



# COMMUNITY SERVICES REPORT

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March 2025

## **DIRECTOR'S MESSAGE**

Tiffany Cribbs, Director of Community Services

As February concludes, I am proud to showcase key achievements from the departments within our Community Services umbrella.

### **Communications**

Our Communications team continues to play a key role in keeping the community well-informed and connected. Recently, they successfully managed the distribution and collection of a significant community survey, providing valuable insights for the Board's consideration in their future initiatives.

### **Member Services**

The Member Services team has effectively managed the transition to a new access system, GoAccess. This new system is already significantly improving how the Canyon Lake POA manages guest access.

### **Recreation**

In Recreation, our team is working diligently to prepare for popular spring events like Fiesta Day and Country Fest. Additionally, the team is revising various policies to streamline processes more effectively. Meanwhile, our Senior Center has been a hub of activity, offering a range of events for our senior members. Lastly, the pool, a favorite summer spot, is set to open on March 10, ready to welcome everyone back for another season of fun and relaxation!

# COMMUNICATIONS REPORT

## Goals & Campaigns – February 2025

### Goals & Objectives

The primary goals of the Communications team this fiscal year are:

- **Foster Community Engagement:** Promote community engagement through social media and digital platforms to connect with the Canyon Lake POA.
- **Build Greater Transparency:** Provide regular updates on projects, publicize key decisions, and make relevant resources easily accessible.
- **Promote Community Recreation & Events:** Highlight local events, club functions, and recreational opportunities to encourage community participation and support.
- **Improve Information Dissemination:** Utilize various communication channels to ensure accurate and timely information reaches community members.
- **Promote Revenue-Generating Amenities:** Support marketing efforts for golf course, restaurants, Happy Camp, propane sales, online store, and gift cards. Emphasize weddings and banquets at the Lodge.
- **Enhance Online Digital Services:** Improve the website's knowledge base, feature event pages, and provide online facility schedules.

### Looking Forward

In consideration of Communication's primary goals for this year, below are new campaigns the team will be focusing on in the upcoming months:

- **Online Enhancements**
  - Canyon Lake POA Merchandise Store Redesign
- **Recreation & Event Promotions**
  - Fiesta Day
  - Country Fest
  - Pool Opening Day
  - Free Adult Tennis Clinics
- **Member Services Notices**
  - Canyon Lake Virtual Tours (360)
  - California Boater Card Notice
  - Notify Us & Ask Us
  - Community Maintenance
- **Community Notices**
  - Annual Election
  - Lake Warning Flags
  - Lake Emergency Markers
  - Canyon Lake Camera Program
  - Access & Traffic
  - Electric Bicycle Registration & Riding Best Practices
- **Restaurant Dining and Event Promotions**
  - Lodge*
    - St. Patrick's Day Special
    - Weekly Live Music
    - Monthly Social Media Contest
  - Country Club*
    - St. Patrick's Day Special
    - Weekly Live Music
    - Line Dancing at Country Club
    - Cocktails & Karaoke
    - Monthly Social Media Contest
- **Golf Promotions**
  - Golf Annual Membership Campaign
  - Golf Daily Play Promotion (Canyon Lake residents only)
  - Canyon Lake 9ers Holey Shillelagh Golf Tournament
- **Club Promotions**
  - Hope Lights the Night
  - Canyon Lake Guild Bruno Mars Tribute
  - Canyon Lake Woman's Club Cooking Class
  - Canyon Lake Yacht Club Boating Workshops

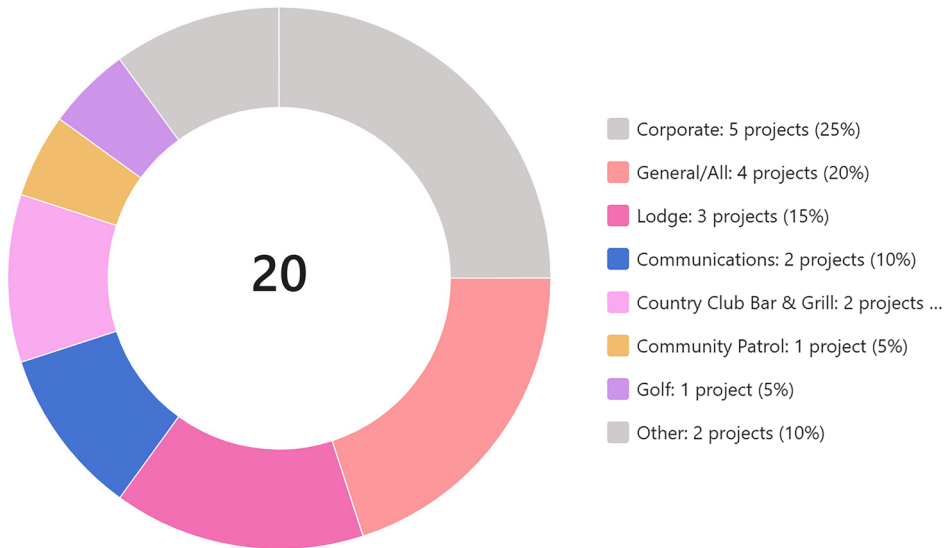
# COMMUNICATIONS REPORT

KPI Dashboard – February 2025

## ACTIVE CAMPAIGNS

February 2025

Below are the number of campaigns Communications managed during the month of February, broken down by the departments collaborated with for these campaigns.



