

SSVR Advisory Committee Meeting

October 17, 2023 – Approved on 1-24-24

Meeting called to order at 9:17 AM by chairman Tom Jacobs.

Confirmed that a quorum is present with Committee Members: Skip Clark (SC), Kelly Burgess (KB), Maria Sanchez (MS), and Tom Jacobs (TJ) present. Also present: Cheryl Hill (CH), Larry Thompson (LT), Maria Mitchell, Jennifer Moore (JM), and others.

MM confirms that Proper Notice of Meeting was given.

Motion to approve committee meeting minutes of 9/27/23 made by SC seconded by KB.

Business.

Owner Survey Discussion.

Surveys were received by 12 SSVR and 1 non-SSVR owners. Thanks to KB for survey idea, coordinating and collating the survey results.

Much discussion regarding survey results. The main topics were: increase rentals generated by SSVR, lower commissions generated by owner bookings, improve and update office procedures.

LT states that we need to increase rentals generated by SSVR or members will look for other alternatives. Adds that a decrease in membership will mean an increase in HOA fees.

KB states that owner booking commissions should be lowered in regards to the adjusted rental rate and not the published rental rate.

LT shared that Peppertree is working with VRBO and 50+ member rates will be \$599. Also, Peppertree is working with RNS software regarding Project Management Tools program. MM emailed RNS to obtain info on the program.

MM suggested that SSVR might co-host for owners with VRBO. MS states that it would increase our commission rates.

KB strongly urges that SSVR concentrate on target marketing utilizing Digital Marketing, SEO, improving our website, and process improvement programs.

LT suggests that SSVR needs to explore all avenues in regards to increasing SSVR generated rentals including the use of Airbnb.

SC states that rental agents say that beachside condos should see a 90% occupancy rate. Adds that increased rentals would allow SSVR to add staff.

Page 2.

SC also suggests that SSVR should redefine its goals and purpose.

The SSVR Advisory Committee will make the following recommendations to the SSVR Board of Directors:

Lower the commission rate to 7% for any Owner Bookings at the adjusted rental rate and not the published rental rate. Additionally, the committee recommends that the Board consider enhancing SSVR's capabilities regarding Market Planning, SEO, Airbnb participation, and Process Improvement Programs.

Motion to adjourn made by MS and seconded by KB. Meeting adjourned at 11:04 AM.