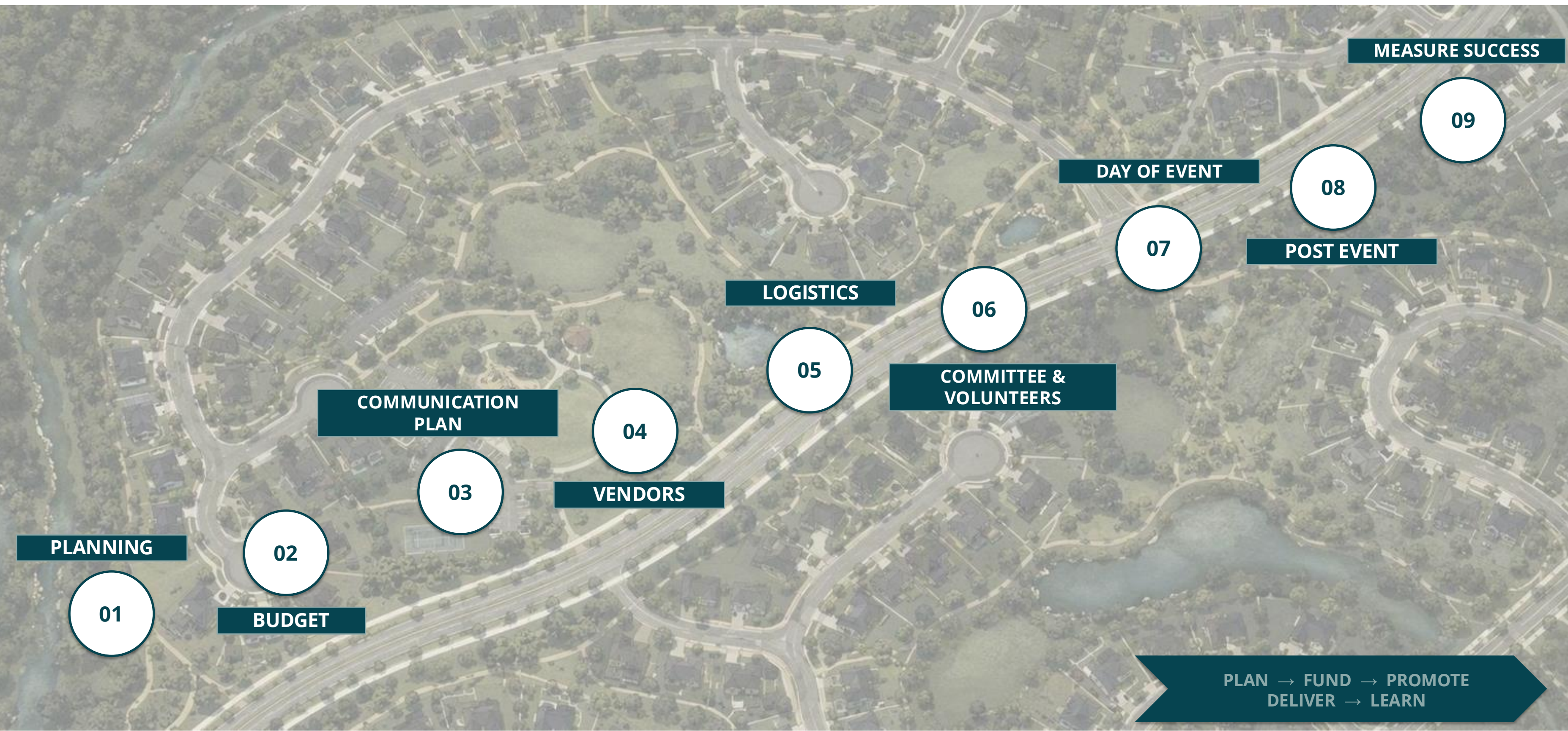
- Welcome Letter for New Homeowners
- Plant Exchange
- “You’ve Been Boo’d”- Candy Exchange
- Neighborhood Walking Club
- Coffee & Donuts
- Front Yard Happy Hour
- Book Swap
- Scavenger Hunt
- Dog Walk Meet Up
- Board “Wine & Walks”
- Community Garage Sale
- Sprinkler Audit Walks
- Blood Drives
- Beautiful Lawn Recognition
- Beginning/End of School Year
- Holiday Decorations Tour
- Sidewalk Chalk Festival
- Neighborhood Photo Challenge
- S’mores & Firepit Night
- Garden Tour
- Puzzle, Game, or Trivia Night
- “Meet Your Neighbor” Speed Networking
- Food Truck (ice cream, coffee)
- Lawn Game Night
- Volunteering (food drive, coat collection)
- Bicycle or Scooter Parade For Kids
- Monthly Meet-up at Local Venue
- Recycling & Shred-It Drives

*Utilize the resources in your neighborhood

The Event Planning Playbook

Nine moves guide every community event.

MAP



Planning

Five steps before the event moves into execution.



THE ROAD TO A SUCCESSFUL EVENT →

PURPOSE & AUDIENCE

Define the event purpose and target audience.

DATE / TIME / PLACE

Choose the date, time, and location.

