



Board of Directors

Charles Nunes – President & Park Maintenance (Absent)
Fernando Da Silva – Vice President
George Johns – Secretary
Mark Schieber – Treasurer

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

Members Present – 28

Meeting called to order at 9:02 am by Fernando Da Silva

Flag Salute by Mark Schieber

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 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. Fernando Da Silva excused Tom Barcellos and Charles Nunes for their absence due to a prior commitment and a personal emergency, respectively.

Brien Carlson made a motion to accept the minutes of the August 10, 2019 meeting, seconded by Brenda Critzer.

Correspondence – Brenda Critzer

The Park utilizes a service called SurveyMonkey, which sends out a survey via email to any guest after their stay. From this data, we collect lots of comments about the Park and our customer service. Once again, we received high marks last month from guests stating they will return to our Park again; 76% of guests indicated they would. A common complaint was the smell coming from the dog run, which remains a common remark.

I also received a few hand-written comments cards over the past month. The comments were very positive, but we did receive one comment indicating the Park should not have spent money on the new LED welcome sign that was purchased by the Beach Social Club. For your information, the Park did *not* pay for that new sign. It was purchased by the Beach Social Club for the Park and donated specifically to provide a nice greeting for all our guests and inform people of upcoming events.

Guest Survey Comments from August 2019:

Please refer to the attached comments at the end of this document for your reference.

Committee Reports

Financial Report – Mark Schieber

Park Accounts	Balance (8/31/19)	Monthly Comparison	Aug 2019	Aug 2018	Difference	% Change
Rabobank – Operating	\$136,116.33	Income	\$112,432.50	\$112,225.69	\$206.81	0.18%
Rabo. – Laundry	\$14,505.72	Expense	\$78,459.16	\$75,657.75	\$2,801.41	3.7%
Rabo. – Dues	\$87,211.81	Net Income	\$33,973.34	\$36,567.94	-\$2,594.60	-7%
Rabo. – Emergency Reserves	\$100,269.46					
Rabo. – CIM Reserves	\$127,639.80					
Morgan Stanley Dean Witter	\$141,321.12					

If you look at monthly financial reports, you will notice our total reserves are up nearly \$200,000 since last year. I point that out because we are trying to fill that bucket, so to speak, to make all the repairs we need to. Please believe me, we are gearing up towards making some major improvements, beginning with the restrooms. The Board is still considering different scenarios as far as timing goes to figure out what will be the most cost-effective for the Park.

We are still expecting to build more reserves by the end of the year. The Board has begun discussion about increasing rates, fees and dues next year, which factors into our revenue projections for 2020. Our rates have not grown naturally over the past 40 years the same way the purchasing power of the dollar has grown within the same duration. Right now, members are paying prices that do not reflect the accepted growth of our local economy; we are under market value.

Mark Schieber made a motion to pay the bills and payroll, seconded by George Johns.

Management – Lorena Lemus

I don't have a lot to report on from last month, but Julie will touch on a few things during her report. Overall, August was a great month for the Park, we stayed very busy with reservations. I see that the "no vacancy" sign is on today, so it looks like our busy season is stretching out into September!

In case anyone is unaware, Julie moved into the mobile home last month.

Collections – Tom Barcellos (Absent) – Fernando Da Silva (Representing)

We only have \$2,747 left in outstanding dues as of this meeting. Considering we run a million-dollar business, that is surprisingly low. We are continuing to work on collecting those dues, otherwise there is nothing new to report.

Park Use – Brien Carlson

Our occupancy last month nearly identical to last year, right around 84%. Gross revenue has increased by roughly 10% year over year, which correlates to the increased rental rates for this year.

Park Maintenance – Charles Nunes (Absent) – Julie Hill (Representing)

I will cover any Park maintenance issues during my report.