## HIGHLIGHTS

**702**

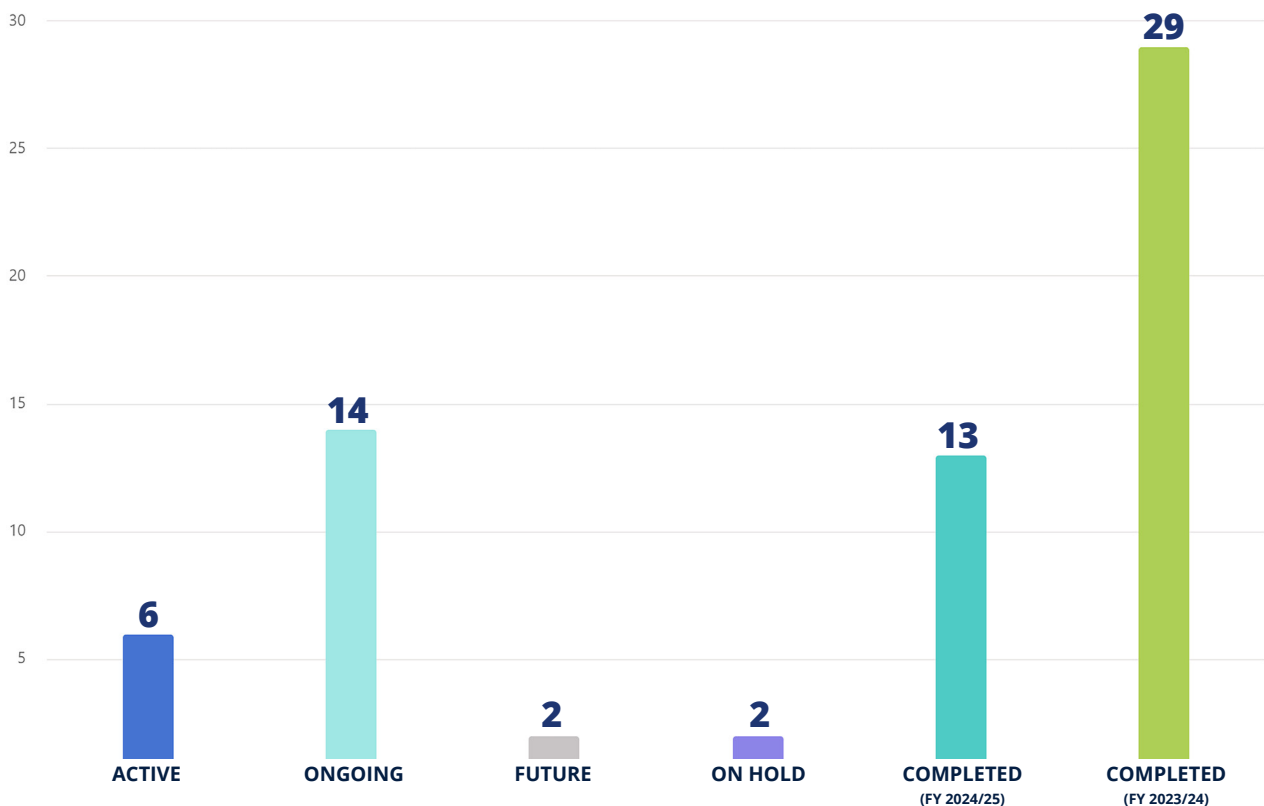
tasks completed  
in February 2025

**39**

club events promoted  
in fiscal year 2024/25

## CAMPAIGN STATUS

Below is the status of the campaigns Communications manages. These numbers are tracked for the current fiscal year 2024/25 (May 1, 2024 through April 30, 2025).





# COMMUNICATIONS REPORT

## Featured Campaigns

### Community Promotions

**CANYON LAKE POA COMMUNITY SURVEY**

SHARE YOUR THOUGHTS

**COMPLETE THE SURVEY ONLINE**  
Visit the link below to start.

[WWW.CLPOA.COM/SURVEY](http://WWW.CLPOA.COM/SURVEY)

SCAN THE QR CODE WITH YOUR PHONE

CANYON LAKE PROPERTY OWNERS ASSOCIATION @canyonlakepoa

**CALIFORNIA BOATER CARD NOTICE**

As of January 1, 2025, the California Boater Card is required for all motorized vessel operators regardless of age. All persons who operate on California waters must have one.

**APPLY NOW AT**

[BOATERCARD.PARKS.CA.GOV/APPLICATION](http://BOATERCARD.PARKS.CA.GOV/APPLICATION)

CANYON LAKE PROPERTY OWNERS ASSOCIATION @canyonlakepoa

**CANYON LAKE WOMAN'S CLUB**

*Galentine's Day*  
**BUNCO**

SATURDAY, FEBRUARY 8TH  
11 am - 3 pm

Canyon Lake Senior Center

**\$25**

*Lunch & Mimosa's Included!*

SPACE IS LIMITED!  
Reserve your seat via Zelle to CanyonLakeWomensClub@gmail.com or mail check to Canyon Lake Woman's Club 23066-19 Canyon Lake Dr. S. Canyon Lake, CA 92587

Questions? Call Pam DeBry at (951)640-7521

**CANYON LAKE JUNIOR WOMEN'S CLUB PRESENTS**

**ROUND ROBIN PICKLEBALL TOURNAMENT**

All players must register by February 16th

Entry Fee: **\$40** Per Person

Sunday, February 23, 2025  
1:00PM - 5:00PM  
Canyon Lake Pickleball Courts

All proceeds from this tournament will be donated to the fight against child trafficking.

**Women and Men Welcome to Participate**

Register & Donate: [www.eventcreate.com/e/cijwc25](http://www.eventcreate.com/e/cijwc25)

Check-in begins at 12:30PM  
Games will start at 1:00PM  
All skill levels welcome  
Players will be grouped as:  
Experienced Beginners  
Intermediate / Advanced

Raffle Tickets Available  
1 for \$5.00  
5 for \$20.00

Prizes for winners with the best poker hands in each division

SCAN ME

**CERT TRAINING**

*Workshop*

**CERT**  
COMMUNITY EMERGENCY RESPONSE TEAM

This is a fantastic opportunity for residents to learn valuable skills that can help them respond to emergencies and disasters.

