



### Board of Directors

Charles Nunes – President & Park Maintenance  
Fernando Da Silva – Vice President (Absent)  
Linda Blanco – Secretary  
Mark Schieber – Treasurer  
Lorena Lemus – Management

John Watkins – Rules and Regulations (Absent)  
Brenda Critzer – Public Relations  
Brien Carlson – Park Use (Absent)  
Tom Barcellos – Collections

Members Present – 16

Meeting called to order at 9:05 am by Charles Nunes

Flag Salute by Mark Schieber

### President's Address

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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 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.
9. Charles Nunes informed the Members present of the new assignment of positions of each Director.

**Mark Schieber made a motion to accept the minutes of the February 9, 2019 meeting, seconded by Lorena Lemus.**

### Correspondence – Brenda Critzer

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Just to remind everyone, the Park utilizes a service called SurveyMonkey which sends email requests for guest feedback automatically when our Members and customers check-out. From those requests we receive a lot of good responses and honest criticism so that we may improve as a business and better serve our guests. You will notice that a lot of respondents indicate that they are returning guests to the Park and are very likely to stay again.

I have a letter from a Member, Donna Weeks (Locker 7), who is among our guests in the Park that enjoy playing card games in the clubhouse. Her concern is that since the elevator has stopped working, some of her friends are having difficulty climbing the stairs to access the clubhouse and they lack enough space in any of their RVs to play together. She has a suggestion that the Board could purchase a sunshade for the Magnolia Center big enough to accommodate up to 6 persons comfortably. Her other suggestion is that the Board could make an arrangement with Pismo Creek RV next door to use their clubhouse in exchange for use of our swimming pool, until our elevator is repaired.

Comment from Julie Hill – We are taking this letter into consideration at this time, so we will have an answer shortly. I'm very sorry the elevator is out of service, but we must do our best to accommodate everyone during this outage. So, any sunshades that we may install should be safely secured against the wind and be made available for the benefit of all our

guests. We are most likely going to purchase a few easy-up types of shades, but I would like to consult with the Board before a decision is made.

Survey Comments from March 2019:

- “Hot tub and pool need to be checked first thing in the morning, around lunch time and in the evening. The hot tub was cold, and no one even knew it. It was never cleaned because there were pieces of funk near the hot tub and pool that was there the first day and still there a week later. Why can’t you use shampoo, conditioner, Or soap in the shower? Maybe it would wash away some of the dirt in the shower since no one ever cleaned it anyway!”
- “Always enjoy the stay.”
- “As an Owner, we saw many of the permanent spaces looking run down and a bit ghetto looking. This is going to bring down the appearance of the Park if we don't get a handle on this problem. When you go across the street, it is a completely different look. We LOVE Holiday RV and every time we enter we are very grateful for the opportunity. What your staff is responsible for is well taken care of and beautiful. What some of the Owners are doing is bringing the appearance and feel of the Park down. It is much different than it was 20 years ago. There needs to be higher standards for those who have the opportunity to enjoy practically beach front property for a very reasonable monthly cost. Please bring this up at your next Board meeting. Thank you, a concerned and appreciative Owner.”
- “We love and are proud Owners in Holiday RV Park. Love the staff!”
- “I really like how all employees treat the guests. They also do a very good job to ensure all sites are very clean and raked. Office staff is always friendly and helpful.”
- “I have had a good time here in the past, but I was not pleased that it took 12 hours for someone to return my call over a barking dog.”
- “Jennifer and Aaron are both wonderful to work with! She was very proactive this last weekend. It shows that she cares about us and the Park. So appreciated!”
- “We booked a site for 1 night over the phone and were told our info would be on the door for afterhours arrival. There was nothing left so we drove around trying to get into an available space. We had no codes, nothing in writing and felt quite annoyed after a long drive. Luckily a staff member called Luke helped us out - otherwise we wouldn’t have been able to use the Wi-Fi or the facilities. Very disappointed for the price - and not offered any sort of compensation for the error.”

**Committee Reports**

**Financial Report – Mark Schieber**

Park Accounts	Balance (3/31/19)	Monthly Comparison	Mar 2019	Mar 2018	Difference	% Change
Rabobank – Operating	\$189,996.52	Income	\$83,771.43	\$71,070.67	\$12,700.76	17.87%
Rabobank – Laundry	\$16,235.76	Expense	\$65,952.11	\$115,498.25	-\$49,546.14	75.12%
Rabobank – Dues	\$167,316.36	Net Income	\$17,819.32	-\$44,427.58	\$62,246.90	349.32%
Morgan Stanley Dean Witter	\$151,689.50					
Mission Bank CD	-\$357.08					

I would like to point out that our income was up nearly \$13,000 last month, and we are tracking a substantial annual income increase as well. A lot of this has to do with the effort of the staff to fill our empty spaces, which is the best and fastest way to get some income back into the Park. We are asking our reservationists to be aggressive and work to get customers in here instead of Pismo Coast Village, even if we must knock a little bit off the price to be competitive. You will also see a marked drop in expenses, partially due to early property tax payment, but partially due to our efforts to reduce regular expenses.

