



VILLA MYKONOS NEWS

The Newsletter for Concept In Time Owners Association

Keith Brown, Editor

Winter 2010

Desh Deschler, President
Keith Brown, VP - Marketing

Larry Silverman, CFO

Marla Horn, Secretary

Brandy Jones, VP - Owner Relations



PRESIDENTIAL NEWS...Desh
Deschler, President

**BEST WISHES FOR A HAPPY,
HEALTHY & PROSPEROUS 2011!**

I began my first article for 2010 a bit more optimistically than I end the year. I thought our world would be in a much better economical condition by now, but it is not. I am hoping ear at this time in 2011 we will be thrilled at our progress in this new year and look back on this situation as a huge learning experience.

Michael and I firmly believe character is how you handle the cards you are dealt, so we try to make the best of a situation we will need to address anyway. There really is good in everything and everyone.

Our 2010 was a fun, happy year...except for the first three days. Food poisoning from a Palm Springs dinner party we attended left us wanting to die. Fortunately Ken, Mat and Larry took such good care of us that we quickly recovered and we are extremely happy we are still above ground.

The major focus for Villa Mykonos for 2010 has been on updating and upgrading the units and physical plant. Despite the constraints of a tight budget and lower than anticipated income, we were able to continue our efforts to make additional improvements and upgrades throughout the property. All the units have now been tiled in the heavy traffic

areas. This helps give the units a more modern appearance and eliminates having to seemingly constantly clean carpets.

New furniture and flat screen TVs have been purchased for the units. The remodeling of the upstairs bathrooms in several units has meet with great approval. Larry and Ken found some bargains to add a few more homey amenities to the units.

We also addressed necessary maintenance and repair items, such as replacing several air conditioners and pool equipment repairs. Roofing replacement was necessary in a couple of areas. Those are big ticket items that require large cash outlays at a time. That is why all owners need to stay current in paying their assessments if we are to have the money to do these necessary items in replacing twenty-plus year old items. While we follow a plan and budget to replace items we know have gone beyond their expected lives, we often have to replace some of these items out of turn, as they fail before we intend to replace them.

The landscaping around the property is looking great! New lighting helps show it off at night, as well. Several other improvements are detailed in the other articles.

The standing Board members, Management and Staff are all enthused to see all that has been accomplished over the past two to three years. I think we all want our tenure at Villa

Mykonos to be historically the best, most productive period of its existence.

I am probably the worst at wanting everything at once. Unfortunately, we only have so much money to spend per month, so I thought if we could bring in more rental money Larry might open the purse strings a little and we could speed up the process to make Villa Mykonos even more of a jewel in the desert. As a result, the Board approved a rental promotion for the Winter Season. We may extend it this promotion to increase rental income if it proves successful since Villa Mykonos and all owners benefit when we can increase revenues from renting the units to non-owners, when available. So, here are the details of the Rental Promotion:

THE RENTAL PROMOTION:

- A. (i) You will receive 1 NIGHT FREE OF CHARGE for each 3-night rental you refer to Villa Mykonos.
- (ii) You will receive 2 NIGHTS FREE OF CHARGE for each weekly rental you refer.
- B. The rental rate will be at a special “owner referral rate”, which will be a discount of % from our normal “rack” rate for rentals of \$175 per night.

What are some of the benefits we expect from this Rental Promotion? First, the renter will enjoy our beautiful Villa Mykonos at a special owner referral rate. Second, if successful, we will have additional revenue with which to make our planned improvements that much sooner.

Please remember we are still offering owners ONE WEEK FREE OF CHARGE for referring anyone that completes the purchase of an interval at Villa Mykonos. Invite your friends to share in the benefits of ownership.

Want to stay at Villa Mykonos more than the days of your interval? Owner Bonus Time is available. The Owner Bonus Time rental rate is \$75.00 for the first night and \$50.00 for each additional night; with a minimum of three nights and a maximum of seven nights.

These are easy ways to earn more nights at our beautiful Villa Mykonos just by telling people about a place you love and are proud to recommend because you are an owner. You do not even have to encourage them to become owners...although we all should...but you and your friends benefit from a very competitive rental rate and the enjoyment of sharing Villa Mykonos with your friends.

2011 OWNERS’ MEETING

PLEASE remember our ANNUAL OWNERS’ MEETING on SUNDAY, FEBRUARY 20, 2011.

I have had the privilege of meeting several owners that have been at all the meetings in the three years I have been on the Board.

Their input has been very valuable and helpful when the Board meets to set priorities and goals for the year. We also gain a better insight in how our plans are received. We would love to meet you at our next meeting and share any marketing ideas, concerns, compliments and complaints. All of this information helps us.

PLEASE, PLEASE, DO NOT FORGET TO VOTE!

This upcoming 2011 election is one of the first in many that we have more first time applicants and incumbents running for the Board of Directors than we can remember. How wonderful!