Register by visiting the City Fire Department's Website or use the below QR Code:

Friday, February 21  
5:00 pm - 9:00 pm

Saturday, February 22  
8:00 am - 5:00 pm

Sunday, February 23  
8:00 am - 5:00 pm

31516 Railroad Canyon Rd  
Canyon Lake, CA 92587

**BIG TEE ENTRANCE**

The Big Tee entrance gate is temporarily closed pending repairs until tomorrow afternoon. Please use the Skylink entrance gate for access. The Big Tee exit remains open and operational. We apologize for the inconvenience and thank you for your patience and understanding.

CANYON LAKE PROPERTY OWNERS ASSOCIATION @canyonlakepoa

### Restaurant Promotions

**CANYON LAKE COUNTRY CLUB BAR & GRILL**

*Valentine's Day Dinner*

- 2 Dinner Specials: Mahi-Mahi Almondine and Creamy Mushroom Sauce Flat-Iron Country Steak
- Drink Specials

FRIDAY, FEBRUARY 14

CANYON LAKE COUNTRY CLUB BAR & GRILL @canyonlakecountryclub

**CANYON LAKE COUNTRY CLUB BAR & GRILL**

**COMEDY Night**

FRANK MARTINEZ ELIAH JOHNSON ANTHONY DAVIS HEADLINER MIKE DIAMOND

SATURDAY, FEBRUARY 22 | 6:30 P.M. TO 9 P.M.

Call 951.246.1773 for reservations  
Open to the Public and Members

**CANYON LAKE COUNTRY CLUB BAR & GRILL**

@canyonlakecountryclub  
32001 Railroad Canyon Road, Canyon Lake, CA 92587 | [www.canyonlakecc.com](http://www.canyonlakecc.com)

**LIGHTHOUSE RESTAURANT**

*Valentine's SURF 'N' TURF*

February 14 through February 16

4-Course Meal | \$60 per person

COURSE 1 - Amuse-Bouche  
COURSE 2 - Mini Salad  
COURSE 3 - 4 oz Lobster Tail and 4 oz Prime Filet Mignon  
COURSE 4 - Flourless Molten Chocolate Cake

Reservations online  
[www.thecanyonlodelodge.com](http://www.thecanyonlodelodge.com)

22200 Canyon Club Drive, CA 92587, Canyon Lake CA

**LIGHTHOUSE RESTAURANT**

*Galentine's Day*

Thursday, February 13

**\$24.99 per person**

- Spaghetti & meatballs with garlic bread
- Glass of house wine

Reservations online  
[www.thecanyonlodelodge.com](http://www.thecanyonlodelodge.com)

22200 Canyon Club Drive, CA 92587, Canyon Lake CA



# COMMUNICATIONS REPORT

## Website Highlights – February 2025

### Website Analytics Highlights

Total users ▾

12K

↑ 1.7%

Views ▾

42K

↑ 0.7%

Event count ▾

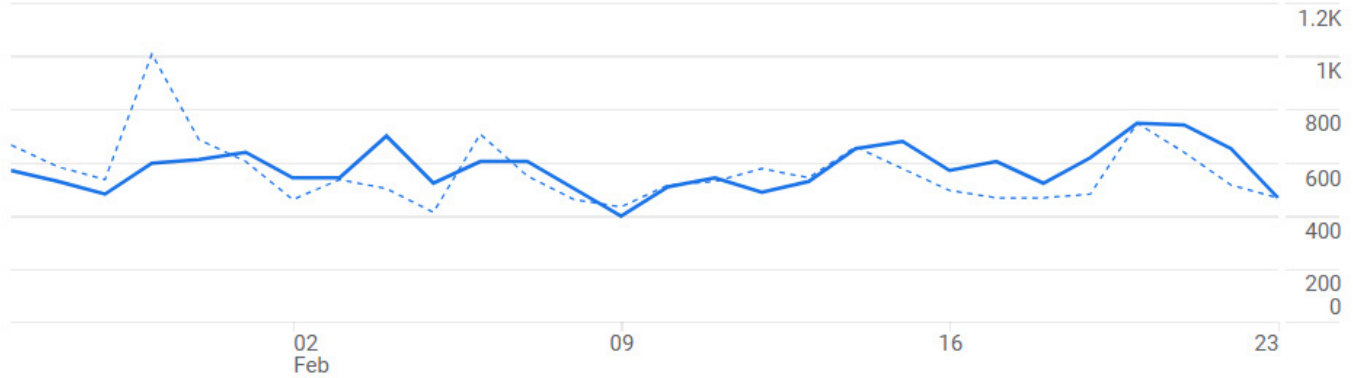
101K

↑ 2.0%

New users ▾

11K

↑ 1.8%



### Top 15 Visited Website Pages

Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count
Total	42,392 100% of total	11,727 100% of total	3.61 Avg 0%	1m 26s Avg 0%	101,111 100% of total
1 Home - Canyon Lake POA	8,025	4,402	1.82	26s	22,692
2 Login - Canyon Lake POA	4,802	2,214	2.17	39s	11,385
3 Pickleball - Canyon Lake POA	2,109	266	7.93	1m 19s	4,312
4 My Info - Canyon Lake POA	1,316	723	1.82	44s	2,430
5 Camping - Canyon Lake POA	1,288	720	1.79	1m 11s	3,723
6 Home - The Canyon Lake Lodge	1,219	711	1.71	26s	3,525
7 Make Payment - Canyon Lake POA	1,011	567	1.78	1m 28s	1,870
8 Restaurant - Canyon Lake POA	960	750	1.28	12s	2,349
9 Reservations - Canyon Lake POA	846	596	1.42	5s	2,087
10 Events Reservation - Canyon Lake POA	793	403	1.97	28s	1,668
11 Book Golf Tee Time - Canyon Lake POA	781	165	4.73	3m 56s	1,452
12 Search - Canyon Lake POA	699	373	1.87	48s	1,396
13 Memberships - Canyon Lake POA	689	473	1.46	43s	1,545
14 Entertainment - Canyon Lake POA	587	356	1.65	39s	1,112
15 Rates - Canyon Lake POA	562	403	1.39	59s	1,267

