



Board of Directors

Lorena Lemus (2024 – 2027) – President
John Watkins (2023 – 2026) – VP & Rules and Regulations
Dale Critzer (2025 – 2028) – Secretary
Talley Snow (2025 – 2028) – Treasurer
Frank Polehonki (2024 – 2027) – Public Relations
Darin Batty (2025 – 2028) – Management
Mark Schieber (2023 – 2026) – Park Usage
Don Smith (2023 – 2026) – Collections
Manuel Silva (2024 – 2027) – Maintenance (Absent)

Members Present – 17

Meeting called to order at 9:00 am.

Flag salute led by Lavena Amaral (Locker 314).

Dale Critzer made a motion to approve the May 2025 meeting minutes, seconded by John Watkins.

President's Address

- Please silence or turn off all cell phones.
- Members are welcome to participate during the *Member's Comments* section of the agenda.
- To maintain decorum, member comments are limited to two (2) comments per person.
- As stated in the rules, all complaints to Park Management must be in writing and signed by the person making the complaint. Anonymous statements will not be taken into consideration.
- Discussion can become emotional, but all members deserve to be treated with dignity and kindness.
- The Board aims to answer member questions at every meeting. However, responses to specific comments or questions may be deferred for review and placed on next month's agenda.
- The Board represents the interests of 875 shareholders. While consideration is made for individual concerns, decisions are based on what is best for all members.
- This is a volunteer Board. No one is paid for their time. Directors are reimbursed for out-of-pocket expenses and receive two (2) free days use for their RV when attending a meeting.
- Holiday RV Park's meetings and procedures are governed by its bylaws, CC&Rs and rules.

Committee Reports

Financial Report – Talley Snow

Park Accounts	Balance (5/31/25)	Monthly Comparison	May 2025	May 2024	Difference	% Change
Mechanics Bank–Operating	\$105,179.84	Income	\$113,502.21	\$101,318.20	\$12,184.01	%12
Mech. – Laundry	\$21,723.09	Expense	\$86,689.40	\$80,111.00	\$6,578.40	%8
Mech. – Dues	\$124,594.74	Net Income	\$26,812.81	\$21,207.20	\$5,605.61	%26
Mech. – Emergency Reserves	\$1,865.06					
Mech. – CIM Reserves	\$55,686.10					
First Citizens - CD	\$201,622.87					

Our total account balances across checking and savings is a little over \$512,000. We are in our busy, prime months so we should see that number continue to grow!

Talley Snow made a motion to pay the bills and payroll for May 2025, seconded by Darin Batty.

Collections – Don Smith

Our January balance is positive because nearly every member has paid their dues, and we have credit on the account for July since several members prepaid their July dues. We have a single share that is in the middle of foreclosure, and we are anticipating a public auction in September as the outcome. Also, there is another member that is likely to be foreclosed this year if they do not pay their July dues.

Management – Darin Batty

Thanks to the staff, they are doing a great job during the busy season. As many of you have noticed, we have new carts for the maintenance crew. It is a good investment in the Park and an investment into our employees.

Park Use – Mark Schieber

It is interesting to see that our occupancy was up about 4% last month, but the revenue was up nearly 15% compared to last year. That is attributed to the non-members that stay here, and the office is doing an excellent job to fill the spaces this summer and getting folks in off the waiting list.

Correspondence / Public Relations – Frank Polehonki

Please remember to sign in on our attendance sheet for today's meeting; later on Aaron will be raffling off a prize bag to one of the members in attendance!

The majority of feedback we've received since last month was very positive, as you will see from the survey comments left by our campers. Many good remarks about the service folks received, and how the facilities were maintained.

The longstanding complaints we generally get are about the small RV spaces, the messes left behind by pet owners, or speeding. Well, the Park has been the same size for nearly 50 years, and it isn't realistic to change that for a few critical financial and logistical reasons. We should try to focus on things that we can actually change, and the lot size is just not one of those unfortunately. The issues related to personal behavior, like pet messes and speeding, really come down to how our guests choose to behave. Our staff will try their best to guide campers in the right direction and remind them of the rules, but it is ultimately the guests that need to try harder and fit in with the Park community. I think that if the rest of us set a good example for everyone it would make that much easier to achieve.

From last month's comments, you will see that at least one group of campers was being rowdy late into the night. Please call the non-emergency number for the Pismo Beach Police Dept. if that ever happens; they are very quick to respond and can get folks to quiet down right away.