I am not sure if that means people are happy with the work the Board is doing and want to be a part of it--or if people are not happy and want us out of here. Either way, it is so nice to

find more owners willing to come forward who want to be a part of the growth of Villa Mykonos and work toward the vision of its founding. A huge THANK YOU to all that have submitted their names as candidates for the February 2011 Ballot. The biographies for the candidates are included with the rest of the Owners' Meeting materials provided with the mailing of this newsletter.

Wishing you all a safe and happy winter and a loving sweetheart to share Valentine's Day.

St. Patrick's Day will also be celebrated before our next newsletter, so "Top of the Day" to you and yours on March 17th.

I sincerely hope that I will have the pleasure of seeing many of you again in 2011 and meeting those owners I have yet to meet at Villa Mykonos in 2011.

Take Care,
-- Desh

"Life is not fair, but it is still good...And the best is yet to come." — Regina Brett, columnist & author of "50 Life Lessons"



FINANCIAL UPDATE...
Larry Silverman, MD, Chief
Financial Officer

Once again another year has flown by. No, it is nearly time for another Annual Meeting of the Concept In Time Homeowners' Association. Please mark your calendars and plan to attend, if possible.

2011 ANNUAL OWNERS MEETING

Sunday, February 20th, 2011

Included with this newsletter mailing are: 1) the January 2011 Assessment Invoices or Statements; 2) the Annual Meeting Agenda; 3) the Ballot/Proxy for voting; 4) Biographical statements from candidates for the two positions up for election for 2011; 5) a copy of 2010 Annual Meeting Minutes for approval at the 2011 annual meeting; and 6) envelopes to mail your ballot to the Inspector of Elections.

There are two issues to be voted upon. First, the Board of Directors election (there are 2 openings this year); and the usual second issue - the disposition of operating surplus for calendar year 2011. The Board strongly recommends voting in favor of leaving any surplus funds in the operating account. If surplus funds are not left in the operating account, then they are moved to the Reserve Fund. Reserve Fund interest earnings are subject to income tax; while interest earnings on the operating account are not taxable. Leaving the surplus in the operating account will thus lower overall tax expense.

Speaking of taxes, below is the amount that may be deducted for your 2010 taxes.

IMPORTANT 2010 TAX INFORMATION

All owners may deduct \$52.81 for payment of property taxes for each interval that they own at Villa Mykonos.

This has been a busy year for making improvements and replacing equipment that quit working. So far for 2010, we had to replace the Heat Pump (Heater/AC) for the office when the old one quit working.

Except for those heat pumps recently replaced, all the heat pumps are at or beyond their projected useful life and at the point where it is more cost-effective to replace rather than repair. Parts availability has become a concern, as well. The new units are

much more energy efficient than the old units being replaced, however, so that helps lower energy bills.

The upstairs bathroom in Unit #3 was remodeled (after numerous leaks from the old Roman tub), in a slightly different configuration from the other remodels, with a large shower and stand-alone standard tub. This was one of the designs discussed and approved at the Owners' Meeting for 2009. The living room furniture was replaced in Units 1, 9, and 10. We replaced four TV's in the living rooms with new flat screen TV's. We also replaced all the downstairs carpeting in two of the pet units with tile. All the units now have tile in heavy traffic areas. Putting tile in the kitchens and heavy traffic areas in the units helps reduce the time and expense of cleaning the units.

Financially we continue to do well--although our assessments are about twelve percent (12%) lower than budgeted. Everyone, it seems, continues to be challenged in today's tough economic times.

We must do what we can to reduce the delinquencies and bring these accounts current. I call and leave e-mails to all delinquent owners requesting that they please contact me or Brandy Jones. Brandy is the board member for Owner Relations (VP.OwnerRelations@villamykonos.com).

Together, we will come up with some sort of payment plan and, at the same time, stop any invoicing for late fees. But, we can only do so if you return our calls and emails. It is in all our best interests to work with each other.

If you wish to be on the Board of Directors, but did not have time to complete the application to be nominated, please feel free to add your name or the name of another owner as a write-in nomination on your Ballot/Proxy form.

To each of you, I hope that your holiday season is especially joyous; and that your good health continues or that you receive improvement in your present health status. May you have a year of great happiness, prosperity, and Peace.

--Larry

“When half of the people get the idea that they do not have to work because the other half is going to take care of them, and when the other half gets the idea that it does no good to work because somebody else is going to get what they work for, that, my dear friend, is about the end of any nation. You cannot multiply wealth by dividing it.” — Dr. Adrian Rogers



MANAGING THE VILLAS...Ken Jacobi, General Manager

Happy New Year!

As we enter into the New Year, I would once again like to remind everyone to book early. I cannot stress enough the benefits of booking early to get the dates you want for your stay.

The resort is already booked full for the week of Presidents' Day--which is also the same weekend as the annual Villa Mykonos Concept In Time Owners' Meeting. Only one unit is still available during the week of the annual Palm Springs White Party (April 8-11, 2011).

Also, if you do not plan on coming to the resort and want to bank your time with RCI, the more advance notice you provide to RCI, the greater your trading power. RCI requires a minimum of thirty (30) days notice. Please do not wait until the end of the year to bank because we do run out of available space.