The elevator has already been discussed this morning, and the Board is very concerned about making the elevator available to our guests again as quickly as possible. To achieve this, we are very likely going to issue a smaller supplement assessment this fall based upon our urgent needs for construction improvements around the Park. This amount will be limited to 5% of the Park's gross expenses per the Conditions, Covenants and Restrictions, but it will help to raise funds for improvements. The Board will also be making efforts to rebuild our reserves in the manner that was suggested in previous reserve studies completed by our accountants.

**Mark Schieber made a motion to pay the bills and payroll, seconded by Tom Barcellos.**

### **Management – Lorena Lemus**

I want to start by thanking all our Members that took the time to return their ballots for the election last month; it is important to elect the right officers to the Board because we are your best advocates to protect your investment. We are Members too, and we are here to make sure the Park is run as a successful business for everyone's benefit.

The Beach Social Club deserves a huge thanks for hosting the annual luncheon last month, please give them a round of applause for all their hard work. It was a nice change to roll right into the party after the meeting was over instead of having a long interruption for the Members and staff that attended.

I would like to reiterate what Fernando has been saying the last couple of months; if you have any questions, concerns or valid complaints please *respectfully* voice those opinions to the Manager and her staff. Please remember to be courteous to our guests and their children when we start to get busy, ask the staff to intervene if there is a problem.

### **Collections – Tom Barcellos**

Finally, invoices that make sense are going out to our Members, thanks to the efforts of our new bookkeeper, Liz. It is evident in how many Members have paid their dues on time; we are down to only \$1,100 past due when historically that amount usually sits around \$3,000 - \$4,000. Only \$1,800 is left to collect from the January assessment, which is just a handful of Members out of 875, and the dues account is flush from the payments collected so far this year. Our staff's effort has rectified a lot of the old problems we used to have, and I think we are moving in the right direction.

### **Park Use – Brien Carlson (Absent) – Charles Nunes (Representing)**

I'm sad to report that Brien's mother passed away recently, and he is unable to attend due to arrangements resulting from his family's loss. That being said, Park occupancy was down a little bit last month compared to 2018, at 69.98% instead of 73.33%. I think a lot of that can be attributed to all the rain in March, we received far more cancelations than usual. Nearly all those guests stated that their vacation plans changed because of the bad weather. Gross revenue was up though, based on the rental rate increases approved last year.

### **Park Maintenance – Charles Nunes**

The last pool light using a traditional bulb finally gave out, so that was replaced last month. Now *all* the lighting in our pool and spa is finally using LEDs for longevity and efficiency.

The palm trees down the center of the Park were trimmed last month as well. It should limit the amount of debris that falls down when it gets windy.

### **Rules and Regulations – John Watkins (Absent) – Charles Nunes (Representing)**

John is not here today due to a health issue, so I would like to just remind everyone that Julie is in the process of performing site inspections for our Snowbirds and Monthlies to make sure that sites are looking good before we roll into our busy season. If you don't receive a notice from Julie, put a smile on your face!

## **Public Relations – Brenda Critzer**

Kim Reimer (Locker 328) and I spent some time painting and refurbishing our old comment card boxes around the Park so please look out for those; I think they look beautiful! I will be preparing new comment cards in the future too.

John Souza is here as a representative from the Beach Social Club to propose a new idea that could go a long way to increase public awareness of the Park. Please look forward to hearing about it later today.

## **Manager's Report – Julie Hill**

Thank you so much for sitting outside in the sun this morning, we will try and make better accommodations next month. There is a new office staff member, Nancy Perales. Please welcome her and be understanding that she is still training and may need to take more time to assist you than our trained staff.

On a related note, please remember to always be respectful towards our staff. In recent months I have unfortunately had to intervene when a guest or Member berates my staff and raises their voice, which is uncalled for. All of us all here to help you, and if you have a problem I can be your *biggest* advocate! I'm not a big, bad wolf; please just talk to me so that I can speak with the Board and inform them about your concerns.

As you may have noticed, Sheldon Hood is no longer working maintenance in the Park. His departure was abrupt, but of his own accord. I've hired 2 part-time maintenance employees and I want to get them fully trained before summer. Kim Hutten is working now, and Pedro Martinez will start at the end of this month.

## **Reportable Actions – Linda Blanco**

The Board passed a motion to retain CCH Pools to make critical repairs to the pool and spa equipment. The Board also passed a motion to not renew the Mission Bank CD.

## **Old Business**

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### **1. Beach Social Club Events & Announcements – Glennita Miles (Beach Social Club)**

Thanks for attending the March meeting and luncheon, it was great turnout last month. We sold 110 tickets and served some of the other patrons at the Moose Lodge too.

Our next event is on Sunday, May 26<sup>th</sup> (Memorial Day Weekend), we will serve tri-tip sandwiches, beans and salad. Dinner will be from 3pm – 5pm and tickets will be \$12. Please join us that weekend and help support our events for the Park!