Rules and Regulations – John Watkins

There are some small adjustments to the rules and regulations that have been presented to the Board this morning and will be left for review until next month's meeting. Parking during prime time will be restricted so that the staff is no longer bombarded with parking issues during the busy season; that is the biggest change proposed to the rules. We should have

the approved changes finalized in October so that we may begin the process of printing everything up for the next annual mailing.

We also have copies of the rules and policies for vendors available in the office, as well as information on a number of small changes to the clubhouse rules and RV group rules.

John Watkins made a motion to adopt the amended rules and policies for vendors, amended September 12, 2019, seconded by Fernando Da Silva.

Public Relations – Brenda Critzer

In case anyone is interested in attending, there is another upcoming meeting this month to discuss the future of the Oceano Dunes riding area.

I attended a Pismo Beach Chamber of Commerce meeting earlier this week, and I was informed about tons of exciting new developments planned for Pismo Beach this year. This development may help to increase the value of our shares if more and more people are visiting our city and looking for places to RV at.

I was fortunate enough to win a free 2-hour live band performance at a fundraiser for women in our community, and I would like to donate that to the Park for the next annual meeting.

Manager's Report – Julie Hill

I have a maintenance issue to address since last month, with the palm trees in the Park. There was a palm tree top that fell off during a wind storm and landed on the back of a trailer, causing some damage. Prior to that, there was a small palm near the pool that lost most of the top on another windy day. Unfortunately, after further inspection, several of our trees are showing visible signs of disease. Right now, our options are to treat them and hope they do not eventually fall, or to be proactive and remove them before more accidents occur. I will have more information to report next month.

I wanted to add a few thoughts about the new welcome sign the Beach Club purchased for the Park. The comment that Brenda mentioned earlier felt rather negative when I first read it; the person said that our tables and chairs are in disrepair while we (the Park) spent all this money on a new sign instead. Well, I would *love* to buy new tables and chairs, but I don't have \$10,000 to run out and spend on that without careful consideration. Just to reiterate what Benda said, the Park had nothing to do with purchasing that sign. The Beach Club was kind enough to buy it for the Park and even build the beautiful frame for it. The Park only assisted with moving a few things around and some getting an electrical outlet rewired so that the sign can stay on independent of the pool lights. To help clarify the issue, I am thinking about purchasing a nice plaque to affix to the sign which states that the Beach Club donated the sign to the Park.

Regarding this year's special assessment, by now everyone should have received their bill in the mail. Lots of Members have already paid, which we greatly appreciate. Just as a reminder, be sure to remit payment by October 1st, or you will be unable to make reservations until it is paid. Late fees will be issued on November 1st.

Also, if you are on automatic payment for your regular assessment dues, please be sure to mail in check or call the office to arrange payment. The special assessment is unprecedented, and the current autopay authorization paperwork does not give permission for our staff to charge you automatically.

Reportable Actions – George Johns

The pump to the swimming pool was replaced at total cost of \$2,500.

Old Business

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

Please stick around after the meeting today, The Beach Club is hosting a hamburger BBQ starting at 1pm. The BBQ last month on Labor Day weekend was a huge success, we sold out. The winner of the big raffle for the Traeger grill was Jon Mackenzie (Locker 856). Thanks to everyone that attended and helped, we appreciate your support!

We are hosting another BBQ around Veteran's day, like we've been doing the last couple of years. It will be free to any veterans, and a small fee for everyone else.

The Beach Club is unsure if we can host another Thanksgiving dinner this year; without the elevator working we just don't know if cooking and moving all that food upstairs will be possible.

The sign was discussed so much this morning it kind of burst my balloon; I had a speech planned! I wanted to thank Julie and the staff for their assistance with getting the sign installed.

2. Architect / Construction Improvement Committee – John Watkins

Improvement for our Park is not an option, it is a must. Tom, Julie and I are continuing our work towards the new restroom construction. However, there is so much else that we need to do, including repairs to the clubhouse, the electrical infrastructure, the roads, etc. We are not sitting idly by while the Park continues to fall apart; the Board is planning to make said improvements ASAP. The restroom planning and engineering phase is almost complete, and we are close to getting a final cost to present to everyone. We are also working on getting an updated bid on the electrical improvements to the utility boxes that are desperately needed.

