

SSVR Advisory Committee Meeting

August 25, 2023 – Approved on 9-27-23

Meeting called to order at 10:03 AM by chairman Tom Jacobs.

Confirmed that a quorum is present with Committee Members: Dennis Palmer (DP), Skip Clark (SC), Kelly Burgess (KB), and Tom Jacobs (TJ) present. Also, present: Cheryl Hill (CH), Larry Thompson (LT), Maria Mitchell (MM), Elizabeth Ward (EW), and others.

MM confirms that Proper Notice of Meeting was given.

Approval of committee meeting minutes was tabled since not everyone received them.

Business.

Marketing Strategy Update: Prior to our meeting KB be sent an email to committee members regarding the Marketing Update that included:

Completed Tasks: The verbiage for the 4 sliders below the rental thumbnail on the home page have been updated. Also, all 4 landing pages for the rental thumbnails have been updated to include: Island View, Beach View, Beachfront, and Penthouse.

Next Action Steps: The following thumbnails are to be updated; Local Attractions, Go Exploring, Where To Eat, and Beach Weddings. Also, KB explained the need to update unit descriptions. KB to forward a template that will aid in the developing effective unit descriptions.

KB also stresses the “We need to make clear that our website is absolutely our number one marketing tool for reaching prospective renters....”

Owner Survey. It was determined to have two separate surveys. One for SSVR owners and one for non-SSVR owners. The goal is to have results by the Owners Meeting. LT suggests that we forward sample questions to KB within 2 weeks. TJ suggests considering a rating scale of 1 – 10 with area for comments.

SSVR Budget Surplus: The committee will make the following recommendations to the Board regarding the use of any SSVR Budget Surplus.

1. Guest Relations Gift Cards. - \$2,500.
2. SSVR Owner Dividends. _ TBD.
3. SSVR Advertising/ Marketing. _ TBD.

TJ suggests that these budgetary figures be provided to the committee earlier in the fiscal year.

Income & Days Summary Report. 2023 YTD compared to 2022 Jan through August. Revenue is up 5.1%. Booking days are down 11.1% which is a concern. This led to a discussion regarding rates vs marketing. SC, KB, and Pat Leyser all gave examples of their success in securing renters through their own listings and not through the SSVR – VRBO listings. They all shared that the majority of their rentals were at the published rental rate, and only discounted when close to the booking date.

VRBO and Airbnb. This led to a discussion regarding the effectiveness of the current SSVR VRBO listings. There was great interest in learning how SSVR can achieve rental results like the above mentioned owners. The committee will strive to determine a path for all SSVR owners to achieve the referenced successes.

Housekeeping. There were a few individual concerns regarding housekeeping. It was expressed that owners should be notified when there are any broken or missing items. The office will continue to rectify any issues in the most expedient way possible.

Outside Contractor List. Owners are encouraged to contact MM regarding any contractor recommendations. There was also a suggestion to start a Facebook page for SSVR members only for sharing such information.

Motion to adjourn meeting made by DP and seconded by SC. Meeting adjourned at 11:54 AM.