

Date: February 15, 2014
On Site Board Meeting

Board Action Items

<i>SUBJECT</i>	<i>ACTION</i>
Attendance	Desh Deschler, (absent) Larry Silverman, Keith Brown, Ken Jacobi, Brandy Jones, Mat Weiss
Minutes	Minutes for January 21, 2014 were approved with corrections. Corrected minutes for December 17, 2013 were approved
Financial Statement	The January financial summary was approved with corrections.
Board Proposals Approved	
Marketing	Website hits: none reported for the month of Feb Face book hits: none reported for the month of Feb Likes: 164 for the month of Feb
Next Teleconference Board Meeting	March 18, 2014
Annual Board Meeting	February 16, 2014

CALL TO ORDER:

Keith

Due the absence of President Desh, Keith Brown, VP Marketing,

Called the on site board meeting to order at 11:21A.M. on February 15, 2014.

GENERAL MANAGER REPORT:

Ken

The security cameras are working properly. There has been a lot of activity happening during the month February, and the month of March is also heavily booked. We will have 2 repeat rentals for month of March, but so far there is no bonus time usage scheduled in March. Overall, this has been a busy season.

Unit #7 is finished. Both bathrooms have been retiled, re-plumbed with the installation of new fixtures.

There was an electrical problem with the outlet behind the soda machine. This caused a loss of some electrical equipment including a computer and the stereo system receiver in the lounge.

We will begin scheduling monthly maintenance check on the circuit breakers in the main electrical room.

FINANCIAL REPORT: Larry

The Balance Sheet shows:

- As January 31, 2014 the association has **\$87,205.46** in cash in bank accounts.
- The current balance on the two long-term loans from owners is:
 - Lawrence Silverman: **\$3,146.43**
 - Charles Inskeep: **\$26,871.81**

The Income and Expense Report for this Fiscal Year to Date - July 1, 2013 to January 31, 2014 shows:

- TOTAL INCOME - Actual Fiscal Year to Date: *In Dollars* **\$239,078.87**
Budget Fiscal Year to Date: *In Dollars* **\$241,081.53**
As a Percentage **99.17%**
 - TOTAL EXPENSES - Actual Fiscal Year to Date: *In Dollars* **\$151,283.48**
Budget Fiscal Year to Date: *In Dollars* **\$175,319.22**
As a Percentage **86.29%**
 - TOTAL NON-RESERVE EXPENSES - Actual Fiscal Year to Date: *In Dollars* **\$137,566.95**
Budget Fiscal Year to Date: *In Dollars* **\$173,411.11**
As a Percentage **79.33%**
 - RESERVE EXPENSES - Actual Fiscal Year to Date: *In Dollars* **\$13,716.53**
Budget Fiscal Year to Date: *In Dollars* **\$1908.11**
As a Percentage **718.85%**
- ❖ **The Total Net Income: **\$87,795.39****

MARKETING UPDATE Keith

Keith has received a quote from Q Vegas for an email blast for \$300, with about 10,000 names in their database. San Diego News ad will expire by the end of February and the board has elected not to renew.

The board has also decided that working with Epsilon would probably be too expensive, but Larry will continue checking out other direct mailing companies for their mailing lists targeting the demographics we desire, gay, yearly income over \$30,000, home address area (California, Pacific Northwest, Canada, northern mid-west and/or north-eastern states).

The Spring Newsletter articles will be due to Keith on March 16th, and Keith to send it to Larry on March 23rd.

The current promotion: “Renters staying 2 nights will get the 3rd night free” will still continue, and we have added giving them a gift of a welcoming basket of wine and cheese.

The Villa Mykonos brochures are yet to be finalized. It was suggested that we ask owner, David Pohl, if he might consider helping us with this project.

The open house will be rescheduled to a future date after the brochures have been completed. Invitations to the Open House would include GLBT Realtors, Event Planners and others organizations of interest. There was also a discussion concerning “giveaways” for the open house event.

OWNER RELATIONS:

Mat is continuing to call for assessment payments from our owners. He will also be working with RCI on the removal of old RCI comments on their website. Otherwise, there is nothing new concerning RCI.

Secretary:

Brandy has input all of our owners’ January and February birthdays into the birthday profile. She has also input that list into the American Greetings address book.

Brandy has also purchased wine, candy and other goodies to put into baskets for a raffle at the Annual Meeting. Since “Where’s Waldo” is now finished, Brandy will be working on another “fun” thing to bring to the Board in the future.

OLD BUSINESS:

It was decide to give Alan Stanley and Patrick Moran a Home Depot gift card for helping with the elections. We also decided to give Walter Squire a gift card from Trader Joes for his help with the elections now and in the past.

An additional clothing optional week will have to be scheduled after the month of March so that it can be properly advertised in the newsletter. The other clothing optional week will be as usual in August during Ken & Mat’s vacation.

NEW BUSINESS:

There was a discussion on the distribution of CFO duties after Larry resigns in April. Larry will be available to help the board and Ken until February 2015. To begin with, Ken will do the daily entries, banking, bill paying etc., while Keith will oversee the finances as Chief Financial Officer, if the Board agrees at the post Annual Meeting tomorrow. Specifically, he will do the budget analysis annually in June, the monthly financial reports and generally oversee all of the financial work being performed by Ken. Mat will continue to work with the delinquent owners.

Mat has done a wonderful job in maintaining the grounds, which was notice as we did our walk-through. The front wall has been painted and looks very good. We will be changing some landscaping in the front of Villa Mykonos. This will include installation of artificial turf and placing some boulders at appropriate locations.

Next Board Meeting Onsite: February 15, 2014

Next Teleconference: March 18, 2014

MOTION TO ADJOURN: 12:55 P.M.