

Hart Ranch Camping Resort Workshop October 13, 2016

Meeting called to order by Wayne Pauli, President of the BOD, at 8:04 am.

Those present were Wayne Pauli, President; Kathy Payne, Vice President; Bob McCormick, Treasurer; Dotty Johnson, Secretary; Elmer Pritchard, Membership Secretary; and Tim Schnabel, Resort Manager.

Member Comments: None

Resort Manager Report:

- Year to date financials were presented.
- It was pointed out that the overall revenue is up in 2016 from last year.
- Explanation of line items as Bob read them such as Electricity Revenue, Shop Labor, Winterization, Hart Mart, Paint ball course, Golf Carts, Nontaxable misc. income, advertising.
- Under professional fees, the background check process and procedure was explained.
- Rodeo expenses were discussed and decided that the cost and expenses need to be broken down.
- Allocated expenses breakdown and year-to-date comparisons were discussed.
- The question of best practice of Wi-Fi use was questioned.
- Tim went through the capital improvement breakdown regarding complete and incomplete projects.
- Breakdown of professional fees was reviewed by the board and explained by Tim.
- Department Updates – Hart Mart, Storage and Maintenance were highlighted, as was the research of software for the Front Desk/Reservations.

Old Business:

- Meadowland Occupancy – changes need to be an Exploratory Expansion Committee discussion. Also, 2017 Dry Camping options to be emphasized during peak demands.
- Cargo Trailers – Tim will draft a policy. This will be further discussed at the board meeting on Oct. 14th. Suggested that these go into daily storage at \$2/night or \$3.50/night with electric. Or possibly set up an additional storage area to the south side of the resort.
- 2017 Seasonal Sites – report from Sally of 39 listed as interested, with only 4 taking advantage. This will be advertised to the general membership once again in the winter newsletter.
- Family Reunions – Sally explained current policy, and proposed three options.
 1. Lottery - Names put into a drawing and will be done in October, and these reservations will be made upon contacting members drawn.
 2. Staffing phone calls in October when members will have opportunity to call to reserve a Family Reunion.
 3. Suspend Family Reunions for a given amount of time.

Motion by Kathy - To go with option one, Lottery – for 2018.

Second by Bob.

Motion Carried.

- Update on Storage
 1. We have 1011 sites total with 92 not rented at the present time.
 2. Operational hours are 8 am to 6 pm with members using their original pin numbers for entry.
 3. Security cameras will be installed at point of entrance and will record activity.
- Overview of the Expansion/Utilization Concepts
 1. Name of Committee is Exploratory Expansion Committee

2. Patsy Schmidt has been asked, and accepted, to be Chairperson and will meet with BOD at 1:30, Oct. 14.
 3. Interviewed 8 and agreed on the 5. To be called for confirmation.
 4. Committee will work approximately 10 hrs/month
 5. Suggested budget for 2017 is \$10,000 for potential travelling or miscellaneous expenses.
- Tipi Village – Tim shared vision and ideas for Tipi Camping, and that the purchase should be paid for in 2 years based on projected occupancy rates and revenues.
 - Renewal of Water/Sewage – Paul has researched and compared pricing among 13 communities. Tim and Wayne will continue working on the research the Water and Sewer agreement with the Development.

Meeting Recessed for Lunch at 12:02

Meeting Reconvened at 12:35 pm

- Restaurant Contract Reviewed – Tim reported that the overall operations went well over the 2016 summer season, and that not many physical changes will be made for the next year. Monte has some additional concepts to be introduced in 2016 including additional breakfast items, possible delivery service, range of ice cream prices/sizes and greater menu variety.
- By-law Special Meeting – tabled until Oct. 14th.
- 72 hour policy Review and questioning of enforcement.

Motion by Bob to change the rule to 24 hours with occupancy of the site, unless excused by the Resort Manager and/or Security.

Second by Elmer

Motion Carried.

- Sales Concepts
 1. Upgrades based on health/disability needs only to A/P Memberships
 2. Just do resale of A and P Memberships with financing option.
 3. Sales Stays will remain at \$89.95 for the 3nt/4day.
 4. Referral Sales Stays suggested \$59.95
 5. 1FT Memberships will replace W at \$1500 buy in, and one 7 consecutive night stay only, during Peak Season. Also, this will be part of RV deal sponsor package with upgrade option to B Membership with price differential.
 6. Sales price of memberships will change to the following prices:
 - a. P Membership: \$7995 w/ RPI, \$7695 without
 - b. A Membership: \$5995 w/ RPI, \$5695 without
 - c. B Membership: \$3995 w/ RPI, \$3695 without
 - d. 1FT Membership: \$1895 w/ RPI, \$1500 without
 7. Associate Upgrade promotion of \$250 will terminate Dec. 31, 2016. Then, starting in January, Associate upgrades will be offered at \$1500 for a B Membership with 12 month 20% down financing.
- Millennial Marketing: Focus on social networked, outdoor enthusiasts.
- Shoulder Season Marketing – looking at groups/rallies utilizing sites & cabins
- Housekeeping – J1 worker option tabled until 2018
- 2017 Rates
 1. Maintenance fees remain, except W and 1FT (\$185/yr).

