



Board of Directors

Charles Nunes – President & Park Maintenance
John Watkins – Vice President
Lorena Lemus – Secretary
Brenda Critzer – Treasurer
Fernando Da Silva – Management

Mark Schieber – Rules and Regulations
Leroy Laird – Public Relations (Absent)
Brien Carlson – Park Use
Tom Barcellos – Collections

Members Present – 12

Meeting called to order at 9:08 am by Charles Nunes

Flag Salute by Charles Nunes

Charles Nunes asked to observe a moment of silence in observance of the recent passing of William Storm (Stormy)

President's Address

1. Please turn off all cell phones.
2. This meeting is restricted to Members only.
3. This is a volunteer Board. No one is paid for their time. Board Members are reimbursed for out-of-pocket expenses.
4. Discussion of issues can become heated and emotional, but everyone deserves to be treated with dignity and respect.
5. Regular and special meetings of the Board are open to all Members of the Association. Members who are not on the Board may not participate in any deliberations or discussions unless expressly so authorized by a majority of a quorum of the Board of Directors.
6. Members may participate in the meeting during the Member's Comments section of the agenda.
7. Questions, comments or suggestions will be referred to Board Member, as appropriate or taken into consideration by the Board for research, review and discussion, and placed on next month's agenda.
8. Holiday RV Park's meetings and procedures are governed by our bylaws, CC&Rs and rules adopted by the Board.

Fernando Da Silva made a motion to accept the minutes of the December 8, 2018 and December 15, 2018 meetings, seconded by John Watkins.

Correspondence – Leroy Laird (Absent) / Mark Schieber (Reporting)

I will be filling in for Leroy today, but I'm not as colorful as he is. One bit of data from our guest surveys that I would like to point out is that 72% of respondents were returning guests. Because of this, you will notice that our survey comments last month were largely *positive*:

- “My comment is NOT directed at this park specifically, but the park (like many across the USA) had many empty spots up front on this "non-event weekend. I just needed a spot for one night. \$71 is just too much for a 18hr stay. RV parks need a 1-night stay fee for people just passing through or in need of just a one-night stay that is NOT high priced - especially when they have many empty spots. Think about it, the other 1/2 of the park could be filled with "one-night RVers" - just my thoughts.”
- “The staff was kind and courteous with every contact, good people!”
- “Winning crew, Mike outside and Aaron inside.”
- “Love coming to the Park. All the staff are friendly and extremely helpful. Mike and Luke have been excellent!!!”

- “I wouldn't have been a Member since 1979 if I didn't like this place.”
- “The DG or whatever it is on the ground was pretty disgusting after it got wet and kind of messy before it got wet.”
- “Thank you to the courtesy of the Office staff and also to Mike (Maintenance).”
- “Really appreciated the maintenance man, Mike who helped us level our trailer. Also want to commend the other maintenance man, unsure of his name but has short hair and tattoos, he's been helpful as well.”
- “Jennifer and Aaron were so very helpful.”
- “Sorry to see Julio go, He has been a big help to our family and friends in this Park.”
- “Although the spaces are pretty tight the staff more than make up for it! Everyone we encountered was so nice and helpful! The Park was super clean and well taken care of. My only reason for possibly not staying again would be the small spaces I felt uncomfortable, like we were intruding on our neighbor's space, but we also understand that's kind of the norm in Pismo... most parks we have tried are like that. But the staff friendliness and hospitality were above and beyond and that's what we look for, so I'd say that would be a reason to return for sure! :) Super impressed with the younger gentlemen who helped us back up the trailer! Very nice and super-efficient - thank you! (We joked about how many marriages his assistance might have saved! Lol) Thanks again!”
- “Overall very pleased with the stay. Will return in the future.”

Committee Reports

Financial Report – Brenda Critzer

Park Accounts	Balance (12/31/18)	Monthly Comparison	Dec 2018	Dec 2017	Difference	% Change
Rabobank – Operating	\$164,989.04	Income	\$86,774.71	\$56,819.69	\$29,955.02	52.7%
Rabobank – Laundry	\$20,419.61	Expense	\$61,218.24	\$71,964.47	-\$10,746.23	-14.9%
Rabobank – Dues	\$11,153.61	Net Income	\$25,556.47	-\$15,144.78	\$40,701.25	268.8%
Morgan Stanley Dean Witter	\$151,689.50					
Mission Bank CD	\$105,970.74					

Looking at the profit and loss for December 2018, our gross profit was \$86,774.71, a 52% increase from 2017. Since we are now in January, let's compare our annual revenue; the net income last year was \$129,864.46, a 2,992% increase!

