

December 16,2016

TO: All White Bluff Property Owners

FROM: Leonard Critcher, President WBPOA

RE: Double Diamond's Country Club Proposal

I will admit as I write this correspondence after a most tumultuous day that I am totally aghast at what has transpired over the course of a few days.

A few days ago I sent out an email to all property owners in our data base (which is probably about 1/3 of all property owners-that's thousands we can not reach) informing them that they could expect communication(s) from Double Diamond/Mike Ward regarding a proposal to drastically alter the structure, of the resort we all invested in, to a country club concept. It arrived today in two forms, an email with several links and in a "personalized" letter. Almost all of what I anticipated came to fruition. The communications made the "deal" look enticing, there were "sweeteners" in the mix, and DD asked for a response time that defies logic. Let's cut to the chase.

First, it appears (and I stress appears as I write this) that Double Diamond has sent correspondence ONLY to lot owners outside Hill County. Although I will admit that my contact sample is not anywhere near a reasonable margin of error, I can say this-
Not a single homeowner with whom I spoke has received a letter from Double Diamond.

Not a single Hill County lot owner with whom I spoke has received a letter from Double Diamond.

In addition, no homeowner or Hill County lot owner has received an email communication from Double Diamond.

Where, or where, have the communications been sent? Easy answer- to lot owners outside Hill County and none, I repeat none, of the homeowners.

As a quick aside, I will assume that somehow the email addresses in Double Diamond's database included not a single Hill County lot owner and not a single homeowner. I will also assume that somehow the "snail mail" communications sent by Double Diamond to all Hill County lot owners and all homeowners somehow got lost or delayed in the mail.

That caveat having been said, I would like to tell you how a Double Diamond senior executive responded to an email to me when I questioned him about whether ALL property owners were sent an email about the country club proposal and whether ALL property owners were sent a letter. Here is a copy and paste answer from him-

Leonard,

All Property Owners will receive a letter and those which we have emails for - will receive an email notification. The letters and emails are specific to each owner as to what category they would be part of.

Two very important points. First, note the word "will". For you English study gurus that is future tense. The real question is when is will? Non-Hill County lot owners appear to have received a letter in the present tense. Non-Hill County lot owners appear to have received an email in the present tense. Neither Hill County lot owners nor any homeowners have received anything as of the time of this writing- but maybe they will at some distant future time, if ever.

Second, does anyone actually believe that not a single Hill County lot owner or a single homeowner is in Double Diamond's email database? If I, for one, am not then it is the first time I haven't received email communications from Double Diamond.

Let's make an assumption- that Double Diamond intentionally did not email Hill County lot owners and did not email homeowners. Let's also assume that Double Diamond did not send letters to any Hill County lot owners and did not send letters to homeowners. Why? The reason is real simple. Mike Ward told me personally a few months ago that he could sell this deal to lot owners by proposing they would pay less and put the burden on Hill County lot owners and homeowners. That issue aside, and this is very important- **Why would anyone wanting to put forth a proposal to benefit ALL property owners not communicate with ALL property owners?** I think the answer is obvious.

December 23? Really? I warned everyone a few days ago that this proposal would have a "deadline" of a short time frame. Your Board is not even certain that the manner in which this is being presented complies with state and federal law as well as out governing documents, and to dictate a "vote" in a short time frame is ludicrous.

You may not have noticed, but the "vote" document (which we believe has validity issues which we are looking into) has a somewhat nebulous reference to also granting a proxy to Double Diamond when you vote. If you "vote" yes you give your proxy to Double Diamond, but if you "vote" no do you still give your proxy to Double Diamond? We don't know, but why chance it?

Now to the last thing, and I sincerely hope you are still totally engrossed in this dissertation. What do you REALLY know about what you have been presented (if, you're not a Hill County lot owner or a homeowner)? I can honestly say that I have never seen any proposal of this significance with so little attention to detail and specifics. Why? I ask again, Why?

There are a litany of things that need to be known, analyzed, scrutinized and assessed. Several months ago I communicated to a Double Diamond executive that I would be happy to sit down with Mike Ward and hear the specifics of what he was thinking going forward after he refused to sign the acquisition agreement we had finalized verbally after months of negotiations and hundreds of thousands of POA money. I never heard from him. Does that tell you anything? What it tells me is what I detailed in my last communication.

I have drawn no conclusion- yes or no- about the CONCEPT of a country club. I can't, and there is a simple reason- I don't have the facts, and neither do you. All we are asking from Double Diamond is a COMPLETE picture. What I do know is simply (and, I hope you're still with me) is that Mike Ward/Double Diamond will absolutely control the Board of the country club. Do you really want to go back to 1990, when White Bluff began, and have Mike Ward in absolute control of the main assets of our community? Disgruntled lot owners, to whom he is appealing with a projected dues savings, should think hard and clear about this one. Double Diamond probably sold you your lot. They were in total control until recently when the Board became 100% non-Double Diamond directors. Where did that get you? And, most importantly who will best get you headed toward a new and positive direction?

Twelve years is a long time, a very long time. Remember that the assets projected to be transferred would be transferred to the County Club. The property owners are only members of the club. The property owners have absolutely NO control; ALL control is dictated by Mike Ward, and he specifically said he will appoint the Board of the country club and it will be composed of Double Diamond members. . Oh yea, he's going to APPOINT an Advisory Committee, and remember "advisory" does not equate to anything but advice. One last consideration- Look at the deteriorated condition of the assets today. What will the assets being "given" to the country club look like in 12 years (when he says he will give the club to the property owners)?

One last thing to consider when you peruse the projected savings in your dues/assessments- we are still trying to figure out how Double Diamond/Mike Ward can project your POA assessments. You should be aware that our governing documents specifically give the POA Board the authority to set the assessments for the property owners. He can project enticing savings all he wishes, but the reality is he is promising something that he can not deliver- just to get your "vote."

All we are asking from you is to back off, take a deep breath, either don't "vote" or "vote" no and let us do our job FOR YOU.