# COMMUNICATIONS REPORT

Social Media Highlights – February 2025

## PERFORMANCE SUMMARY

**23,635**

Followers  
Total

**330**

Published  
Posts

**209,256**

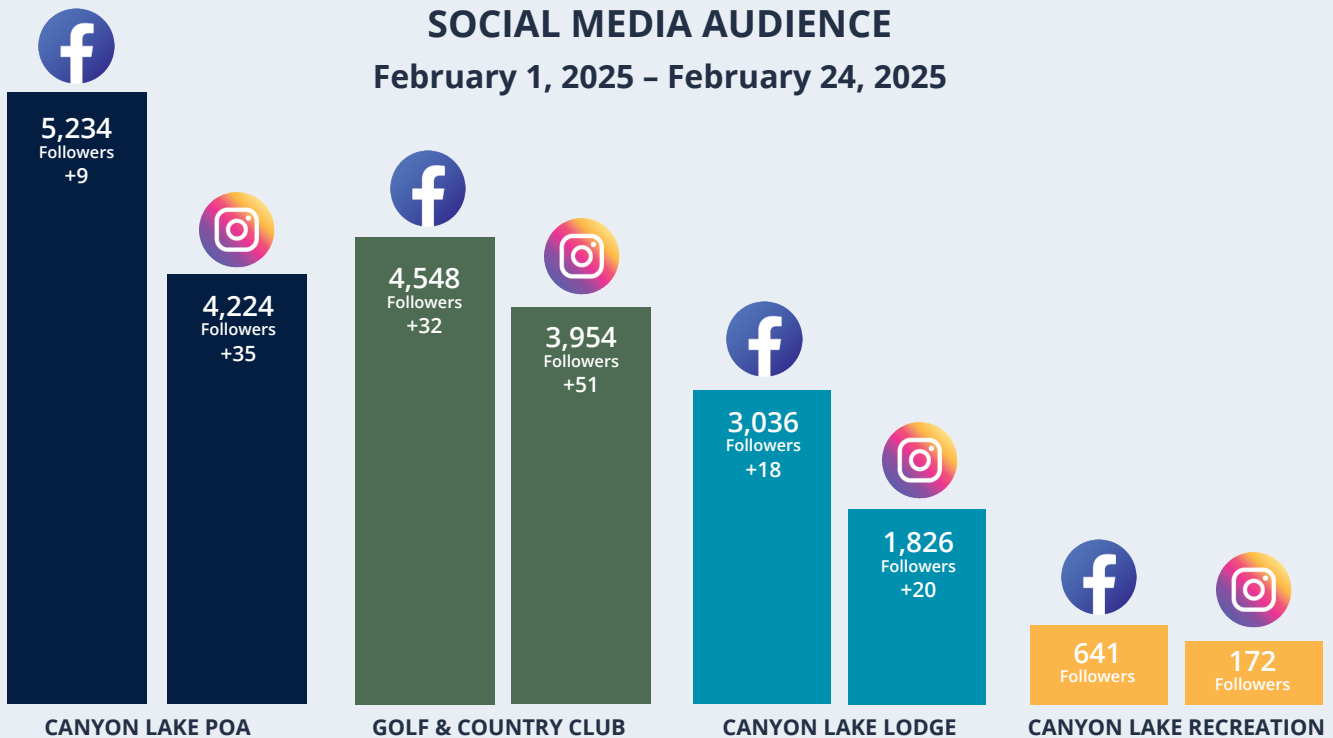
Page  
Impressions

**141,321**

Post  
Impressions

## SOCIAL MEDIA AUDIENCE

February 1, 2025 – February 24, 2025



## PROFILE SUMMARY

Profile	Followers	Growth	Clicks	Engagment	Reach	Impressions
Canyon Lake POA   Facebook	5,234	9	881	1,247	21,776	26,350
Canyon Lake POA   Instagram	4,224	35	-	348	31,839	32,621
Golf & Country Club   Facebook	4,548	32	1,808	3,414	27,862	50,146
Golf & Country Club   Instagram	3,954	51	-	164	12,141	11,592
Canyon Lake Lodge   Facebook	3,036	18	1,359	2,553	15,866	30,964
Canyon Lake Lodge   Instagram	1,826	20	-	159	9,197	9,409
Canyon Lake Recreation   Facebook	641	1	11	27	841	987
Canyon Lake Recreation   Instagram	172	0	-	5	478	489



