

SSVR Advisory Committee Meeting Minutes 5-31-23

Approved on 9-27-23

Meeting called to order by chairman Tom Jacobs at 10:05 AM.

Confirmed that a quorum was present with committee members Dennis Palmer (DP), Maria Sanchez (MS), Skip Clark (SC), Anne Culotta (SC), and Tom Jacobs (TJ) present. Larry Thompson (LT), and Maria Mitchell (MM) also present.

MM confirmed that proper notice was given.

Motion to approve prior meeting minutes for Feb 22, 2023 was made by AC , seconded by MS, and approved by all.

Old Business.

Feedback regarding 2023-24 Rates. Reviewed most current Income and Days Summary report. Jan-April 2023 sales are up 17% over same period for 2022 due to rate increase. There were actually less days booked during that same time period when comparing 2023 vs 2022. May-December 2023 bookings are lagging and MM will be running specials to try to improve bookings. MM confirms that the Invitation for preferred guests was emailed but with very few results.

Memorial Fountain Update. Fountain was paid for in February and hoping to have it installed by mid-June.

Memorial Captain's Hat Update. Hat was ordered and anticipating July delivery/installation.

Create/Develop SSVR Benefits Brochure. Prior to the meeting TJ sent committee members the updated bullet points for the brochure. Feedback was asked regarding a few noted items. DP contributed two additional points.

SC questioned the 'Advertising/Marketing Advantages' bullet point. Suggested that SSVR needs a comprehensive Marketing Plan. Tabled until New Business section of the agenda.

LT requests that MM review bullet points, especially the potential monthly HOA savings for 5, 10, or 15 new members. MM did not receive the bullet points email and TJ will resend at meeting conclusion.

MM to supply contact info for person that can take the bullet points and complete the brochure.

New Business.

VRBO Review. TJ asked MM to pull up the VRBO site on her screen for all to see. There are 38 Sea Shell listings on VRBO. 13 of the first 18 listings are for non-SSVR members. Prices vary from \$179 - \$300+ / night. Number of reviews spanned from just a few to over 100 per listing.

MS states that VRBO has different membership levels. The higher the level, the more exposure, and thus a higher cost. MM states that VRBO would require a high dollar amount credit card to process bookings. Also, there was discussion regarding VRBO commission fees for bookings. Discussions led back to the need for a marketing plan.

SSVR Marketing Plan. SC would like to know if there is a SSVR marketing plan, what is the budget, how do we determine it's success, etc. SC says that his other SK investment property reaps better results than his Sea Shell investment property and would like to know how it can be improved. AC states that there may be some owners that are happy with their current bookings.

DP suggests that we have a SSVR board meeting to determine if the Rental Manager candidates have the capabilities to develop and implement a Marketing Plan, and what other resources might be needed. We will request a SSVR board meeting to see if these questions can be answered and to further discuss.

Surplus Budget Estimate. These estimates would help determine what projects can be funded by this surplus. We hope to have this estimate at the next meeting.

Cancellation Policy. Sea Shell currently charges \$75 plus fees for cancellation. 7 other neighboring complexes charge between \$100-300 for cancellation. Discussion concluded that an increase in the fee would not be worth the time involved.

Motion to adjourn was made by DP, seconded by SC, and approved by all. Meeting adjourned at 11:46 AM.

Submitted by
Tom Jacobs