Moving on, the staff is going to try and disguise the large backflow valve that was installed on our front lawn during construction years back. It is an eyesore and reduces our curb appeal, and many members have been concerned about the appearance of the entrance.

I would like to ask some guest speakers to join us for our monthly meetings on occasion. I was thinking about hosts (law enforcement, fire department, etc.) presenting information about safety, both personal and property safety. Our goal should be learning how to better take care of ourselves and each other, because we are a large community here.

Lastly, a huge thanks to the Beach Social Club for hosting another wonderful event for the Park today. It's a lot of hard work to feed and entertain so many campers, and I receive lots of great feedback from members about the service they provide.

May 2025 Guest Survey Comments: *Please refer to the attached comments at the end of this document.*

Park Maintenance – Manuel Silva (Absent) – Lorena Lemus (Representing)

Of course, we have the new golf carts for the maintenance staff. There are some repairs going on in the restroom and with the oven inside the clubhouse. If you ever see something that needs attention, please tell the office or a maintenance employee right away. Waiting until the next Board meeting isn't the best solution because it delays making repairs.

Rules and Regulations – John Watkins

This is the season when we begin reviewing the rules and regulations, to see what needs to be added or removed. The overall goal is streamline things to suit the needs of the business. As an example, I think today we are going to refine the snowbird application process to make it a little easier for the staff and guests alike.

Manager's Report – Aaron Cartwright

As everyone has mentioned, the Park purchased 4 new golf carts for the maintenance employees since last month. It was long overdue, and I'm pleased to see they are enjoying the new equipment. I would like to thank Darin specifically for his contribution in negotiations with the cart sellers. We got a good product for a good price, before tariffs had a major impact on the costs. I will be selling the old golf carts to some members, hopefully. If not, I will find a home for them elsewhere.

Thanks again to the Beach Social Club; they are hosting a lot of wonderful events this summer. From cookouts to movie nights, I would like to highlight their efforts to provide wholesome activities for the Park community.

Reportable Actions – Dale Critzer

The Board approved a motion to purchase 4 new carts for the maintenance staff.

Old Business

1. Roads – Don Smith

I've collected quotes for the roads in recent months, but based on scheduling and the expense involved it isn't realistic to anticipate roadwork until next year. We are likely targeting the fall for weather and occupancy reasons, and the Board will research how to pay for the large expense. In the interim, Aaron will work with the maintenance staff on cold patching the holes in the roads as before, which has been holding up with the milder winters recently.

New Business

1. Review Snowbird Application Process – Aaron Cartwright

Normally we approve and continue the same business practices and procedures as before, like the Snowbird application process. However, I have a few thoughts on how to simplify applications this year. In previous years, it was considered necessary to line up early in the morning to submit your application even before the office normally opens, or else priority would be given to others. The problem is that was never the case, as long as I have been managing the Park and prior to that. How Snowbirds are chosen depends on other factors, like tenure or RV size. To my knowledge, the only people that have been denied a Snowbird reservation had extenuating circumstances involved, not the time which their application was submitted. I think that removing the strict time deadline from this process would benefit everyone involved. Try to think of it as a homework assignment; there is a due date (August 1st), but I don't need you to turn it in before the bell rings for class. If applications could be submitted during regular business hours on August 1st, that would make mine and the staff's job easier too. It will be a busy Friday for us in terms of reservations and other business items this year. I think this is worth a try and it will be a solid plan for everyone.

2. Message Center Sign for Restroom Building – Aaron Cartwright

At the restroom we have a functional bulletin board to advertise Park events but is nothing pleasant to look at. I think we can try a little bit harder to highlight these events that people work so hard on. Uline makes a nice upright standing bulletin board that is made for the outdoors, like you might see at a campground or public park. It features plastic lumber construction and a plexiglass window to protect the board inside. It could fit well in the space between the restroom walkway and the RV sites 230 and 330. There are lockable bulletin boards available like we have in the laundry room, but they are rather expensive for what they are and won't be easy to mount to the stone accent wall of the restroom (our current bulletin board is just barely hanging on). With shipping and tax included, the message center costs \$1,127.35.

John Watkins made a motion to approve the purchase of a message center sign for the restroom building, up to a limit of \$1,500, seconded by Talley Snow.