# COMMUNICATIONS REPORT

## Email Highlights – February 2025

### EMAIL DASHBOARD – FEBRUARY 2025

48072

DELIVERED

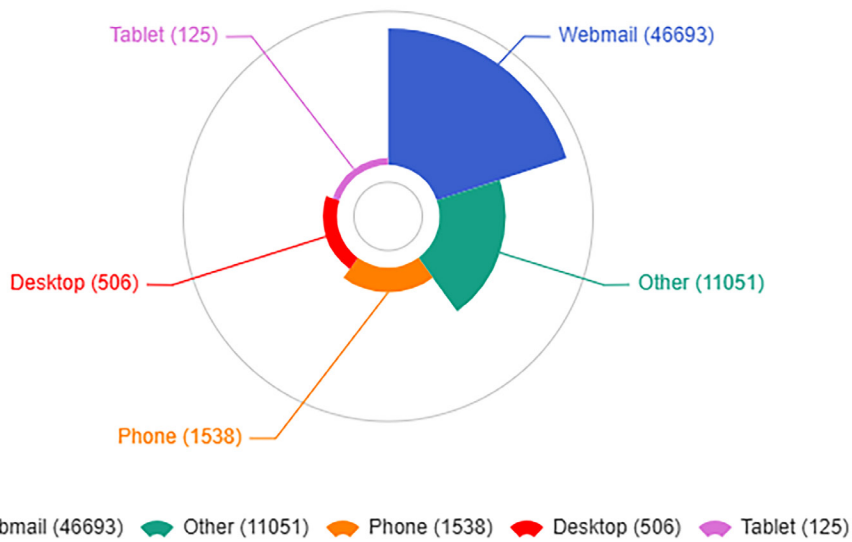


24526

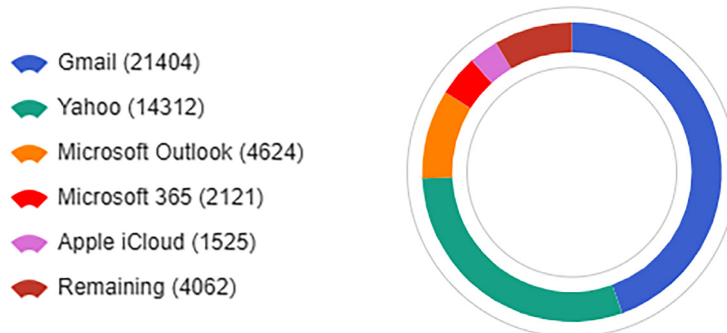
UNIQUE OPENS



### TOP DEVICE OPENS FEBRUARY 2025



### DELIVERY BY EMAIL CLIENT FEBRUARY 2025



# MEMBER SERVICES REPORT

## Goals & Campaigns – February 2025

### Goals & Objectives

The primary goals of the Member Services team this fiscal year are:

- **Digital Enhancement Initiative:** Adopt and improve digital solutions to increase efficiency and accessibility in Member Services.
- **Positive Member Interactions:** Deliver exceptional Member Service in all interactions between employees and members.
- **Ensure Professionalism:** Provide members with support that consistently reflects courtesy, respect, honesty, and informed responses.
- **Expedient Responses:** Respond to calls and emails promptly, maintaining a professional and courteous tone, with clear and informative details.
- **Anticipate Member Needs:** Train staff to recognize and respond to both expressed and unexpressed member needs effectively.
- **Foster Continuous Improvement:** Regularly train and update staff on best practices in member service to maintain high standards and adapt to new challenges.

### Looking Forward

In consideration of Member Services primary goals for this year, below are some of the initiatives the Member Services team will be focusing on in the upcoming months:

- **Upcoming Fiscal Year Preparations**
  - Fiscal Year Audits
    - Member Account Audits
    - Member Contact Updates
    - Expired Boat Insurance
  - Review Fee Changes
  - Member Assessment Payments
  - Annual Golf Membership Renewals
  - Community Garden Plot Renewals
- **Department Projects**
  - Policy Development
  - Regular Staff Website Review
  - Continued Management of Access Provider Transition
- **Digital Enhancements:**
  - Digitalizing Department
    - New Digital Forms
    - Tablets at Counter
- **Digital Enhancements - cont.**
  - Increased Online Support
- Call Automation
- **Daily Membership Management**
  - Issue Decals, RFIDs, & POA Cards
    - Vehicle Decals
    - Boat Decals
    - Golf Cart Decals
    - E-bike Decals
  - Establishing New Memberships
  - Manage Boat Dock Slip Rentals
  - Manage Community Garden Plot Rentals
  - Provide Guest Access Support
  - Process Assessment Payments
  - General Association Inquiries
  - Annual Boat Registration Letters
  - Annual Budget Letters
  - Fiscal Year Renewal Letters
  - Monthly Membership Renewal Letters



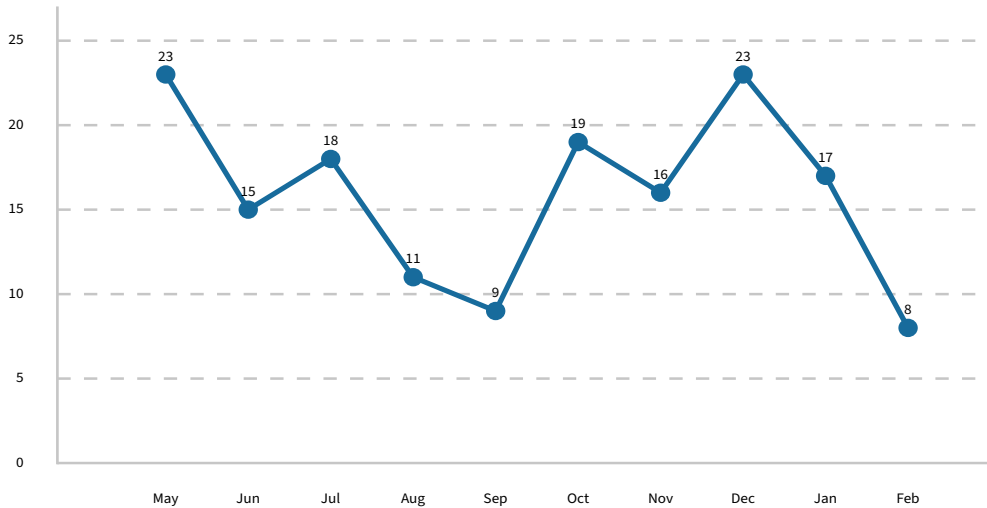
# MEMBER SERVICES REPORT

KPI Dashboard – February 2025

## NEW HOMEOWNERS

February 2025

Below are the number of new homeowners Member Services processes each month. These numbers are tracked for the current fiscal year 2024/25 (May 1, 2024 through April 30, 2025).



