

Spicebush at Sea Pines

Board of Director's Meeting

April 28, 2024

The Board met at the Harbour Town Yacht Club at 1pm. Present from the Board were: Terry Moore, Paul Anderson, and Larry Werbeach. Ron Bennett joined via Zoom at 1:45pm. Present from The Club Group, Ltd were Andy Sutton and Sharon Olive. Absent was Scott Simpson.

The meeting was called to order at 1:00pm by President Terry Moore.

Paul made a motion to approve the minutes of October 22, 2023 and February 5, 2024. The motion was seconded by Terry, and the motion was approved unanimously.

Sharon reviewed the work order and comment card reports. Included this year was a breakdown of 2023 work orders that were called in Friday night and Saturday. The majority were TV/Internet user error issues. The number of owner responses to the Comment Cards decreased from 21 to 17 over Spring of last year. 89% were Excellent and Good, 5% Average, 2% Fair, and 4% Poor. Comment cards were included in the Board books and reviewed. With only 12 RCI responses in the last 12 months, Spicebush did not meet the required 15 responses in order to be rated and have dropped off the rating grid. Interval International guests sent a total of 4 responses.

Andy reviewed the March 31, 2024 Financials. Cash is down compared to last year with heavy projects hitting in January 2024 for tile and paint. Rental income is at \$34,556 which is slightly under budget. Income is recognized upon check out, with \$69,000 currently booked. We are on track to meet or exceed the \$85,000 annual budget. CSA has not invoiced us yet for their annual fee. The amount budgeted includes the \$300 per unit annual fee to rent. Timeshare is currently excluded from the Town of Hilton Head's business license per owner wanting to rent their week. There are currently 408 non-paying units (281 HOA, 127 delinquent). 2024 dues are \$1,165. Larry inquired about the ads about "get out of your timeshare" and Andy explained how owners must notify us prior to a sale as we have a right of first refusal. This right of first refusal helps our owners not to get scammed the average \$2-5k (and as much as \$12k) those companies charge. This was instrumental in establishing the relinquishment program rate of 3 years Maintenance fees for our owners.

The Board had a lengthy discussion about the recommendations of owner Neil Golson regarding our marketing approach for rentals. We will be entering the Airbnb market. The prices will be higher due to fees, but owners can continue to book with Krista for preferred pricing. New pictures have been taken. The website will be improved and updated at a cost of approximately \$1,500. Ron expressed his concerns about clientele, rates, and amenities that the market expects. Ron suggests only listing November-February.

New Board member Larry Werbeach had a list of questions that were covered.

With no further business, the meeting was adjourned at 4:45pm.