

Candidate for Margate HOA Board

Ron Koskinen

I'm Ron Koskinen, a full-time Margate Tower resident and longtime Myrtle Beach condominium owner. I have owned condos in Myrtle Beach since 1994 and at Kingston Resorts since 2004, experiencing ownership as a rental owner, second-home owner, and now a full-time resident.

I'm running for the Margate HOA Board because I believe we can build on Margate's strengths through communication, homeowner participation, thoughtful planning, and sound financial management.

Building Community

Over the past year, I have worked to create opportunities for homeowners to communicate, stay informed, and connect:

- **Established and wrote** the Margate Tower Homeowners Newsletter.
- **Created** the Margate Homeowners Facebook group.
- **Organized** homeowner social gatherings.

These efforts are intended to bring together full-time residents, second-home owners, and rental owners and help build an even stronger Margate community.

My Five-Point Plan for the Next Two Years

If elected, I will work collaboratively with the Board, our management company, and Margate homeowners on five practical priorities designed to complement the important work already underway and build on Margate's strengths.

1. Listen to Homeowners and Encourage Participation

I will work with the Board and management to establish a twice-a-year homeowner survey providing every owner a regular opportunity to share priorities, concerns, improvement ideas, and feedback.

Regular homeowner input can help us make an already strong Margate community even better.

2. Improve Communication and Transparency

I will continue to create and publish the quarterly Margate Tower Homeowners Newsletter, support timely updates on important building matters, and advocate for homeowners to have opportunities to observe regular Board meetings when appropriate.

If a Board vacancy occurs, I believe homeowners should be informed and, when practical, interested and qualified homeowners should have an opportunity to express their interest. New Board appointments should also be promptly communicated to homeowners.

Homeowners currently receive written information from Board candidates. I would like to build on that by giving future candidates an opportunity—through a forum, recorded video, or similar format—to actually be seen and heard by homeowners before voting is substantially underway.

Better communication helps homeowners stay informed, engaged, and connected to the decisions affecting our community.

3. Strengthen Communication Around Major Investments

When significant discretionary improvements or new amenities are being considered—particularly those that have not previously been discussed with homeowners—I believe owners benefit from hearing about them

early. When practical, homeowners should understand the rationale, expected investment and benefits and have an opportunity to provide perspective before plans are finalized.

Early communication can help homeowners understand significant investments and provide useful perspective before plans are finalized.

4. Protect Our Property, Finances and Long-Term Value

I will support strong financial oversight, careful evaluation of significant investments, and appropriate long-term planning.

As one example, with the new security systems being implemented, I will work with the Board to periodically evaluate how well the new measures are working and whether there are practical adjustments that could make them even more effective, helping ensure we achieve our security goals for the building.

Strong oversight helps protect our property, our finances, and the long-term value of every Margate home.

5. Continue Building a Stronger Margate Community

I will continue supporting opportunities for homeowners to communicate and connect through the newsletter, Facebook group, homeowner gatherings, and other activities owners value.

I will listen to the perspectives of full-time residents, second-home owners, and rental owners and work constructively with the Board and management for the long-term interests of our entire community.

A stronger community is built when homeowners have opportunities to communicate, participate, and connect with one another.

What I Bring to the Board

I bring nearly 30 years of professional management and leadership experience with companies including AT&T, Verizon, Vonage, Frontier, and Equinix.

- **Financial and business leadership:** Managed multi-million and billion-dollar business portfolios.
- **Complex project management:** Led major initiatives, including an approximately \$8 billion divestiture.
- **People and customer focus:** Led teams and organizations focused on listening, problem solving, accountability, and measurable results.
- **Owner perspective:** Experienced condominium ownership as a rental owner, second-home owner, and now a full-time resident.

I believe effective Board service requires listening, collaboration, good judgment, accountability, and a willingness to work constructively with fellow Board members, management, and homeowners.

Margate Tower is my home. I want to help keep it well-maintained, financially strong, secure, welcoming, and a place all of us can be proud to own.

I would be honored to have your support and your vote for the Margate HOA Board.

Ron Koskinen

For a short introductory video, go to www.MargateTowerOwners.com.

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