## MEMBERSHIP HIGHLIGHTS

**15,758**

Memberships in  
February 2025

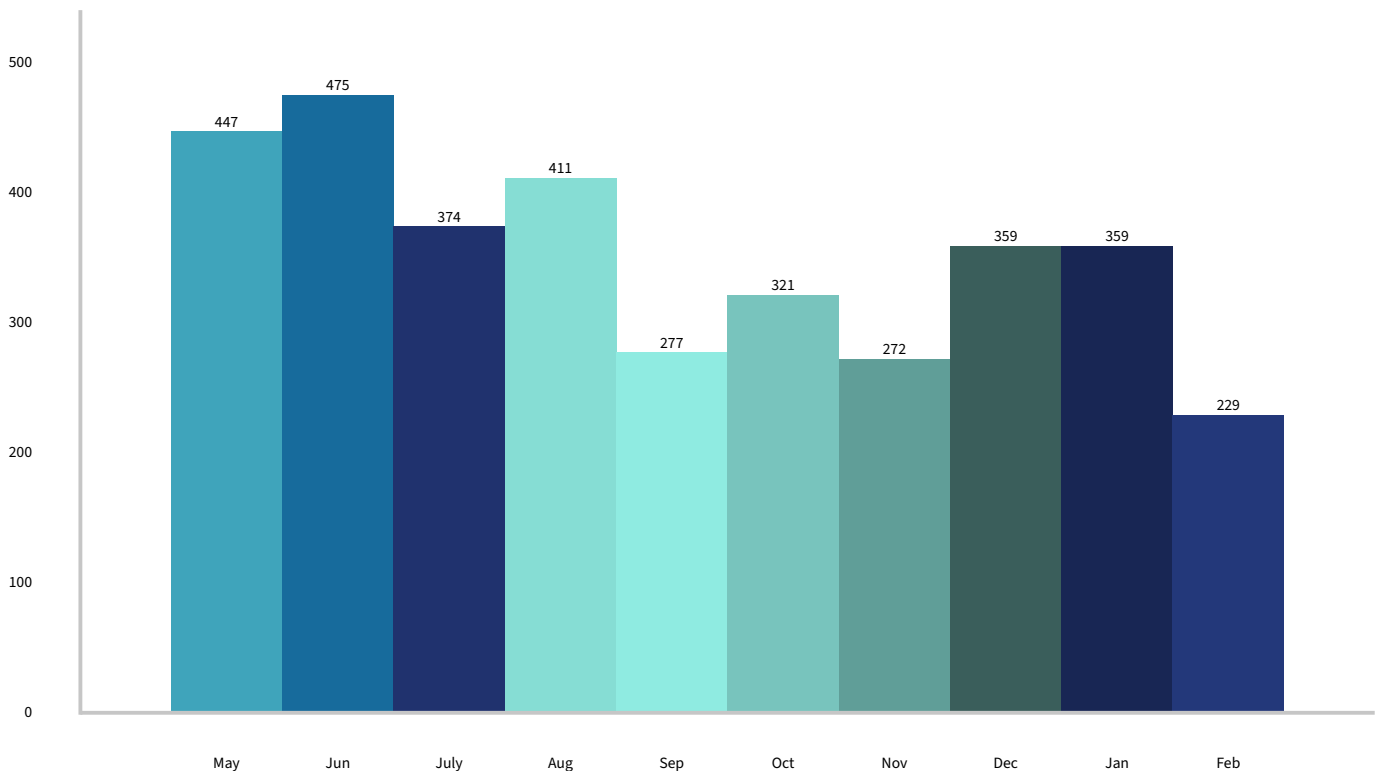
**1,648**

Leases in  
February 2025

## NEW MEMBERSHIPS

February 2025

Below are the number of new memberships Member Services processes each month. These numbers are tracked for the current fiscal year 2024/25 (May 1, 2024 through April 30, 2025).