Please do not assume that the Board is not doing anything just because the planning process is taking so long. We have money in the bank, and we mean to spend it soon. It is very important to this Board that we seriously work towards substantially upgrading our facilities, and this is not going to be cheap work. I can assure everyone that we will have a lot of information about these plans soon; we want you to be involved and we want you to ask questions.

Comment from Fernando Da Silva – I think John brought up a lot of great points today, and I'm hoping that by now all our Members understand the urgent need the Park has for repairs and improvements. Our staff and the Board worked very hard this year to earn and save more money to make these plans a reality. I would also like to encourage you as Members to ask questions about all of this, as John already suggested.

3. Website – ADA Compliance (MorePro Marketing) – Julie Hill

Nothing further to report on this topic since the August 2019 meeting.

4. Reserve Study – Fernando Da Silva

We are awaiting the completed reserve study, but in the meantime, I wanted to make Members aware that the Board has been following the directives set by the previous study. We are depositing \$7,000 of revenue each month to our reserve accounts. That amount will likely increase based on the new reserve study, but it is now something we are doing as a business that should have been done for many years.

5. Vendors Rules and Regulations – Julie Hill & John Watkins

Topic was covered under *Committee Reports – Rules and Regulations*.

6. Year End Tasks / Duties – Charles Nunes (Absent) – Fernando Da Silva (Representing)

Basically, there is an order of what important business duties the Board needs to finalize for the year is over. This is why we began our review of things like the rules and regulations, the rates, budget, etc. this month. It is important to keep a timeline, so we do not miss anything important before the annual mailing goes out, or before the annual meeting.

7. CampCalNow Seminar in Sept. – Julie Hill

Last month the Board approved to send a staff member and I to the next CampCalNow seminar in Paso Robles this month, but that event has been postponed. CampCalNow is our RV industry support and advocacy group, but they are currently in the middle of restructuring their business organization and leadership so the timing for this seminar was not ideal. I will have an update in future, but for the time being, the previous plans have been cancelled.

1. 2020 Rates, Fees & Dues – Review – Mark Schieber

The Board has begun a review of our rental rates, assessment dues and other fees for next year. I know that everyone has voiced an opinion on the rising costs over the past few years, but I would like to remind you of what I said earlier. We are struggling to catch up with improvements because our rates are so undervalued given economy and inflation changes over 40 years.

I know that it hurts financially when prices are raised, but the Board is trying to balance our revenue to the point where it is not necessary to “pass the hat” around the Membership to pay for improvements. An increase in rates and fees will allow the Board to budget just a little bit more by the end of next year to deposit in reserve so that when construction and improvements start rolling, we are not left penniless after the dust settles.

The Board takes this very seriously, often debating over the finest details behind closed doors. Of course, everyone has their opinion on how to best solve our problems, but please rest assured that this Board is working together to find the best solution. In the meantime, we must keep filling our coffers; just skimming by is no longer working as an option for the Park anymore.

We are expecting to raise rates next year, and we will have a final decision on that soon. Julie and Aaron have been essential in this process by providing guidance and data on how our revenue is affected by our rates, dues and fees. They also researched our competitors’ rates in the coastal area to make sure we are not drastically over or under those prices. As I often mention, the Membership passed an amendment in 1996 which allowed the Board to set discounted rates for Members, after their free days are used. From 1979 – 1996, there was no discount, and Members were paying full price for their extended stays. This was a *mistake*. It allowed the Board to neglect the prevailing market and avoid raising rates at all, save for a dollar or two every few years.

So, the dilemma is, how do we get back to market value without skyrocketing our rates all at once? The answer must be gradual changes over a regular timeframe.

