



SSVR Board Meeting Minutes – Friday, June 9, 2023

Meeting called to order by president Cheryl Hill at 10:04 a.

Confirmed that a quorum was present with board members Cheryl Hill (CH), Tom Jacobs (TJ), and Dennis Palmer (DP) present. Property manager Maria Mitchell (MM) was also in attendance. Board member Larry Thompson was absent.

MM confirmed that proper notice was given for this meeting.

Motion to approve prior meeting minutes from May 22, 2023 was made by TJ, seconded by DP, all agreed.

NEW BUSINESS

Rental Manager Candidates - Ch interviewed candidates for the rental manager's position on May 6th and 7th at Sea Shell. Top three of four were qualified. Her top selection was agreed to by MM. Offer was made and accepted with an anticipated start date of June 26, 2023. All contingent on her giving two weeks notice at her current job. Props to CH for taking the time and expense to fill this position.

Marketing Plan – TJ elaborated on the need for a formal marketing plan for Sea Shell. Can be used to entice additional owners into the SSVR program in addition to increasing rentals for all SSVR owners that so desire. MM reviewed a number of advertising channels that she is currently using including the Sarasota Visitors Bureau, Visit Florida, TLM Magazine, etc. She also contracted an outside firm for four months at \$6,400 to enhance our SEO on google ads while committing to spend \$26,000 for the year. Kelly Burgess (#105) has offered to help with developing a marketing plan. She is currently director of marketing for a software consulting firm. It appears as though she has a wealth of knowledge in this area. CH to reach out to her to determine what role she can play.

Repair Replacement Authorization – MM would like to increase the current level of expenditure that she can spend from \$300 to \$1,000 without an owner's prior approval. She will of course continue to try to reach the owner ahead of time, however there are some instances where she needs to take immediate action is unable to reach the owner. This will have no effect on the reserve funding account of \$300 which each owner currently has in place. CH made a motion to increase the repair spending authorization to \$1,000, seconded by DP, all agreed.

New Maintenance Director – the new maintenance director (Michael Farakas) has started off with high praise. Both CH and MM have positive comments on his performance during his first two weeks on the job.

Rental Pricing – Skip Clark went on a rant on the pricing that some non-SSVR owners are charging for their units. Some are going for as low as \$179 per night compared to our suggested price of \$430. Everyone agrees that this has been an issue for a number of years. CH to check with legal to see how other associations might be handling this issue and also determine if we can charge a higher HOA fee to these owners due to the increase demand they place on Sea Shell's property.

Extra Person Charge – MM stated that vrbo does not support an extra person charge. We currently are charging \$15 per day per person when the rental has more than four people. With our increased rate schedule she thinks this might be hurting our rentals especially in the slower months. After much discussion CH made the motion to remove the extra fee charge of \$15 per day, seconded by TJ, all agreed.

Income and Days Report – DP reiterated the importance of this report in evaluating the impact of higher rental rates on our overall rental revenue. MM agreed to continue publishing this report on a monthly basis.

Motion to adjourn this meeting was made by CH, seconded by TJ, all agreed. Meeting was adjourned at 11:25 a.

Respectfully Submitted,
Dennis Palmer – Secretary of the Board for SSVR