Comment from John Souza (Locker 227) – The Beach Social Club held a committee meeting recently and made a choice to use the \$1,300 we had previously donated to the Park for landscaping improvements towards purchasing a brand-new, 6' x 3' LED sign instead. The cost of landscaping far exceeded our donation, so we decided that this programmable sign would be a better use to the Beach Social Club to promote our events *and* the Park to advertise and promote business. We are asking the Board for permission to install the sign in a convenient but noticeable location so everyone can see it when they pull into the Park, but hopefully from the highway too.

Comment from Mark Schieber – I am all in support of a sign, I would love to use it when business is slow to entice customers from off-the-street with nightly specials and discounts to fill our Park up!

## **2. Architect / Construction Improvement Committee – John Watkins (Absent) & Tom Barcellos**

John Watkins, Julie, Steve Scottish (Locker 39) and I have been working with our architect (Bryce Engstrom) on some preliminary drawings for the restroom remodel. The architect has designed a beautiful new facility. We received several different designs from him and the Committee decided to choose the layout that fits the current plumbing and electrical infrastructure to save costs. Lots of straight walls and square structures to keep everything clean and efficient. We also had a contractor visit the Park to assess and evaluate the ins and outs of how the building will be constructed. The elevator is also being evaluated too, and the Committee are awaiting different options on how to restore that facility. We look forward to presenting some firmer costs to the Membership very soon.

Comment from Joyce Aldrich (Locker 440) – Will the construction have any impact on the Magnolia Center or laundry room?

We currently have no repairs anticipated for the Magnolia Center area aside from some minor concrete work for ADA compliance.

## **3. Shop Door – Julie Hill**

The new garage door to the maintenance shop was due for installation recently, but I happened to be off work on that day. I asked to reschedule so I can be there to approve the work when it is finished. The door should be installed by the next meeting.

## **4. Electrical Lights – Julie Hill**

All of the streetlights down the center of the Park and in the dog run area were replaced with LED lights, which should prove to be much more efficient and last us longer than before.

## **5. Laundry Room Dryers – Julie Hill**

Nunes Appliance will be here on April 23 to replace our dryers with brand-new units and repair the washing machines out of service. The laundry room will be closed for at least a day, so signs have been posted around the Park to notify our guests.

## **New Business**

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### **1. Newsletter – Brenda Critzer**

I am going to create a monthly newsletter for the Park again, and the Board has approved the layout and design. We will print the newsletter and start distributing next month. It will include items like Park news, Member's birthday shout-outs, and a "Sunshine Sponsor" column. Teena Griffith (Locker 15) had the great suggestion to include a special "Sunshine" announcement whenever a Member has fallen ill and needs our support and well wishes. It is also an opportunity to notify people about good news too, like Members becoming new grandparents, or an anniversary celebration! I think it will bring our community at Holiday much closer together. If you have someone you would like to "Sunshine Sponsor," please let Susan Stephen (Locker 360) know about it and we will get it printed in the next issue.

The newsletter will be available in the office, around the Park, on our website and on our Facebook group too.

### **2. Community Exposure – Brenda Critzer**

As the new public relations officer, I am looking forward to spending time in our county promoting the Park; at places like vendor fairs, chamber of commerce functions, etc. There are many people that are unfamiliar with our facilities, how to reserve or that might not realize the Park is not just for Members only. I love speaking with others and meeting new people, so I am really excited to get out there and spread the word about Holiday RV Park!

## Member's Comments

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None.

## Board Member's Comments

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Mark Schieber (Locker 155) – While I'm a little surprised to hear zero comments today from our Members, it is nice to see more and more folks in the crowd nodding their heads in agreement during the meeting as opposed to shaking their heads in disagreement. Its great feedback, but we are always welcome to your comments too. I think everyone is looking forward to putting some money in the bank and investing in some nice improvements.

Tom Barcellos (Locker 173) –Mark is right; I see a lot of people today that understand what the Board is doing, why we're doing it and how things are going to get done. I know there are some naysayers out there in the Park, but guess what? They aren't *here* today. We've got open chairs for them right there, but they choose to remain uninformed and not attend any of the meetings, so they can gripe about the way they assume things are going without any knowledge of what is really happening. However, I'm very pleased that you folks made the effort to be here today and I thank you for your understanding.

## All Motions

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**Mark Schieber made a motion to accept the minutes of the February 9, 2019 meeting, seconded by Lorena Lemus.**

**Roll Call: Tom Barcellos, Linda Blanco, Brenda Critzer and Charles Nunes voted yes. Brien Carlson, Fernando Da Silva and John Watkins absent. Motion carried.**

**Mark Schieber made a motion to pay the bills and payroll, seconded by Tom Barcellos.**

**Roll Call: Linda Blanco, Brenda Critzer, Lorena Lemus and Charles Nunes voted yes. Brien Carlson, Fernando Da Silva and John Watkins absent. Motion carried.**

Meeting adjourned at 10:08 am

Respectfully Submitted,

Linda Blanco  
*Board of Directors – Secretary*

Cc

Aaron Cartwright  
*Senior Reservation Agent*