# MEMBER SERVICES REPORT

KPI Dashboard – February 2025

## DECAL OVERVIEW - FEB 2025

**160**

Vehicle Decals  
Issued

**14**

Golf Cart Decals  
Issued

**34**

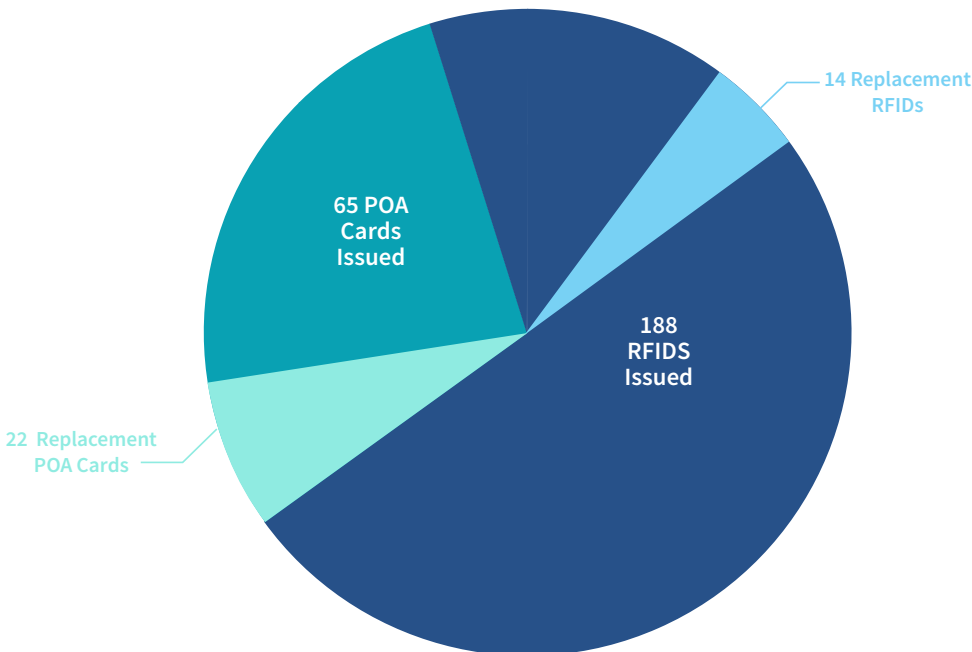
E-Bike Decals  
Issued

**9**

Boat Decals  
Issued

## RFIDS & POA CARDS ISSUED

February 2025



## GO ACCESS HIGHLIGHTS

**53%**

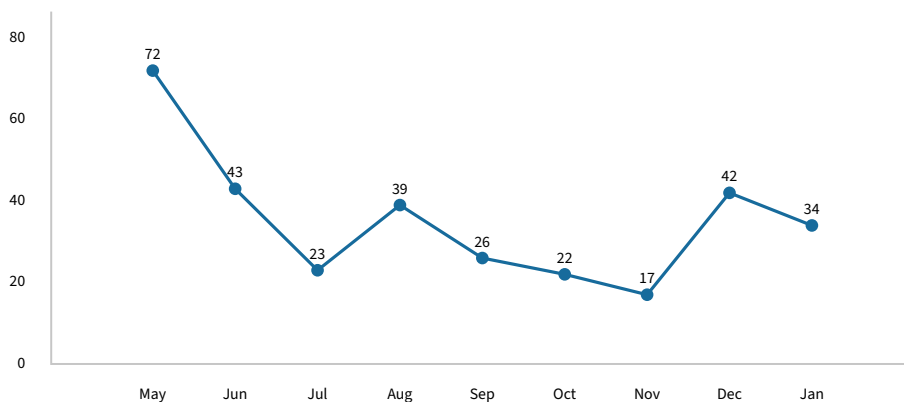
Households Converted  
to GoAccess

**2,866**

Households Using  
GoAccess

## E-BIKE DECAL TRACKER

Below are the number of e-bike decals Member Services processes each month. These numbers are tracked for the current fiscal year 2024/25 (May 1, 2024 through April 30, 2025).



## TOTAL E-BIKES REGISTERED

**817**

As of February 25, 2025



# RECREATION REPORT

## Goals & Campaigns – February 2025

### Goals & Objectives

The primary goals of the Recreation team this fiscal year are:

- **Enhance Community Engagement:** Elevate the quality and variety of existing recreational programs to better engage the community.
- **Expand Program Offerings:** Broaden the range of recreational activities, introducing new programs designed specifically to engage both youth and adults in the community.
- **Foster Partnerships & Community Support:** Secure local business partnerships for event sponsorships to reduce costs and enhance the quality of community events.
- **Support Club Activities:** Strengthen collaboration with clubs to ensure smooth execution of their events with enhanced consistency in departmental support.
- **Improve Facility Utilization:** Enhance the existing reservation system to streamline facility usage and meet community needs more effectively.
- **Update Technology Integration:** Upgrade technology to allow for online signups and payments to enhance user accessibility and streamlining operations for recreational programs.

### Looking Forward

In consideration of Recreation's primary goals for this year, below are new initiatives the Recreation team will be focusing on in the upcoming months:

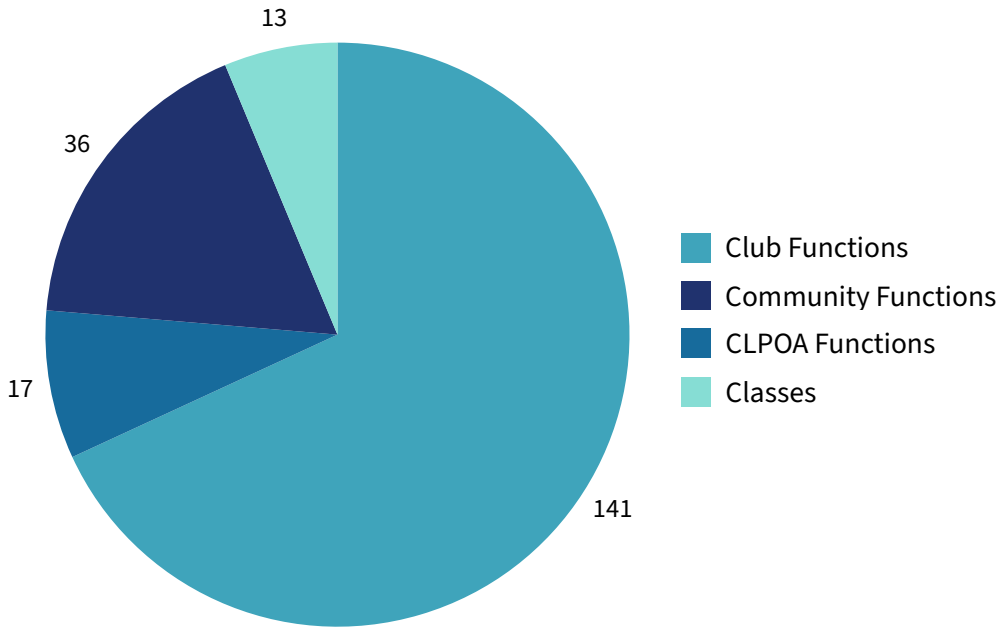
- **Event Coordination**
  - Canyon Lake POA Events
  - Concerts at the Lodge
  - Club Support
- **Recreational Programs**
  - Expand Class Offerings
    - Seeking More Instructors
  - Offer Online Registrations
  - Introduce Summer Camp
- **Department Projects**
  - Facility Use Policy Revision
  - Club Sanctioning Policy Revision
  - Setting Up Online Registrations
  - Coordinating club event support with Patrol, Recreation, and Operations year-round.
- **Department Projects - cont.**
  - Managing Community Benches
    - One Bench Installed at Gault Field
    - Two Benches Awaiting Installation
- **Facilities**
  - Parks:
    - Parks Hours Change on May 1:
      - May 1 - Sept 30: 8 a.m. to 10 p.m.
      - Oct 1 - Apr 30: 8 a.m. to 8 p.m
  - Pool:
    - Preparing for Opening Day on Mar 10
    - Hiring Pool Supervisor & Staff
  - Senior Center:
    - Potluck is on Mar 30 & Sponsored by Pepe's Restaurant