3. Good Sam's Club – Advertising and Marketing Proposal – Aaron Cartwright

Earlier this week I had an informative meeting with a marketing representative from the Good Sam's Club organization. If you're unfamiliar with them, it is a RV club that provides its members with lots of discounts and recommendations on places to stay with their campers. Our relationship has been growing recently since we had our last inspection by a Good Sam's inspector, and an advertising partnership was suggested. Traditionally, the Park doesn't advertise much aside from our own website, which gets around 1,000 hits a month at most. Partnering with Good Sam's on marketing could get us access to their millions of members, and we would get both targeted advertising on social media (blogs, Instagram and Facebook posts, etc.) and featured stories on their newsletter at least twice a year, and with a pair of seasonal marketing campaigns. Good Sam's will also target travelers based on activities we have in our area, like recreational driving on the Oceano Dunes, or local wine tasting selection in San Luis Obispo or the northern county areas because we are a convenient location to stay for those. Another premium option is a special ad that can "follow" a visitor to the Good Sam's website for up to a full year, just to keep our name and image out there and present. Lastly, if we are a partner then we can also sell Good Sam's membership if a guest checking-in isn't a member. If we make a sale, we get to keep \$29 each time, and the guest gets the immediate benefit. There are a variety of price packages based on how much marketing we purchase, and discounts will scale appropriately. The monthly costs vary between \$200 to \$500 approximately, and in terms of return on investment, because we charge about \$100 nightly for customers, I would need a handful of extra campers to book with us on average to pay for the marketing costs. I think this is very doable, based on how much new exposure that Holiday would be receiving.

Darin Batty made a motion to approve the marketing proposal from Good Sam's, the "best package" as presented, up to a limit of \$7,740, seconded by Frank Polehonki.

Member's Comments

Joelyn Lutz (Locker 369) – The other evening there was a lot of water on the floor in the women's restroom, it would be appreciated if an employee could quickly check on the floors more often during summer. It would be great if campers arriving really late at night could try harder to be quiet, as a courtesy. It was discussed under old business a few meeting ago, about the "Mark situation," for lack of a better term. Was it resolved by the Board? I don't remember hearing the outcome. Something in writing would be nice; there have been rumors that several people in the Park aren't paying for their reservations and no one is being held responsible.

Reply from Don Smith – We could use an epoxy and sand mixture to improve the grippiness of the floor, and safety even if there is bunch of water.

Reply from Lorena Lemus – The Board has discussed it previously in executive session, as stated on our agendas. It was a rules and regulations matter, and it has been resolved. That's what everyone needs to know; there are people in the Park that spread false rumors.

Reply from Darin Batty – I can understand the frustration with what seems like a lack of information, but I would like to remind everyone that this issue did become so charged that it escalated into a legal matter. That means there was a lot of information from our attorney that cannot be repeated to others. But the bottom line is that it has been resolved.

Jodi Garges (Locker 602) – Thank you to Joelyn for making the newsletter!

Al Polehonki (Locker 152) – I think the office does a great job up there, Jennifer in particular. Thank you for being knowledgeable and thoughtful in enforcing the rules. I think it would help a lot if a moment could be spent reviewing certain rules, like speeding on bikes or vehicles, especially if we see parents checking-in with their kids in tow. I've been here and seen firsthand when there's a lack of parental supervision of some misbehaving kids, which got resolved quickly. I think Frank is on the right track with having information about safety highlighted during our meetings; propane leaks can be very dangerous and the detectors don't last forever.

Lavena Amaral (Locker 314) – The noise level has been lower this summer than previous years we have stayed, and it seems like fewer people are partying than before. It's been nice!

Tillie Lopez (Locker 286) – This morning some of my neighbors were up really early, and I think they're hard of hearing because they were talking to each other so loudly I don't understand how they couldn't realize it.

Board Member's Comments

Talley Snow (Locker 279) – I think having a traffic mirror up at the front corner would be helpful, or in those tricky blind spots we have around the Park. Especially when trailers are stacked up waiting to arrive.

Aaron Cartwright – Congratulations to Wanda Comerer (Locker 494) for winning today's raffle prize! Enjoy the gift bag filled with Holiday RV merchandise.

