

MetroWest Management and BOARD *briefs*

A Publication of MetroWest Master Association — Summer 2025

Thank you for volunteering to serve on your Board and helping to maintain MetroWest as a great community in which to live. Your dedication and commitment are greatly appreciated by all members of the community.

Welcome to the MetroWest Board Briefs, distributed to HOA and COA board members and management company representatives in our community. Our goal is to connect you with the MetroWest Master Association (MWMA) and the many helpful resources we provide to our members. Through Board Briefs, we aim to address common issues that affect all of us committed to making MetroWest a great place to work and live.

MWMA Brand Strategy

MWMA is currently in the process of working with expert consultants to create a brand strategy for MetroWest. Creating a brand strategy will bring about the changes necessary to evolve the MetroWest brand in a meaningful way.

The Brand Strategy Road Map consists of five phases, with a finalized direction expected by Fall of this year.

At a recent Brand Strategy Workshop, MWMA board members, management and other stakeholders shared what they thought represented MetroWest best and what new ideas might further enhance our community. In discussing what inspired those in attendance, the topics were narrowed down to:

- Economic Development (how to attract and build reputable businesses/restaurants in MetroWest)
- Community Public Safety
- Community Aesthetics
- Social Media and Good News Messaging
- Branding All Collateral (a new design look)

Emergency/Hurricane Preparedness

Hurricane Season is here – does your community have a hurricane plan in place? If you do, are you prepared to implement your plan? Now is the time to lay the groundwork for addressing challenges we all face during Hurricane season.

Basic steps to take in case of a storm include:

- Secure all tools/equipment/cones/loose items
- Community pool furniture should be put away or placed in the pool until after the storm passes
- Residential balconies should be cleared of any items that can become airborne
- Walk your property and remove anything that could become a projectile

You should share this information with your residents to ensure that they have all necessary storm information and safety tips.

MWMA wants to make as many hurricane resources available to you as possible. Attached to this email you'll find helpful materials including hurricane guides, a disaster supply checklist, and directions for hurricane prep. Below you will find important contact information and additional resources.

Phone Numbers

Emergency 9-1-1

OPD Non-Emergency: 321-235-5300

Utility Concerns/Power Outages OUC: 407-423-9018

Traffic Signal Outages: 407-246-2020

City of Orlando Down Trees: 407-246-2283

Stormwater/Storm Drain Clogged: 407-246-2213

Storm Debris: 407-246-2314, swcustomersvc@orlando.gov,
[www.orlando.gov/Trash-Recycling/Report-Storm-Debris/](http://www.orlando.gov/Trash-Recycling/Report-Storm-Debris/Report-Storm-Debris-Form)
Report-Storm-Debris-Form



Websites

www.nhc.noaa.gov

www.ready.gov/hurricanes

www.fema.gov/

www.orlando.gov/Our-Government/Departments-Offices/

www.doi.sc.gov/953/Understanding-the-Claim-Payout-Process Orlando-Fire-Department/Emergency-Management/Hurricanes

www.floridadisaster.org/

www.redcross.org/

floridarevenue.com/disasterprep

Take the time now to review your hurricane plan and reach out to MWMA with any questions or concerns.

Manager Alliance Meetings

MetroWest Master Association General Manager Julie Sanchez hosts quarterly Manager Alliance Meetings during which important topics are discussed, including Legislative Updates, Hurricane Preparation, Rules and Regulation Leasing Standard Changes, and Public Safety.

The Manager Alliance Meetings are a means by which all managers can not only gather important MWMA information, both for a better understanding of operations and compliance requirements, but also a way for managers to network and connect.

“The Manager Alliance Meetings help us all maintain the vision and integrity of our MetroWest community, as well as share resources and important information,” according to Julie.

Lunch is provided at no charge. Be sure to RSVP when you receive your invitation!

Contact Information

For any inquiries or further information, please reach out to:

Julie Sanchez, General Manager: (407) 601-5995 | mwma.mgr@cfl.rr.com

Thank you for your attention and continued commitment to the MetroWest community.

Sincerely,

MetroWest Master Association