

McCall Area Timeshare Association

Board Meeting Minutes

April 17, 2015

The meeting was called to order at 7:30 PM at the Home and Suites in Boise, Idaho. Board members present were David K. Holland, Travis Leonard and Gary Turner. Also present was Candice Leonard who was representing the Millennial Advisory Committee.

After reviewing the minutes of the October 11th, 2014 Board Meeting, Gary Turner moved to accept the Minutes and Travis made the second. Minutes approved unanimously.

CABLE ONE:

Dave reported that Cable One has now required all users to have a converter box attached to each Television in order to receive cable channels. He made note of the fact that normal residences received two converters per household but due to the fact that we are considered a "bulk" account they have only allowed one box per unit without charging a monthly fee for additional boxes. It was decided that we would just have one cable television in each unit at this time.

CARPET:

Dave opened some discussion on the conditions of our carpets and reports of tenants having their feet black from dirty floors and carpets. It was noted that the only time of year that we receive these comments is July and August. The assumption is that people are traveling over the asphalt and carrying in the black tar residue from the roads. It was also noted that the number of people in the units is a larger number than at any other time of year. The update of adding a hard floor at the entry way will also help keep outside dirt from collecting on the carpet.

WATER HEATER UNITS IN ONE BEDROOM UNITS:

Removal of the water heaters from the loft area in the one bedroom units has not been completed at this time. It should be completed by the next board meeting.

AUDIT:

With regard to the Depreciation Schedule, Dave stated that he had sent the depreciation schedule that he compiled but the auditors disregarded it and stated it was unacceptable. They are requiring us to get local industry experts to go through the units and give appraisals on life time left of all tangible assets. i.e. furniture, carpets, appliances etc. At this time we are unable to expend the time and expense to get the Schedule completed. This process is not required by law but is requested by the auditors. A motion was made by Travis to keep our current Depreciation Schedule in effect and the motion was seconded by Gary Turner. We will comply in the future as laws and budget allows.

Travis made a motion for us to include a Budget vs. Actual Report in order for the layman to understand what the audit actually saying. This might help alleviate the questions regarding what is cash and what is accrual.

Dave made note that his income looks inflated due to the auditors including all the painting and carpet cleaning in that figure.

The Audit draft was accepted as complete.

RENOVATIONS:

Discussion turned to the need to upgrade the three bedroom upstairs bathrooms. This will be addressed in the upcoming years.

APSEN VILLAGE HOA:

Dave gave a report of AVCOA upcoming topics. Buildings C, D and E are going to be painted in July. Both of the outdoor pools will be going to a salt water. The AVCOA Board has approved propane tank installation and removal of the wood stoves in Buildings D, E, Y and Unit #124. It now only requires a letter stating intent prior to actual installation.

Dave advised the board that the new drain and cement in the D building has proven to be a total success. There has been no sinking, water dips or apparent pooling and the large dip to the garages are now gone and should hold for many years to come. The cost of \$10,000 was an unexpected cost since it was grouped with \$100,000 worth of work paid for by AVCOA.

ONE BEDROOM RECOVERY PROJECT:

Out of the possible 600 units we have acquired 274 of them which is approximately 50%. We have also acquired two and three bedroom units that will be used in getting owners to upgrade out of the one bedroom units.

CUSTOMER SATISFACTION REPORTS:

Dave quoted a few reports from our exchange companies. We are currently getting good if not 100% approval rating. Our lack of activities rates poorly. Cleanliness is better but removal of the wood stoves would improve the ability to keep the units and the garages cleaner and more updated.

MILLENNIAL ADVISORY COMMITTEE:

Report was given by Candice and Travis, who held a meeting with several people who are in the Millennial Generational age group to find out what is really important to this new generation. The need to know this is imperative to our success as our current owners are aging out.

The following are the important items to this group:

1. Vacation for 2 or three days at a time rather than a week at once. This generation does not necessarily have the traditional weekends. They work rotations or 4/10 hour days.
2. Electronic connectivity is important to all people for work, correspondence and entertainment, i.e. movies, books etc.
3. Value is also important. They want discounts, deals or specials. They want to be catered to and treated special. Concierge services.
4. Child Care endorsed by the Association. Large issue. They would be willing to pay in order to have a "Date Night" or alone time.

5. Immediate Marketing and Reservations via internet and social media.
 - a. Contact is not being made at this point but needs to happen in the future.
 - b. A computerized reservation system with electronic confirmation.
6. Getting away from the stigma of a "Timeshare" but retain the amenities offered only by Aspen Village.
7. Sharp looking units – clean and new

RENTALS:

We are now collecting a 10% surcharge to handle rentals for our owners. This is adding to the actual income for MATA. Dave is proposing a Resort Fee added to the actual price of the rental in order to create more revenue directly to MATA. It was talked about adding a \$16.95 a night fee for non owner rentals. Increasing Owner Rates should also be discussed since the rate has not been addressed in ten years. Further discussion will be required in the near future after some consideration and research has been done.

ADVERTISING AND SPECIALS:

We used a special advertising deal through Idaho Statesman (\$5000 worth of advertising for \$1800). We utilized it to advertise specials and timeshare units for sale. We had a good response to the Special. We do actually need to get out in the world to advertise our units and their availability both for rent and for purchase.

BOARD MEETING STRUCTURE:

It was discussed that in order for us to have effective board meetings we may want to go out to other resorts and see how they manage their affairs. We need to find "like" resorts and go visit the properties. In the future we may want to go, as a board, for a three or four day trip to really develop an updated model that will carry us into the future.

ASPEN MARKET:

It should be open by Memorial Day Weekend.

The next Board meeting was scheduled for July 30th, 2015 with teleconference for members not able to be in McCall.

Gary made a motion to adjourn the meeting and Travis seconded the motion, passed unanimously.

Respectfully Submitted,



Gary Turner,

Secretary ProTem