

Sea Shell Vacation Rental (SSVR)

Advisory Committee Meeting Minutes

February 22, 2023 – Approved 5-31-23

Meeting called to order at 10:07 AM by Committee Chairman Tom Jacobs

Confirm that a Quorum is Present: Dennis Palmer (DP), Maria Sanchez (MS), Skip Clark (SC), Tom Jacobs (TJ), Anne Culotta (AC).. Others present Cheryl Hill (CH), Larry Thompson (LT), Maria Mitchell (MM), Paula Powell (PP)

Approval of Meeting Minutes: Motion to approve AC, second by DP

Old Business:

Feedback regarding 2023 and 2024 rates: PP states that some guests have complained about rates, however only a few have not reserved for next year.

Income and Summary Review report shows that we are close to reaching 2022 sales total by February 2023. This is due to higher rates. We need to concentrate on bookings for the rest of the year. PP confirms that this report will sent out on a monthly basis . TJ asks that the same report for the same period in 2022 be sent out as well. This will allow us to compare bookings between the two years.

Review SSVR Improvements Utilizing Budget Surplus:

Memorial Fountain is paid for. Installation to be paid upon completion. Landscaping needs to be completed by Maintenance before scheduling installation.

CH states there is money in the budget that will spent on a marble captain's hat that will be placed in the Tiki Hut. CH will ask Mrs. Pat Leyser if there is a phrase that Larry often said so that it might be placed on or near the fountain.

Employee ID. Maintenance men received Sea Shell shirts and all employees received magnetic ID tags.

Onetime commission reduction. This was included in the December monthly statement.

VRBO Annual Subscription Refund. Each condo received \$499 refund.

Exclusive Invitation for our Preferred Guests. Still not complete. Discussion regarding 3, 5, or 7 night minimum. MM suggests to not put a minimum number of nights on the invitation. DP suggests that the invitation should include fall advantages such as: less traffic, less crowded beaches and restaurants, etc.

Linens. MM states that she needs to spend approximately \$10K for new linens. Linens and towels program needs to be researched for future discussion.

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New Business:

Create / Develop SSVR Benefits Brochure:

LT believes that brochure should be designed and completed by a professional person or company. MM states that she will provide contact info for the person that she believes can do the job. TJ asks for bullet point ideas for the brochure. All present provide ideas. LT volunteered to work on financial aspect of having more non-SSVR members join the programs. TJ will incorporate bullet points and send out to all.

Adjournment: 11:37 AM