Comment from Fernando Da Silva – I would like to commend Julie and the office for their hard work last year; as Brenda stated we are looking at a \$134,000 increase in revenue.

Comment from John Watkins – A lot of that revenue is attributed to the increase in business from our office staff calling people back when our Members canceled and being aggressive in booking any unreserved spaces. Just look at the off-the-street income last year, it was up by over \$86,000.

Brenda Critzer made a motion to pay bills in the amount of \$46,750.38 and payroll, seconded by Tom Barcellos.

Management – Fernando Da Silva

The holiday season was great here at the Park; I know that the staff was very appreciative of everyone wishing them well and dropping off gifts and homemade treats. The Monthly rental agreement process went smoothly, and almost everyone was able to get their agreements signed on time. Thanks to our Monthlies for taking care of that within the time allotted.

This month the office will be very busy getting your dues invoices mailed out to everyone and mailing the annual election packets ASAP. It is still just Aaron and Jennifer working in the office so please bear with us; there will be days when the office is closed an hour for lunch or because we are working on the annual mailing.

As I like to mention, if you have any questions or concerns about the Park please speak with Julie; she is here to help everyone get their questions answered. Also, if you see any maintenance issues please report them to the staff right away so that we can get them fixed quickly.

Collections – Tom Barcellos

We are right at \$1,780 in past dues, and that amount continues to whittle down. I'm pleased with the direction that our new bookkeeper is moving in; we are going to start reconciling the dues account yearly along with our operating expenses. She is very open to suggestions and I know that we are going to be much better off than before.

Since we were delayed by the transition in bookkeepers, the dues will not be considered late until after February 28, 2019. The invoices are going out right now so that will give everyone a little extra time to pay their dues. It is stated in the Park's CC&Rs that we should be charging Members a 10% finance fee when they are late paying their dues, not just a flat \$5 late fee. This 10% financing charge will be enforced moving forward, and we will provide everyone with a clear notice with their invoice.

The Park now has 3 more Shareholders too far behind on their dues, as of 2019, and they have not responded to our requests for payment. If they continue to refuse payment, then their Lockers will be publicly auctioned off like we did in November.

Park Use – Brien Carlson

Park occupancy for December 2018 was 76.01%, down very slightly from 76.09% in December 2017. However, please note that our rental revenue nearly doubled, from only \$46,439 in 2017 to \$84,826 in 2018.

Park Maintenance – Charles Nunes

The furnace in the clubhouse has stopped working, and Julie is working on bids to replace it. Since we are an RV park, those kinds of repairs fall under the jurisdiction of the State of California, so special permits and inspections are involved versus residential heating repairs. The vendor we approved last month is not willing to get those permits, so Julie has retained another company, Mitchell & Power, to do the repairs.

The heater in the maintenance garage stopped working as well, but that only required a quick repair to the thermostat. The repairman determined that someone had taken the thermostat apart previously and left it disassembled.

Rules and Regulations – Mark Schieber

The Board voted to approve the 2019 rules and regulations via email last month, and every Member will receive the finalized copy as a part of their annual mailing. There's not much else to report; I am aware that the Pismo PD were called to the Park late one night before New Year's, but that was a police matter and it was handled appropriately.

Public Relations – Leroy Laird (Absent) / Mark Schieber (Reporting)

Again, we received a lot of positive comments from our guests last month, so I would just like to reiterate that the Board is trying to be more transparent with Park business and our efforts to improve the value of your investment; it's nice to see good feedback as we move in that direction. Remember, we are an investment Park, we want our shares to go up in value! While Snowbirds and Monthlies are very important to us, the Board is not losing track of our primary goal of running the Park as a successful business by keeping the Park full of *both* Members and off-the-street customers.

Manager's Report – Julie Hill

The pool and spa area will be closed on January 23, for deep cleaning; we will reopen the following day.

On a similar note, the laundromat will be closed for a half/full day for deep cleaning as well. I will post the closing date around the Park once I know exactly when maintenance will be available to do it.

Last month there were a few comments and questions left outstanding, beginning with Steve Scottish's comment that the Board should retain a chief architect to oversee all our future construction plans like the restrooms, elevator lift, etc. I am pleased to report that we do have a chief architect, Bryce Engstrom, and he is working to draft detailed, practical drawings for our projects. Bryce has also been a great source of knowledge when bidding out repairmen and professional services recently.

