

McCall Area Timeshare Association
Board Meeting
McCall, Idaho
July 29, 2014

The McCall Area Timeshare Association Board meeting was held at The MATA Office in McCall, Idaho on July 29, 2014.

Present were Board Members: David Holland, Travis Leonard, Dick Brotherton, and Gary Turner. Spencer called and was conferenced in.

Board President David Holland convened the meeting at 9:15 AM.

The minutes from the April 14, 2014 meeting were read by each board member. A motion to approve the minutes was made by Travis Leonard. Gary seconded the motion. After some discussion, the motion was approved unanimously.

Progression of the Wi-Fi

Dave advised the Board that as soon as Wi-Fi was installed in the units the owners wanted to stream their movies and use a multitude of different devices. As the demands and requirements for each device are all different, we found that it takes much more bandwidth than was expected. They have had to install Ethernet cable and bring it up from underneath the buildings. Dave informed the Board that Aspen Village Buildings C, D, E, Y, W and K buildings are now hardwired for the Blue Ray Players and a direct Wi-Fi stream from a central place for each building. The Aspen B building is not finished and the connections in the F building are almost finished.

We've have 9 locations where Cable One lines are going in that are for Wi-Fi and streaming. Each building's costs approximately \$60 a month which totals \$600. Dave is looking at taking the phones out of each unit to defray the cost of the monthly Cable charge. We are paying \$1200 a month for the phones. There is some concern that we use the land lines to contact the unit owners. Holly is getting a price to see what the charge is to just call in to the units on the land lines without actual phone service. Dave suggested that Jacki get cell numbers as each owner checks in lieu of a landline in the unit. And we could get a few generic phones to hand out to those that don't have cell phones. Travis suggested that there might be a requirement in case of emergency to be able to call out. Dave is going to research to find out if there is some requirement to have a phone line in each unit. Travis made a motion that if the resort is covered on liability to go forward. Dick seconded the motion as long as there is no liability factor. The motion was approved unanimously.

New Business

Aspen Village is running a trench from the Y building to Davis, so they can put in drainage. They put in a French drain, covered it in rock and re asphalted the driveway. During the process to re-pour the two garages in D-9 and D-10 they dug down and put in a footing. In front of the office there has always been a problem with the freezing and the road humping up. Ed thought that it might be an old drain system. However, after they dug it out they found it was an old foundation, which they proceeded to dig up, refill and pave with asphalt.

K-53

While they were doing the other cement work they also dug up and expanded the back patio in K-53 by 4 feet. Also, they put in bi-folding doors where the washer and dryer are. It dressed up the unit very nicely.

Renovations

Renovations have been finished in all the three bedroom units. The renovations include painting, updating lighting in the kitchens, flat screen TV's and sound systems, some furniture. The dining tables have been replace in the F- Buiding but not the B building. The tables for the B building and K-53 should be replaced in 2015. We have exhausted the renovation budget for 2014.

Aspen Market

Dave reported that he purchased the Aspen Market. They closed on June 10 and started renovations and reconstruction that day. Structurally it is now in good shape. We are getting lots of good comments from the local people including the Mayor of McCall. The Gas tanks are in good shape and have been tested and are currently insurable. Soil samples up to a mile away are good. The Laundromat should be operating by the end of the year. Dave is working hard on the outside of the building to beat the cold weather. He is hoping for the market to open spring of 2014.

Bikes

MATA bicycles have been a big hit. They were purchased for \$1500 and the seller has offered to do general maintenance. There was some discussion regarding the owners signing a release of liability prior to using the bikes. It was decided that we should have a release signed and this will be implemented immediately.

Spring Specials

Spring specials were a big hit. It was a three day stay for \$99 per person, with a \$20 Gift Certificate to The Pancake House and a 20 minute massage by Marina at The Club. The response was such that there will be a Fall Special as well.

Change in Timeshare Marketing

Discussion proceeded with Dave and Travis giving some examples of how the Marketplace and trends for Timeshares have changed. Our target for marketing strategy should be geared toward the 30-40 year old demographic. This is a complicated issue since timeshares have changed over the last 10-20 years. Our newer flexibility of split weeks and easier In-House Exchanges has made us more attractive to the younger audience. Some new marketing on the web may be a plausible direction. This topic is to be discussed in the future.

Audit

Dave started the discussion of the 2015 proposed budget and how it now mirrors the new audit format. (Spencer needed to leave the discussion and hang up at this time). Travis asked if we needed to justify the amount of the depreciation items. Dave stated that he supplied all that information to the Auditors.

Annual Meeting

Dave noted that the owners should be pleased with the year's progress at the Annual Meeting. All questions that were brought up at the last meeting have been addressed if not fixed. More transparency has been granted via the new web page. Since the inception of the new page we have added all the meeting minutes, the audits past and present, calendars and more local information so our owners have all the information they need at their fingertips.

Dave asked if there was any further items to be discuss. None were noted. Dick made a motion to adjourn the meeting. Gary made a second and the meeting was adjourned.

Respectfully submitted,



Richard Brotherton
Secretary
MATA Board of Directors