

16Aug2023 Interview with Shanna Fredrickson, General Manager, Shores Service Corp.

1. ***What initially interested you in applying for the GM position?*** I purchased a home in the Shores two years ago and have become acquainted with the community. As I started exploring our neighborhood I noticed many areas that were neglected, in need of maintenance, and deed restrictions going unresolved. When I heard that the Board was looking for a new General Manager, I knew that with my professional background I would be a great candidate for this position. I wanted to make a difference.

2. ***What kind of professional experience do you bring to the position?*** I have 20 years of experience in real estate and property management, specifically working with troubled properties that need turnaround management. I have extensive experience with communities going through capital projects, amenity renovations, community redevelopment, and reputation management. I'm a licensed Community Association Manager (CAM) through the State of Florida.

3. ***Now that you've been in the GM position for more than a month, what do you see as its greatest challenges and opportunities?*** There are a lot of challenges that I have been presented with during my first month on the job. The biggest challenge is bringing the entire organization into the 21st century. Our policies, procedures, IT infrastructure, business practices, and deed restrictions need to be significantly updated with today's business culture in mind. The association's budget has not been increased for many years, resulting in us now being short of taking care of important repairs and maintenance within our community. New subdivisions were built within the Shores adding to the cost of maintenance of the grounds, lakes, and sidewalks, but this additional expense was never built into the existing budgets. Deed restrictions have not been properly addressed resulting in many homes and lots being left in dilapidated condition, which ultimately affects property values and the livability score of our community. All of these areas have room for improvement and the office team and I have already started that process. The Shores is one of the largest communities in NE Florida, and has potential to expand even further with more homes and local businesses, as well as diversifying the types of activities available to our community.

4. ***What is your overall vision for the Shores community?*** To make the Shores community the number one most desirable place to live in St. Johns County.