Ed Aldrich stated that the Board approved motions in October 2018 for items that were not on the agenda, which is considered an inappropriate business practice for meetings. To be clear, both the rental of the Moose Lodge for the annual meeting and hiring a professional disaster preparedness services were on the October meeting agenda. I have provided a copy of that meeting's agenda for reference.

Old Business

1. Beach Club Events & Announcements – Glennita Miles (Absent) / Brenda Critzer (Reporting)

Our Beach Club members are absent today, and while it was not a Beach Club-sponsored event, I'm pleased to report that the Park hosted a very nice New Year's Eve potluck & party. It was a pretty good turnout; we had a blast and played lots of games! Please be sure to check out the bulletin boards around the Park to find the beautiful flyers that Jennifer makes for all the upcoming events.

2. Annual Meeting – Daytime Party BBQ – Julie Hill

Last month I met with the Beach Club to finalize the details of the annual party. Our theme will be western, and the Beach Club will serve a lunch of tri-tip sandwiches with all the fixings (sautéed peppers and onions), beans and salad. Tickets will be \$10, and invitations will be sent out with the annual mailing. The Park is providing a shuttle service that day, so guests won't have to worry about parking downtown.

3. 2019 Rules and Regulations – Email Finalized – Mark Schieber

Topic covered under committee report.

4. Elevator/Lift – Architect – Julie Hill

I mentioned that the Park has retained Bryce Engstrom as our chief architect. To finish drafting his plans for a new elevator lift, restrooms and other ADA improvements, an updated survey of the Park is needed. I have 2 bids, one of them is just for the work he is doing, the other goes beyond that in scope and surveys the entire property. These are exacting, digital surveys. The bids are \$2,100 and \$2,200 respectively. Our existing topographical plans/blueprints are from the 1960s so modern digital surveys could benefit the Park tremendously for years to come.

John Watkins made a motion to approve both topographical surveys of the Park suggested by the chief architect, up to a total cost of \$4,300, seconded by Tom Barcellos.

5. Bathroom Remodel – Architect – Julie Hill

I have provided a memo that Bryce sent to me about the current state of restrooms and what is needed to be both fully ADA-compliant and have a comfortable facility for our guests. His current recommendation is that the Park strongly consider rebuilding and expanding the restroom building. He can remodel our existing building to be ADA compliant, but because of the extra room required by the ADA stalls it would greatly cut into space for other shower stalls & toilets.

Also, due to the age and condition of the building (40+ years of use), he equated a remodel to simply putting a Band-Aid on a serious wound. That Band-Aid would cost nearly as much as rebuilding, but if we knocked the restroom down and rebuilt anew, then our facilities could be expanded for the benefit of our Members and guests.

6. Bookkeeping – Julie Hill

Our new bookkeeper, Liz, started a few days ago. My top priority for her is to get your dues invoices out ASAP. We were working with the former bookkeeper under the impression that the dues would be mailed out before our services were terminated, but I was notified last-minute that would not be the case. I'm sorry for the delay, we working as fast as we can!

Moving forward, I think that Liz is going to be a great addition to our team. She previously worked for our current accounting firm (Glenn Burdette), so she already knows exactly how to prepare our financials the way the CPA is expecting. This will help to save the Park thousands of dollars in accounting fees in the long run.

Her goal is to have our books cleaned up by February 1.

Comment from Joyce Aldrich (Locker 440) – Is Liz going to be someone that the Board hires, or has a written contract with? It sounds like our last vendor did not meet our expectations as written. Since the dues were not invoiced according to our expectations, is that something that the Board could hold the former bookkeeper accountable for? Likewise, can't we make sure that Liz has a set of written expectations that she is agreed to fulfill?

Response from Fernando Da Silva – To provide a little background, we worked with our former bookkeeper for a long time, but at one point a few years ago there was an issue. At that time, they decided to let us go as a client. The Board went with another firm, but it did not go well so we convinced them to take us back. However, we've still had financial questions over the last few years that they were unable to answer to our satisfaction. I think they could see the writings on the wall, so once again we got a 30-day notice that they were finished working with us. Liz is hitting the ground running to help us get the dues out and get the month balanced ASAP. Yes, we plan to have a written agreement with her once everything settles down, so that we are all on the same page. A notable change will be the fact that Liz is coming here to work in the office, so she will have access to Julie, Aaron and to RMS if she has a problem. The Board will have the access to view QuickBooks and to send Liz an email directly if we have financial questions. I think this will greatly improve our working relationship.