As Brenda mentioned earlier, Pismo Beach is planning a lot of new construction and development over the next several years. Our Park must raise our rates accordingly, to help our share value grow along with the city.

2. 2020 Annual & Capital Budget – Review – Mark Schieber

Again, the Board is now working on the budget and our financial forecast for next year. We have a lot of ideas on how to raise money for the capital improvements needed to the Park and how to spend the reserves that we currently have. Please look forward to more information next month.

3. 2020 Rules and Regulations – Review – John Watkins

Topic was covered under *Committee Reports – Rules and Regulations*.

4. Annual Meeting – Band – Brenda Critzer

Topic was covered under *Committee Reports – Public Relations*.

5. Transformers – Julie Hill

Charles introduced this topic last month, but to remind everyone, the Park owns several electrical transformers that need some work done to remove a lot of corrosion and rust from the housing that protects the equipment itself. The salty air has not been kind over the years and the Board would like to be proactive in dealing with the wear and tear before any serious damage occurs. I have a bid from Hart Electric, the installer and our current electrician, to sand, repaint and seal the weathered transformers. The cost is \$1,974, and I would appreciate a motion from the Board today to get that taken care of.

Comment from Bonnie Thomas (Locker 108) – Is the Park able to work with PG&E on buying new transformers or maintaining the ones we have now?

Response from Brien Carlson – Unfortunately, that ship has sailed. Years ago, the Board discussed our electrical infrastructure options, I was outvoted 8-to-1 to move against the direction that other parks went in, like our neighbors at Pismo Coast Village. I was the only Board Member in favor of pursuing a series of transformers owned and maintained by PG&E. The other parks installed privately-owned electrical systems that operate on a higher output than what was offered by PG&E then. So, the network of transformers we currently have requires the attention of a qualified electrician for any and all maintenance or improvements. The Board went with the trend at the time, and now we must take responsibility for that and maintain the equipment we own. Thankfully, Hart Electric is a great company and I have total confidence in their skills; they have been good to us since the Park moved in the direction we did.

Brien Carlson made a motion to contract Hart Electric to repair the Park's electrical transformers, at a total cost of \$2,000, seconded by Fernando Da Silva.

6. Exiting Board Members Letter – Julie Hill

The last item of new business was brought to our attention by the Park attorney just a short while ago, I apologize for not having it on the agenda today. Previously, when a Board Member exited their position, they weren't asked to return any confidential documents they received as part of their service. It didn't seem like a prudent business practice to the current Board and I, so we sought assistance from our attorney in drafting a letter of request for exiting Board Members to return confidential information back to the Park. The letter is not finalized yet, but I am asking for a motion to approve the letter with the changes that Board requested last month during executive session.

John Watkins made a motion to adopt the letter of request for exiting Board Members, seconded by Lorena Lemus.

Member's Comments

Gerard Martinez (Locker 161) – Who is the Beach Social Club?

Response from Fernando Da Silva – The Beach Social Club is a group of Members that host social events in the Park; including BBQs, bake sales, holiday dinners, the annual dinner or luncheon, etc. We owe them a lot of thanks for doing so much hard work over the years so that we may enjoy nice activities to enjoy with our family and friends in the Park.

Response from Julie Hill – Since you are new Member, I would encourage you to attend the next couple of events and see what the Beach Club provides the Park. They are also giving back to the Park in many other ways; last year they purchased new umbrellas for the pool area and the welcome sign this year.

Response from Brenda Critzer – Another big change for the Park is how the Beach Club is willing to host the annual dinner or luncheon. It saves the Members a tremendous amount of money compared to years past.

Bonnie Thomas (Locker 108) – This is our first meeting, we are relatively new Owners. My husband and I own 4 shares, my best friend owns 2 shares, another friend owns 5 shares, and so on. So, my question is, with all these repairs and improvements that we need to make to the Park, why can we not pay a monthly fee to fund this work?

