

Rental Committee Meeting Sea winds Clubhouse 9/30/14 11:00 am

In Attendance:

unit 12 Jackie Palmer, unit 18 Al Howard, unit 72 MaryJo Dingbaum, unit 76 Josie Sottile.
unit58 Ronnie & Terry Cline, unit44 Karol Toole (by telephone), office Carolyn Secher,
Jane Hartman – board liaison

Website

We discussed the Sea Winds website and other sites used to advertise the rental condos. The current Sea Winds site is unfriendly and the committee would like Gary to meet with Jeff and improve. Members want rental separated by year. Carolyn will contact all owners on program about new photos and request a check if you want to schedule service with photographer. We will put pictures on website with a target date of completion of Dec. 1, 2014. The committee wonders if we know what sites produce the most bookings. Carolyn has this information. The committee wants more marketing.

Template for Email Confirming Rental

Would like sea winds logo and information to be more friendly & welcoming.

Security Deposits

Only one unit this past year had damage exceeding the deposit collected. We are unable to have renters pay for insurance coverage as we do not have a board member with an insurance license. We experienced more damage and wear & tear on units this summer. A dozen of our new towels are now pink & yellow from renters washing with beach towels!

Budget

The rental budget receives income from in-house registration fees, commissions, and money Louis generates from repairs on rental units. The rental income is used to offset staff salaries & direct rental expenses as follows: Richard 50%, Louis 25%, Gary 25%, Carolyn 85%, Vivian 100%. If these allocations are correct, the income streams need to be improved to meet these expenses. In addition the rental committee is to transfer to the Association \$15,000 a year.

Clearly the Board approved income streams do not generate enough income to meet these allocations. Additionally the committee needs more budget information to make recommendations.

Competition

There is competition for renters especially two bedrooms as there is an abundance of this size on the beach. Renters want quality amenities and units.

Miscellaneous

The following 2 agenda items are being forwarded to larger associations it is more appropriately addressed there. Gate access with a code and noise between flats as more units are putting on wood flooring vs. carpets.

Meeting adjourned 12:30 pm
Minutes submitted by Jane Hartman