# RECREATION REPORT

KPI Dashboard – February 2025

## TYPES OF FUNCTIONS

February 2025



## HIGHLIGHTS

**207**

functions scheduled  
in February 2025

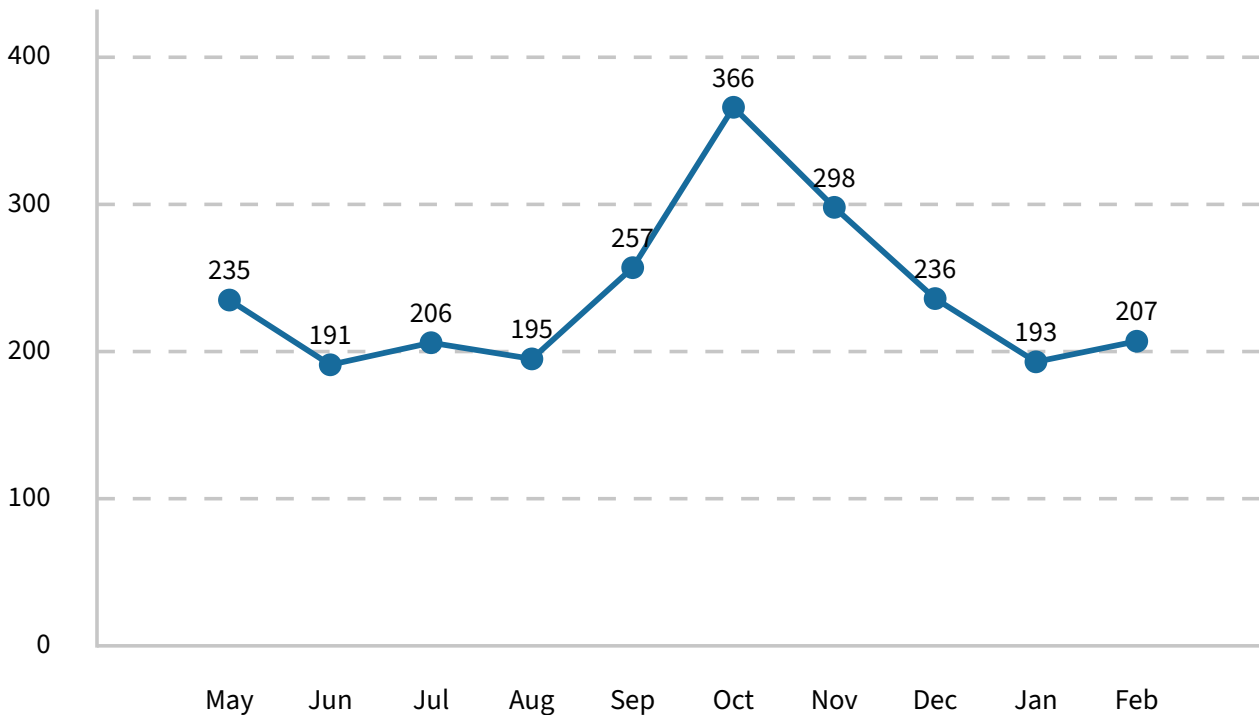
**141**

club functions  
in February 2025

## COMMUNITY FUNCTIONS

February 2025

Below are the number functions that take place each month in the community. These numbers are tracked for the current fiscal year 2024/25 (May 1, 2024 through April 30, 2025).



# RECREATION REPORT

Community Events: Save The Date For These Upcoming Events!

## MARCH 7

Little League Friday Night Lights  
at Gault Field

## MARCH 9

Hope Lights the Night  
at Holiday Harbor

Family Matters Club's  
Lucky Duck Derby at Pool

## MARCH 15

Canyon Lake Guild's Concert  
Bruno Mars Tribute at Lodge

## MARCH 30

Senior Center Potluck  
Sponsored by Pepe's  
Restaurant

## APRIL 6

Family Matters Club  
Easter Carnival

## MAY 3

Canyon Lake Guild's Concert  
Fleetwood Mac Tribute

## MAY 25

Country Fest Concert  
at Holiday Harbor Park

## MARCH 8

Little League Opening Day  
at Gault Field

Mermaid Club's  
Lucky Siren's Casino Night  
at Senior Center

## MARCH 10

Pool Opening Day

## MARCH 22

Spring Pickleball Clinic

Woman's Club Cooking Class  
at Senior Center

## APRIL 5

Community Garden Club  
Fairy Garden Basket Workshop

## APRIL 26 & 27

Community Garage Sale

## MAY 24

Fiesta Day at Lodge, Holiday  
Harbor Park, & Sierra Park