Response from Fernando Da Silva – Since you are new to the Park, you may not be familiar with the Board's effort last year to pass a comprehensive special assessment of approximately 1.1 million dollars by a voting process. It would have amounted to a \$21 monthly fee, per share, over a 5-year timespan. That assessment did not pass by a *very* narrow margin, so the Board did what we could, which was issue the smaller 5% special assessment that did not require a vote. I do hear you and I understand where you and your friends are coming from; you would like to help take care of the Park. I invite other Members to let the Board know, would you like to vote again for a larger special assessment?

Response from Mark Schieber – As new Members, I suggest reading through the CC&Rs and bylaws to learn why many of the decisions the Board makes must be within parameters. The 5% assessment is derived from those restrictions, and the attempt to pass a large assessment by a voting process was governed by those documents too. Losing the vote by *15 ballots* undoubtedly killed the excitement we were building towards, with the amount of improvements planned.

Jeffrey Gordon (Locker 30) – This is also my first meeting, and I've been a Member since 1993. I used to receive emails with the meeting minutes and agendas attached, but I haven't received them in some time. Is that not being done anymore? Also, I haven't been receiving confirmation emails for my reservations, might there be a problem?

Response from Julie Hill –The problem arose years ago when the Park didn't have a website working for the staff to upload the minutes and other information to. Aaron took it upon himself to email the Members the minutes each month; this was very time-consuming. The Park built a new website 2 years ago, so Aaron uploads the minutes and other information there once again. If anyone needs the login, please ask the office staff!

Check with the office staff regarding your email, I know that some domains like Charter, Cox and Roadrunner are not accepting confirmation emails from our reservation software. Be sure to check your spam or junk mail too!

Board Member's Comments

Mark Schieber (Locker 155) – Glennita Miles mentioned the Veteran's Day event in November. If there are any veterans in the Park, please bring a picture of yourself in your uniform to share with others. I think it will be fun!

John Watkins (Locker 559) – I have a request for the next meeting regarding the electrical work. I am very concerned about the safety of our facilities so I would like Julie to work with Brien on getting an estimate for a plan of action on improving our electrical infrastructure ASAP, based on the previous plans from circa 2008. I hope to have this information before the next meeting.

Fernando Da Silva (Locker 439) – The reason the electrical problem has become such an issue recently is that more of our Members are buying new RVs which need 50-amp service. A great example of this is happening with the Monthlies; they wait nearly 20 years to get a Monthly only to find it is a 30-amp spot with an old electrical panel because the previous resident was there for years and the Park has not repaired panel yet.

Mark Schieber (Locker 155) – So much of our equipment needs repair that we must also remember the fact that many RVs in the Park aren't reaching their full 30 or 50-amp output. As the wiring ages it struggles to run at full capacity with a clean signal.

All Motions

Brien Carlson made a motion to accept the minutes of the August 10, 2019 meeting, seconded by John Watkins.

Roll Call: Brenda Critzer, Fernando Da Silva, George Johns and Mark Schieber voted yes. Lorena Lemus abstained. Tom Barcellos and Charles Nunes absent. Motion carried.

Mark Schieber made a motion to pay the bills and payroll, seconded by George Johns.

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

John Watkins made a motion to adopt the amended rules and policies for vendors, amended September 12, 2019, seconded by Fernando Da Silva.

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

Brien Carlson made a motion to contract Hart Electric to repair the Park's electrical transformers, at a total cost of \$2,000, seconded by Fernando Da Silva.

Roll Call: Brenda Critzer, George Johns, Lorena Lemus, Mark Schieber and John Watkins voted yes. Tom Barcellos and Charles Nunes absent. Motion carried.

John Watkins made a motion to adopt the letter of request for exiting Board Members, seconded by Lorena Lemus.

Roll Call: Brien Carlson, Brenda Critzer, Fernando Da Silva, George Johns, and Mark Schieber voted yes. Tom Barcellos and Charles Nunes absent. Motion carried.

