



SSVR Board Meeting Minutes – June 5, 2024

Approved on June 24, 2024

Meeting was called to order by president Cheryl Hill at 1:02 p.m.

Confirmed that a quorum was present with board members Cheryl Hill (CH), Kelly Burgess (KB), Larry Thompson (LT) and Dennis Palmer (DP) present. Board member Michael Alperovich was absent. Property manager Maria Mitchell (MM), rental manager Deborah Klasing (DK) and rental committee chairman Skip Clark (SC) were also in attendance.

MM confirmed that proper notice was given for this meeting.

Motion to accept prior meeting minutes from June 5, 2024 was made by DP, seconded by KB, all agreed.

NEW BUSINESS

Escapia Training – KB and DK are working on a document to help owners navigate the new owner's portal in Escapia. They will send it out to all owners once MM reviews it. If any owner needs additional assistance, a one-on-one session can be arranged. The Calendar section now shows the daily rates for each unit. LT questioned why the Owner's Statement for May was different than prior months. It was not clear what the Amount Due to Owner actually was. DK to look into this and report back on her findings.

Towel Exchange – concern expressed that we should provide clean beach towels to our guests as an amenity during their stay at Sea Shell. MM stated that we currently have a linen exchange program that includes the beach towels. SC to investigate establishing a beach towel exchange program that would make it easier for our guests take advantage of. It currently costs us \$1.50 to clean each towel.

Expansion of Owner Free Stays – current practice is for only an owner's immediate family to stay without paying a commission. Some owners want to expand this to include good friends and other family members. Areas of concern include peak season rentals, cleaning fees, the amount of our flat rate administrative fee (\$75.00 established 10 years ago) etc. SC to take this on as an action item for the rental committee and report back with their recommendations.

Island View Rates – units #103, #105, #107, #108 and #109 are considered island view. Their rental rates are typically \$100 a week less than gulf view units. However, there are some weeks during the year where they are the same. This is understandable for peak season (February through April) but June through August is questionable. KB owns #105 and will canvass other island view owners to see what their opinions are.

Housekeeping – concern expressed that housekeeping is knocking on doors prior to the 10:00 am check-out time to see if they can start cleaning. DK stated that this practice is not approved by the office and this will be reinforced with the cleaning crew. The scheduling of units to be cleaned on a given day is an issue. The office tries to accommodate early check-ins IF they are given advance notice. Inspection of units after cleaning is important. Should we rely on the cleaning crew to check their own work or should SS staff randomly check-up on them. Saturdays are the most critical due to the amount of units that turnover on that day.

MM to review staff changes for both the office and maintenance to give us better coverage during peak times.

Other – SC questioned the status of using the rate marketer option in Escapia. DK and MM stated that they have tried it with very poor results. DK is talking with a 3rd party firm that specializes in rate marketing that is supposed to be much more accurate than Escapia. She will report back on costs and implementation in the near future.

Motion to adjourn the meeting was made by DP, seconded by LT, all agreed. Meeting was adjourned at 3:00 p.m.

Respectfully Submitted,

Dennis Palmer – Secretary of the Board for SSVR