Motion by Dotty: Usage fee, beginning May 1 @ \$8/night for 21 and keep \$15/nt for 9.

Second by Bob

Motion Carried

Motion by Bob to increase storage fee to \$210 for 1st Site (2017), leaving 2nd site at \$275.
Second by Kathy.
Motion Carried.

Motion by Kathy to increase member rates of non-pet side cabins by \$30 for Ponderosa & Redwood, and \$10 for all remaining cabins, for Peak Season.
Second by Dotty.
Motion Carried.

New Business:

- Software for reservations will be researched.
- Picnic shelter rental – Tim will put together a package to include activity cards, ice cream certificates, deposit price/rental price, etc., for groups, reunions, and so forth.
- Associate Policies – Reservations for members to be made 90 day ahead and for associates at 60 days was presented and tabled for future discussion.

Motion by Kathy to increase the Annual Associate fees to \$25.
Second by Bob.
Motion Carried

- RPI
 1. 250 HR members are members of RPI.
 2. HR member using other resorts under RPI is at 896 outbound nights, as high as 2500 unconfirmed as not all reservations are made through RPI.
 3. 207 RPI members used 1318 nights at HR.
 4. RPI to be added to HR memberships will increase to \$595 on January 1, 2017.
- Spartan Obstacle Race – Tim reported that there a number of organizations (RCCS, RC Regional Health, etc.) are interested in sponsoring events with this venue. Tim will research all aspects of this for the next board meeting.
- Guest Night Usage

Motion by Dotty that guest nights must be used by guest of members only and may not be transferred to guests of other members.
Second by Kathy.
Motion Carried.

- Storage Units – 20 10X7 – proposed.

Motion by Bob to construct 20 indoor units, 10x7 @\$37,400.
Second by Kathy.
Motion Carried.

Motion by Dotty to have the rental for the new indoor storage to be \$500/year and the existing storage unit rental amounts did not change.
Second by Bob.
Motion Carried.

- Credit Card Pump at Hart Mart – Tabled for budget discussion.
- W membership upgrade to B discussed to be done at an \$800 promotional rate until December 31, 2016.

Motion by Bob to be allowed W to B membership upgrades to be available to the end of 2016 for \$800 plus 2017 B annual maintenance fees.

Second by Dotty.

Motion Carried.

- The Requirement for transfer of membership if parent passes away will be in the By-law discussion.
- Family Transfer Fee rate, proposed increase.

Motion by Dotty to increase the family transfer rate to \$200 to cover cost of background checks.

Second by Kathy.

Motion Carried.

- Referral Stays increase to \$59.95 revisited.

Motion by Dotty to increase the referral stays to \$59.95.

Second by Bob.

Motion Carried.

- 9 Day policy, proposed to allow members to stay on top at \$45 premium rate. No motion was given.
- Pull through site variable rates discussed, as a high demand site.

Motion by Dotty to charge \$15/night for pull through site use.

Second by Kathy.

Motion Carried.

- Pet side rates increase discussed.

Motion by Dotty to increase pet side cabin rates by \$35/night for Ponderosa and Redwood, all others increase by \$15/night.

Second by Bob.

Motion Carried.

- Workamper sites were briefly discussed.
- 2017 Assumption of Budget was discussed, as each line item was briefly presented and explained.
- Capital Improvement Budget was discussed as each linen item was briefly presented and explained. The following items were removed: Cabin Pet Fee and Rally Income. Storage income to be included with increased rate.
- 2017 Resort Guide will be in Magazine form, for people to pick up and not placed in check in packets. They will also be placed in the cabins.
- Allocated Expenses – estimation based on unknown increases expected in 2017, concerning healthcare, taxes, property insurance, utilities, etc.
- Cargo Trailer issue will be addressed Oct. 14th.

Motion made, by Wayne Pauli, to adjourned the meeting.

Second by Bob.

Motion Carried.

Workshop Meeting adjourned at 6:10 pm.