

SUNNYSIDE BEACH AND TENNIS
APRIL 22, 2023
BOARD OF DIRECTORS RENTAL MEETING MINUTES

Meeting was called to order at 11:50am.

In attendance: Paul Hinman, Robert Young, Brad Cole, & By Zoom: Nick Collida, Jon Cline, Mike Turner, Tony Brown.

Meeting properly posted and sent to owners.

Motion made by Robert Young to accept the January 2023 meeting minutes as written. Paul Hinman 2nd the motion. Motion carried.

Jon Cline treasurer report. 1st quarter we turned a profit of nearly \$15,000 against a budget of negative \$4000. Part of that was it took a couple of months to get Crystal hired but the bigger part of that is just better rental revenue production.

Rental Report - Rental report was given by Richard Richards. Crystal Floyd was introduced as our new Rental Manager. We are up \$18,000 1st quarter compared to last year. On the books we are up \$38,000 for the 2nd quarter compared to last year. Annual linen replacement invoice went out on April 10th (Replace linens and terry).

Conducted a competitive market analysis for 2024, at this time increase on hold in line with market. Change Policy & Procedure this season: head housekeeper will be the point person in charge of our housekeeping inspections. Rental manager will be spot checking behind them but they will be in charge of quality control.

2024 Rental Rate discussion: As of now, we are not seeing a rise in rental rates for 2024 amongst our competitors. We will revisit this quarterly to see if any price adjustments need to be made to stay at market value. Last year we did a significant increase of about 25%+ and we are currently competitive with the market. We will look into our commission rate to see if it is deterring owners from joining the rental program. We would like feedback from the owners, if we were to lower our commission 5% how many owners would be willing to join the rental program?

Jon Cline made motion to adjourn meeting. Mike Turner second the motion. Meeting adjourned at 12:10pm.