New Business

1. Member Family Rate – Tom Barcellos

I have been thinking about this topic for a while now, and I have received a lot of suggestions from other Members and friends of mine. The Board has really tightened things up over the past year by not allowing Members to give away their free days. I feel like we are finally in sync with our CC&Rs. Understandably, this caused some angst with our Members, but it has also generated a lot of additional revenue for the Park. I think we are operating more efficiently than ever before.

However, as a consideration to our Members, I would like to discuss the possibility of offering Member's discounted rates to guests staying in the Park who are an immediate or extended family relation. Currently, Members are allowed to reserve an extra space for a guest, but those persons must pay off-the-street rates. My hope is that making it more affordable for our Members to reserve spaces for guests will help bolster the family atmosphere that we like to encourage. I'm not anticipating a decision today, but I thought it was a topic worthy of discussion over the next few months.

Comment from Joyce Aldrich (Locker 440) – I also think this is a topic suited for more discussion. I might suggest that the Board revisit the subject during the annual meeting since we should have a greater attendance than today.

Comment from Fernando Da Silva – We spent a lot of time, money and effort to get the bylaws and CC&Rs amended to allow immediate family usage of free days. That measure did not pass despite our hard work. I want to make sure that any considerations extended to our Member's guests are not going to conflict with our rules, bylaws or CC&Rs.

Comment from Ed Aldrich (Locker 440) – To help deter abuse, in case Members start inviting guests that are not family, there should be a limit of 1 discount per quarter. I don't think allowing an unlimited number of uses would be a good business practice.

Comment from Mark Schieber – I have a lot of respect for Tom, but this conversation is making me very concerned. To be honest with you, I feel uncomfortable with it. We finally closed Pandora's Box and now I see us starting to open another one. In my view, a discount makes more sense to me as a guest rate rather than a family rate. My thought process is that hopefully Member's guests will return on their own as a customer, at full rates, which helps to promote the business. I think that defining guests is much easier to do than defining family. I agree with Joyce Aldrich on this one; we need *a lot* of discussion on this topic.

Comment from Fernando Da Silva – I like Ed Aldrich's idea; I could see the benefit of limiting each Member to 1 guest stay per quarter to stay at a discounted rate. Maybe the guest rate could fall between the Member and off-the-street cost, so it does not devalue what actual Members are entitled to enjoy. During prime time guests would still have to stay in the Park with their guests; I don't want us to stray from that policy.

Comment from Mark Schieber – Let's try not to overcomplicate things; please remember that we are trying to get in Members using their free days first, then our next priority should be to fill spaces with customers paying the maximum, off-the-street rate. If we must guarantee more spaces during prime time at a discount prices we will give up a lot of revenue and lose sight of what our priorities should be.

Comment from Charles Nunes – I think this is a great discussion, let's keep it going next month and through the annual meeting. In the interest of time, let's move on for now.

2. Clubhouse Heater – Charles Nunes

Topic covered under committee report.

Brien Carlson made a motion to amend a previous motion from December 8, 2019, to reflect a change in vendors from Cochran Family Plumbing & Heating to Mitchell & Power Heating, seconded by Tom Barcellos.

3. Maintenance Shed Garage Door – Charles Nunes & Julie Hill

The garage door to the maintenance shed needs major repair or a replacement. My concern is that it could become a safety issue and a hazard. The last thing anyone wants to see is our staff suffering an injury because of our oversight. Julie is getting some bids right now. We had a bid last year for a replacement when the door was still functioning better, and that was estimated around \$2,400. I am aware that Julie received another bid recently that was close to \$1,600. There are also options (\$800) to add automated opening and closing, which could reduce the amount of wear and tear per use and mitigate potential staff injury.

Fernando Da Silva made a motion to replace the maintenance garage door with a new automatic door, up to a total cost of \$3,000, seconded by Tom Barcellos.

4. Electrical Repairs – Charles Nunes & Julie Hill

Moving on to additional items around the Park in need of repair, there are several lights that are burnt out or have been damaged by the recent storms. We've got about 3 or 4 lights out in the center, and most importantly the light is out above the dog run. Julie is working with our electrician, Hart Electric, on installing new LED replacements that should serve the Park well for years to come. Julie will get a bid from Hart Electric and other companies as well, but to get the ball rolling she would appreciate a motion that allows her to secure the right bid once received.