Meeting adjourned at 10:25 am

Respectfully Submitted,

Dale Critzer

Board of Directors – Secretary

Cc

Aaron Cartwright

Park Manager

Guest Survey Comments from May 2025

- “We always have a perfect stay!”
- “Always enjoy the friendliness and helpfulness of the staff.”
- “We enjoyed the cleanliness and respect of the park and staff. We love the location, we walk everyday to restaurants and beach!! Already looking forward to our next stay.”
- “Great place near beach will stay again”
- “Wi-Fi kept going in and out due to congestion.”
- “We left because we had people come in that were loud kids yelling playing music slamming doors til after 12:30 am. Very disrespectful and rude. The park was great til last night. Could not sleep dog wouldn’t rest because of all the red wreck.”
- “Staff very professional”
- “Appreciate the location accommodations due to my walking ability. Everyone was friendly and helpful. Appreciate the office and bathrooms are not overly scented. We had a lovely 29th anniversary weekend with you and look forward to returning again. Thank you all.”
- “Hats off to Kim in maintenance! Huge help thank you Kim!”
- “Him we noticed the landscaping had been spruced up and looked very nice. Last time we stayed the pool restroom was dirty and remained dirty. But the middle park restrooms are always clean. We didn't use the park WIFI cable this trip, The WIFI was iffy when a lot of people were using it. The cable TV was good last time. We love the park, the staff is terrific, perfect location for us, friendly people.”
- “As far as we are concerned Holiday RV is the only place to stay in Pismo. We love coming here. Good job everybody. Your hard work and effort on behalf of the guests really pay off.”
- “Thank you! Special team serving at a special place!”
- “My first visit, did find it a little cramped but the parking service for my trailer was a big help and was stress free. Great location and conveniently close to everything.”
- “We really appreciated that we could stay a few extra days in Pismo. Jennifer was amazing and went over and beyond to find us a spot. The staff was very friendly! Thank you!”
- “Love staying here, but; the parking is so tight that you must park in your campsite and that takes away from the charm.”
- “We felt that the spaces were packed in a little tight. John & Dalila Dowd”
- “That was my first time at the park. I love how they helped you park or parked for you. I just wish the list to stay wasn’t so long.”
- “Office staff was amazing!!!! Very easy and very nice. Easy check in and out. Very glad we chose Holiday. Can’t wait to comeback. Mario Santos talks very highly of you guys and he was not missing a beat.”
- “When the women's bathroom was just cleaned the bathroom products were not filled. Only 1 of 3 had paper towels and 2 of 4 sinks had soap. Other than that, we loved our stay. The staff is very friendly and super helpful.”
- “I was at site 113 and there's a big group of people right across from us 211, 212 and a few more. They're up all night way past 11pm and again talking very loudly at 6:30am, very inconsiderate of other campers that would love to sleep in for a little bit.”
- “The staff is outstanding!!! Being unable to park or exit by ourselves was unusual which would be the only downside and reason for choosing a different park but the help we received was professional and appreciated”

All Motions

Dale Critzer made a motion to approve the minutes of the May 2025 meeting, seconded by John Watkins.

Roll Call: Dale Critzer, Darin Batty, Lorena Lemus, Frank Polehonki, Mark Schieber, Don Simth, Talley Snow, and John Watkins voted yes. Manuel Silva was absent. Motion carried.

Talley Snow made a motion to pay the bills and payroll for the month of May 2025, seconded by Darin Batty.

Roll Call: Dale Critzer, Darin Batty, Lorena Lemus, Frank Polehonki, Mark Schieber, Don Simth, Talley Snow, and John Watkins voted yes. Manuel Silva was absent. Motion carried.

John Watkins made a motion to approve the purchase of a message center sign for the restroom building, up to a limit of \$1,500, seconded by Talley Snow.

Roll Call: Dale Critzer, Darin Batty, Lorena Lemus, Frank Polehonki, Mark Schieber, Don Simth, Talley Snow, and John Watkins voted yes. Manuel Silva was absent. Motion carried.

Darin Batty made a motion to approve the marketing proposal from Good Sam's, the "best package" as presented, up to a limit of \$7,740, seconded by Frank Polehonki.

Roll Call: Dale Critzer, Darin Batty, Lorena Lemus, Frank Polehonki, Mark Schieber, Don Simth, Talley Snow, and John Watkins voted yes. Manuel Silva was absent. Motion carried.

Lorena Lemus made a motion to adjourn to executive session, seconded by Darin Batty.

Roll Call: Dale Critzer, Darin Batty, Lorena Lemus, Frank Polehonki, Mark Schieber, Don Simth, Talley Snow, and John Watkins voted yes. Manuel Silva was absent. Motion carried.