

SSVR Advisory Committee Meeting

September 27, 2023 – Approved 10-17-23

Meeting called to order at 10:16 AM by chairman Tom Jacobs.

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

MM confirms that Proper Notice of Meeting was given.

Motion to approve committee meeting minutes of 6/28 and reconvened on 7/14/23 made by DP and seconded by SC. Motion to approve committee meeting minutes of 8/25/23 made by DP and seconded by SC.

MM introduces Jennifer Moore as the new Rental Manager.

Old Business.

Marketing Strategy Update. KB is continuing to update the four 'plan your trip' website pages. KB provided a condo unit description template. Committee members are asked to use the template to update their condo description and forward to KB.

Owner Survey. Committee submitted survey questions to KB. KB narrowed it down to 10 questions for SSVR and non-SSVR owners. LT suggests to keep the process as simple as possible. The office is to send out the survey by the end of the week and hope to have replies by 10/13/23.

Income and Days Summary Report. It was learned that this report is not accurate. The report does not include SSVR Owner Bookings (OB) or days booked. MM states that the report only reflects what the office brings in for SSVR. LT suggests to change the title of the report to SSVR Days and Income Report. Also, to add a column to the report that reflects the commission brought in by OB that is not currently reflected in this report. DP asks if the SSVR P&L statement reflects all SSVR income, and MM states that it does.

SC shares his success of VRBO bookings vs Sea Shell bookings. DP comments that marketing is a more important factor than rental rates. KB suggests that Sea Shell take 10% commission of the actual rental rate and not the published rental rate. MM states that it would be time consuming for the office staff. SC states that in the future VRBO will be charging 8% commission in addition to the Sea Shell 10% commission for a total of 18% and may make some owners consider leaving SSVR. LT asks for a breakdown regarding the % of rentals generated by the office, SSVR – VRBO, and OB. MM states that our RNS system can not do that.

2.

KB states that Sea Shell has had the same office procedure for many years and that we should consider looking to hiring a Process Improvement Expert to streamline our procedures. LT shares that his business has a Continuous Improvement Team to help streamline his business. LT suggests that Process Improvement and Marketing should be the committee's area of focus moving forward.

VRBO. SC states that the Sea Shell rental agreement does not agree with the VRBO or Airbnb rental agreements regarding Cancellation Policy. MM suggests that owner bookings should have a disclaimer stating tht the Sea Shell rental agreement takes precedent in regards to on-site property issues. TJ shares that Brian Steele, Sea Shell's VRBO Account Rep, suggests removing our Custom cancellation fee of \$75 and move to one of VRBO's Cancellation policies. Utilizing this policy will help SS appear in traveler searches where travelers are filtering search results using the Free Cancellation filter, greater than 30 days from check-in.

A discussion regarding software upgrade ensued. LT/SC both stated that custom software is expensive on the front AND the backend as well. SC suggests that a group be put together to investigate Process Improvement and software upgrade options.

Memorial Items. The memorial fountain has been installed. Looking to add landscaping and lights to enhance the area. Captain's Hat is be installed by the Owners Meeting.

New Business.

SSVR – Website. TJ asks if we know how many hits our website gets on a monthly basis. KB explains that is hard to determine because of Bots hits. KB states that our website company may be able to determine that number. TJ states that since the Website is a SSVR entity that we should highlight such items as Avoid 3rd Party Fees, On-site Rental Office, 24 Hour Emergency Service, On-Site Maintenance Dept, etc.on the main page. KB to investigate/add items.

LT states that SSCA should contribute to the website. Also, asks that the office develop a list of other items that SSCA should be contributing to.

Next Meeting. It is decided to meet on 10/17/23 at 9:00 AM to review survey responses

Motion to adjourn made by KB and seconded by MS. Meeting adjourned at 12:06 PM.