Meeting adjourned at 10:00 am

Respectfully Submitted,

George Johns
Board of Directors – Secretary

Cc

Aaron Cartwright
Senior Reservation Agent

Guest Survey Comments from August 2019:

- “Nice and clean, but the spaces are way too tight for the price.”
- “This was our first stay. The staff were excellent and very friendly. We will stay again!! Only wish we had fire pits at our site!”
- “Spots are extremely tight. But the location is great.”
- “I love you, sweet Manager and staff excellent.”
- “I want to commend the office staff for their friendliness and always being so helpful at all times! They are truly a wonderful crew!!!”
- “Our space was towards the back, with a lot of the permanent residents, so it was nice and quiet. Holiday RV Park may not have as many amenities as other parks, but we enjoyed the quiet setting of this facility.”
- “Had little ants getting into our unit noticed they were climbing our wheels was a full-time job keeping them out of our pantry.”
- “Our picnic table was broken in several spots, boards were not attached. I asked a maintenance man if we could get one from an unused space, he - never brought one. We haven’t used the table because it’s dangerous for our child. For the price, you can get the same nightly rate plus \$1 across the street with many more amenities. There is a space that I walk past daily that smells of pet urine and I saw the dog peeing on the grass rug - yuck. We were promised to be only 5 spaces apart from our family and instead we were placed on opposite ends of the Park with lots of empty spaces in between. It was a bummer.”
- “Thank you very much Aaron, Jennifer, and Julie for your patience and help as we settled in to the Park! It truly is our home away from home because of all you guys do!”
- “Since becoming shareholders we aren't able to get even near the space we like and have had for quite a while. Due to medical problems I couldn't call more than two months ahead but did notice that one of three spaces in our old area was often vacant. We have a small trailer and they used to park longer RVs around us. Other than the space and finally finding our friends, we're happy as usual. We love Pismo and Holiday.”
- “Spaces are too tight. I didn’t like how no camp fires allowed also I had no cable hook-up and the water hook-up was on under someone else’s trailer which was hard to get to, was not satisfied.”
- “Crammed in like sardines. No space for your camp setup or vehicle. Reminded me of the coach seating on an airplane trying to cram in as many people as you can & forget the comfort. Your camp has no privacy at all & you get to smell your neighbors’ sewers. I've never been in a camp like this in 50+ years of camping. I won't return.”
- “Very tight site. Couldn't walk around my trailer due to next RV parked so close to my trailer. Very tight. Also, so many full timers in park and the stuff that is around the RV's. It looks a swap meet lot.”
- “The only reason we did not give excellent reviews across the board is our motorhome is too large for comfort here, although the staff went beyond expectations to make us fit. Appreciate and applaud the maintenance and office staff for their helpfulness.”
- “Restrooms need to be remodeled.”
- “Office staff is amazing and friendly all the time. We are always grateful for Luke's assistance getting into to our space quickly and efficiently. All the grounds team are professional and helpful.”
- “Jennifer is friendly, caring and helpful. It was a pleasure to meet her and experience her thoughtfulness.”
- “Luke, Kim, & Mike all were extremely helpful. We will be back. Wi-Fi could be better.”
- “We love staying there, and how friendly the staff is.”
- “Spaces are pretty tight. Maybe a few bigger spaces for extra cost.”
- “Spaces are extremely small. Very difficult to get in. This leaves parking next to impossible without sacrificing your outdoor sitting area next to your RV.”
- “Both office and maintenance staff were very helpful to us. We appreciate them greatly. We always feel very safe in the park and feel that our possessions are safe as well. Thank you!”
- “The gentleman that helped us back in our trailer did an excellent job! He is always very helpful, he has helped us on several occasions to get our cable hooked up! It is always a pleasure to deal with him and Aaron both! I just wish the spaces were a little wider and had some grass area! It's such a tight squeeze trying to get in and out of our vehicle and trailer!”
- “I really liked being towards the front of the park! I loved the location!”