LEARN FROM HISTORY

Review previous attendance, feedback, and expenses.

BUILD THE TIMELINE

Build a timeline and planning checklist.

LINE UP SUPPORT

Identify sponsors, vendors, entertainment, and partners.

Budget

Spend where residents feel the difference.

BUDGET DISCIPLINE

Stick to the budget

Tap into community's
resources to
supplement budget



01

SET THE CEILING

Establish the approved budget.

02

PRIORITIZE IMPACT

Prioritize expenses that directly impact residents.

03

PRICE THE PLAN

Get quotes and negotiate costs.

04

EXTEND THE BUDGET

Look for sponsors, donations, and in-kind support.

05

TRACK EVERY DOLLAR

Track expenses and invoices throughout planning.

Communication Plan

One message. Many touchpoints.

03

01

TIMELINE

Create a communication timeline.

02

CHANNELS

Use email, newsletter, Facebook, website, flyers, and signage.

03

ESSENTIALS

Clearly communicate date, time, location, registration, and expectations.

**Promote
the Event**

04

REMINDERS

Send regular reminders leading up to the event.

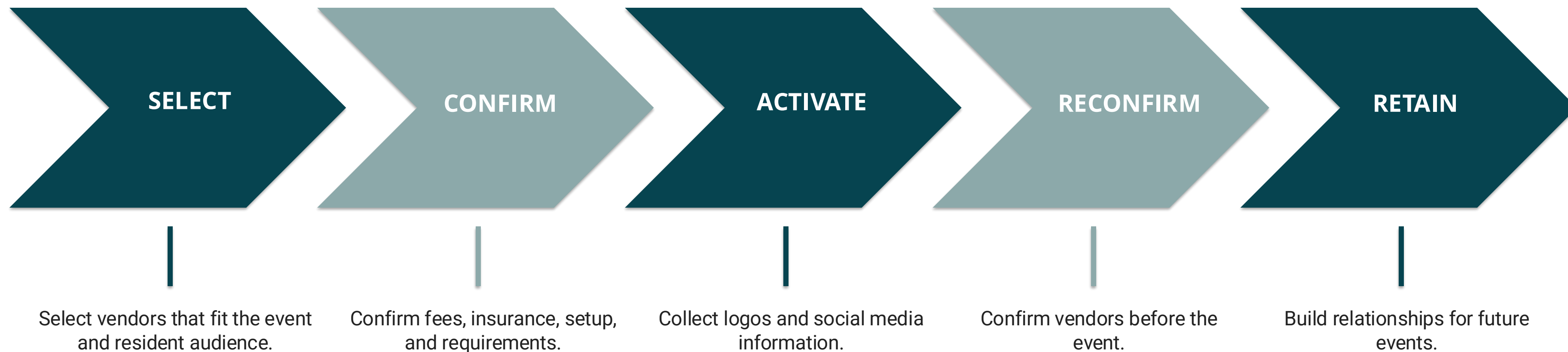
05

CONSISTENCY

Keep all messaging consistent.

Vendors

Select for fit. Confirm the details. Build the relationship.



The best vendor experience creates a stronger next event.

Logistics

Build the site on paper before you build it on the ground.



Committee & Volunteers

Turn goodwill into clear ownership.

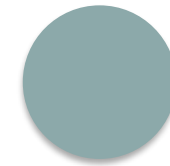
Always be Recruiting

Volunteers and Committees Help Create Community Connections



ASSIGN

Assign specific responsibilities.



BRIEF

Provide arrival times and clear instructions.



DEPLOY

Use volunteers for check-in, setup, traffic, activities, and cleanup.



REPORT

Establish who volunteers report to.



RECOGNIZE

Thank and recognize volunteers afterward.

Day of Event

Run the day in five operating beats.



After Event

Close the loop while details are fresh.

LEARN



Review what worked, what didn't, and what to change next time.

SHARE



Share photos and event highlights.

THANK



Thank sponsors, vendors, volunteers, and residents.

RECONCILE



Track final expenses and attendance.

CLOSE OUT



Complete cleanup and confirm vendor breakdown.

Each closeout step should make the next event stronger.



Measuring Success

A four-part scorecard makes impact visible.

EVENT ATTENDANCE

Registration Table
RSVPs
Sign In Sheet

VOLUNTEER GROWTH

Committee or Board
Member designated
at and after event
to recruit future
volunteers



RESIDENT FEEDBACK

Send a post-event
survey to attendees
and residents not
attending for
feedback

COMMUNICATION ENGAGEMENT

Post pictures &
email community
about the success

Resources

- Community Associations Institute (CAI) - caionline.org
- Dallas Builders Association - dallasbuilders.com
- Great American Cleanup - ktb.org
- Keep America Beautiful - kab.org
- Water preservation - savedallaswater.com
- Water, energy, fuel - conservenorthtexas.org
- National Night Out - natw.org
- Texas Crime Prevention Association - tcpa.wildapricot.org/NNO
- Linked In
- Local Chamber of Commerce
- City's website and officials
- Local Businesses
- Your Homeowners
- Your Vendors including HOA management company





Thank You For Your Attention

More Information



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