Tom Barcellos made a motion to replace Park lighting as needed, up to a total cost of \$2,500, seconded by John Watkins.

5. Balance Due to Moose Lodge for Annual Meeting – Brenda Critzer

We have a small balance outstanding for rental of the Moose Lodge for the meeting and luncheon, I would like to make a motion to get that paid off ASAP.

Brenda Critzer made a motion pay the remaining \$50 balance due to the Pismo Beach Moose Lodge, seconded by Fernando Da Silva.

Member's Comments

Ed Aldrich (Locker 440) – Have we consulted with our chief architect about installing solar panels in the Park?

Response from Charles Nunes – I think that is a great idea, I would like to see that possibility researched.

Response from Fernando Da Silva – There are sets of tax credits that could benefit the Park come tax season if we installed solar.

Steve Scrottish (Locker 39) – It would be wise for the Park to plumb for solar as an option just in case, so all the needed connections are there in case we decide to pursue solar heating later. A lot of companies will come out here and provide a free estimate.

Response from Brien Carlson – We have a lot of additional considerations before installing solar, starting with our transformers already in the Park. They would have to be replaced with transformers that operate at the voltage needed for solar input. It could add a lot to the total costs involved.

Response from Charles Nunes – Let's have Julie speak with the architect; it is definitely worth looking into.

Board Member's Comments

John Watkins (Locker 559) – I would like to tell Julie that the Park is looking good, and I appreciate her efforts to drive our business towards greater revenue. I also want to remind everyone how important February 28, 2019 will be; because if you do not pay your dues on time then you are not in good standing and your votes cannot be counted. I would hate for someone to miss the chance to vote over such a simple thing.

All Motions

Fernando Da Silva made a motion to accept the minutes of the December 8, 2018 and December 15, 2018 meetings, seconded by John Watkins.

Roll Call: Tom Barcellos, Brien Carlson, Brenda Critzer, Lorena Lemus, Charles Nunes, and Mark Schieber voted yes. Leroy Laird absent. Motion carried.

Brenda Critzer made a motion to pay bills in the amount of \$46,750.38 and payroll, seconded by Tom Barcellos.

Roll Call: Brien Carlson, Fernando Da Silva, Lorena Lemus, Charles Nunes, Mark Schieber and John Watkins voted yes. Leroy Laird absent. Motion carried.

John Watkins made a motion to approve both topographical surveys of the Park suggested by the chief architect, up to a total cost of \$4,300, seconded by Tom Barcellos.

Roll Call: Brien Carlson, Brenda Critzer, Fernando Da Silva, Lorena Lemus, Charles Nunes and Mark Schieber voted yes. Leroy Laird absent. Motion carried.

Brien Carlson made a motion to amend a previous motion from December 8, 2019, to reflect a change in vendors from Cochran Family Plumbing & Heating to Mitchell & Power Heating, seconded by Tom Barcellos.

Roll Call: Brenda Critzer, Fernando Da Silva, Lorena Lemus, Charles Nunes, Mark Schieber and John Watkins voted yes. Leroy Laird absent. Motion carried.

Fernando Da Silva made a motion to replace the maintenance garage door with a new automatic door, up to a total cost of \$3,000, seconded by Tom Barcellos.

Roll Call: Brien Carlson, Brenda Critzer, Lorena Lemus, Charles Nunes, Mark Schieber and John Watkins voted yes. Leroy Laird absent. Motion carried.

Tom Barcellos made a motion to replace Park lighting as needed, up to a total cost of \$2,500, seconded by John Watkins.

Roll Call: Brien Carlson, Brenda Critzer, Fernando Da Silva, Lorena Lemus, Charles Nunes and Mark Schieber voted yes. Leroy Laird absent. Motion carried.

Brenda Critzer made a motion pay the remaining \$50 balance due to the Pismo Beach Moose Lodge, seconded by Fernando Da Silva.

Roll Call: Tom Barcellos, Brien Carlson, Lorena Lemus, Charles Nunes, Mark Schieber and John Watkins voted yes. Leroy Laird absent. Motion carried.

Meeting adjourned at 10:27 am

Respectfully Submitted,

Lorena Lemus
Board of Directors – Secretary

Cc

Aaron Cartwright
Senior Reservation Agent