While many of you are already aware, the recently revised Villa Mykonos website offers a lot of great information and new features, such as the Reservations Calendar.

The Reservations Calendar allows you to see what dates might be available and submit a reservation request. The system is not foolproof, but it certainly helps to show what is available if you have different dates in mind. Once you find the dates you want, you can submit the request form. The request comes to me and I confirm the availability and send you a confirmation via email. Should a couple of requests conflict, I will inform you of alternatives or you can call to discuss it further. Those that have used this feature already have found it to be very helpful.

**Logging on to the Owner's Login
Section of the
Villa Mykonos website:**

villamykonos.com

User Name: mykonos

Password: greece

*(All lowercase letters. Same user name and
password for all owners.)*

**Information displayed on the Owner's Login
page:**

- Making Reservations
- Unit Names and Telephone numbers
- **Current Gate and Lockbox Codes**
- Monthly Financial Report
- Board of Director's Contact List
- Quarterly Newsletters
- Minutes from the Monthly Board of Directors Meeting's
- Governing Documents (Including: Rules & Regulations and CC&R's)

As noted above for the Owners section of the website, you can find copies of the CC&Rs, Rules and Regulations, Board Meeting Minutes and copies of the newsletters. Current gate and lockbox codes are also available through the website if you happen to forget your

confirmation details. You just have to remember the log-in information provided. We have not uploaded all the past items, but we are current for the last quarter, at this point.

At the Property

We are gradually replacing some of the bedroom furniture—starting with the units that need it the most. We also removed all the carpet in the downstairs of Units 7 and 8. We did this because they are pet units.

Sadly, the number of pet accidents has been out of control. If your pet has an accident, PLEASE clean it up and let housekeeping know as soon as possible so we can further treat the area.

The carpet in those two pet units was very badly stained and ultimately could no longer be cleaned as a result. Rather than replace with new carpet, we put tile throughout the entire downstairs. We plan on doing this to other pet units instead of simply replacing the carpet with more carpeting. We will also be providing gates to place at the bottom of the stairs to the upper bedroom. This will help confine your pets to the lower floor. So, when you are not in the unit, we would ask that you use the gate to keep your pets contained in the lower part of the unit. By doing this, we hope to be able to retain carpeting for the upstairs bedroom and to keep those carpeted areas clean.

We just completed re-roofing Units 5 and 6 (also known as Building B) and repaired a leaking roof drain to hopefully solve the leaks in the bedrooms of those penthouse units. While most owners never see or notice such things, they are a very necessary part of the on-going maintenance expenses.

Wishing everyone a fantastic new year!
--Ken

“In three words I can sum up everything I’ve learned about life: It goes on.” –Robert Frost

OWNER RELATIONS... Brandy Jones, Owner Relations

Well, I guess no news is good news, if we have not been hearing any complaints or compliments from our owners. So, not much to report this quarter.



Our annual meeting is just around the corner--February 20, 2011--and there are two positions on the Board of Directors that are up for election.

One thing I would like to mention is a reminder to remember how hard our housekeeping staff works to keep the units clean and supplied with fresh linens. There are gratuity envelopes supplied next to the garage opener and gate key for this purpose. While they are paid, they work much harder than we can afford to pay them. Even in these tough economic times, or perhaps even more because of these tough times, a few extra dollars in the envelope at the end of your stay is sure to be appreciated.

Hope to see you at the Owners’ meeting, or at the resort in 2011!

-- Brandy Jones

MARKETING... Keith Brown, VP Marketing

As a result of some suggestions from owners, we have signed up for a listing with PurpleRoofs.com for Villa Mykonos. Many GLBT resorts have listings and you use their directory to find GLBT owned or focused accommodations across the country. We will continue to follow up on suggestions from fellow owners for additional outreach avenues, especially Internet-based venues. So, please feel free to give us your ideas for additional outreach.

Remember, you can submit your comments, questions, articles, jokes, quotes, et cetera, to me at VP.Marketing@villamykonos.com.

Also remember we still would like submittals for our *Spotlight On Owners*. No need to be bashful. Let us celebrate and share in your unique hobbies or accomplishments and contributions at work or in your community. Send your stories to:

grandlady57@gmail.com or
VP.OwnerRelations@villamykonos.com.

Wishing you all a wonderful New Year! – Keith

**“Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome.”
-- Booker T. Washington**

PALM SPRINGS 2011 EVENTS CALENDAR

January 28 -30	-----	Southwest Arts Festival
February 18-27	-----	National Date Festival
March 10- 13	-----	La Quinta Arts Festival
March 28- April 3	-----	Kraft Nabisco LPGA Tournament
March 30 – April 4	-----	Dinah Shore Weekend
April 8-11	-----	Palm Springs White Party
June TBA	-----	Palm Springs Short Film Festival
November 5-6	-----	Palm Springs Pride
November 12-14	-----	Palm Springs Leather Pride

DIRECTORS & MANAGEMENT

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