

Breezy Shores 2024 Annual Meeting

May 5, 2024

Call Meeting to Order

Jonathan Landaw called the Annual meeting to order.

Roll call and introduction of Directors present was done.

Present (in person)	Present (remotely)	Name	Position / Role	Term Expires
Yes		Jonathan Landaw	Director – President / Treas.	May 2026
Yes		Lorraine Weber	Director – Secretary	May 2024
Yes		Jesse Borash	Director	May 2025
Yes		Zach Mauer	Director	May 2026
Yes		Brandi Latham	Resort Manager	N/A
Yes		27 Owner Representatives		N/A
No	No	Dale Overman (absent due to family commitment)	Director	May 2026

Proof of Notice of Meeting - Jonathan said that the Notice of Meeting is dated 4/01/24, but it was closer to 4/15/24 before the production and mailing was completed.

Minutes of Previous Annual Meeting – May 7, 2023

- Bernie Imholte mentioned that last year he had made a motion at the 2023 Annual Meeting that the Board and the Association recognize Dewane Keetley as an outstanding employee for his years of service at Breezy Shores Resort.
- It was acknowledged that at the 2023 Annual Meeting, Dewane was recognized for his service, and information about that recognition was included in a letter that went to Owners.
- The Board will prepare an “Addendum” to the Minutes for the May 7, 2023 Annual Meeting and include that with the Minutes for the May 5, 2024 Annual Meeting.

Motion: Bernie Imholte made a motion to approve the Minutes.

Second: Linda Edblom

Discussion: N/A

Vote: All in favor

Result: Motion Carried

Financial Report

Jonathan reviewed the Financial Reports included in the Annual Report booklet.

- 2023 Balance Sheet as of 12/31/23
- 2023 Profit and Loss – January through December 2023
- 2024 Profit and Loss Budget Overview – January through December 2024
 - Question
 - Is this through March or for the year?
 - Zach clarified that this was the budget for the year 2024.
 - Question
 - Why are the expenses are lower in 2024 than they were in 2023?
 - Zach said in 2023 there was a loss of about \$72,000 – due in part to ownership numbers going down. Also, there were some overages for management that were not properly budgeted. We did a lot of repairs in our laundry unit and we needed to replace the hot water heater (bottom was leaking), and we had to do some maintenance work here in the pool building. In addition, the Board lost touch with the manager on some of the things that were happening at the resort. The Board is working very closely with Brandi to make sure we have the right staff, doing the right things, at the right time.
- Where your 2023 Maintenance Fee was Spent
 - Jonathan pointed out to the group that during the CoVID timeframe the resort minimized maintenance fee increases.
- Occupancy Comparison (through week 52)
 - Zach reviewed the information – specifically 2022 and 2023. The numbers prior may not be completely accurate. Of the 1836 units, we had about 1028 occupied during 2023.
 - RCI was briefly discussed and it was clarified that Owners that bank their unit with RCI are paying the Breezy Shores maintenance fees.
 - The “Total Banked” reflects owners that have banked the interval week with RCI.
 - The “RCI Exchanges” reflects other RCI members trading in to stay at Breezy Shores.
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 - Question - What is the occupancy percentage and how is that calculated?
 - Joyce / Office Manager said that the Occupancy Rate is calculated based on the owner units using units, unit rentals, and RCI exchanges compared to the overall units (1836).
 - Request for Next Year – the Resort Manager should modify the terminology and/or provide more clarification for the Occupancy Comparison table included in the Annual Report.

Question – an owner asked who created the financial reports and if there had been any outside review.

Zach said that they are internally generated from the QuickBooks accounting system and that there has not been outside review.

Motion: Bernie Imholte made a motion to approve the Financial Report.

Second: Harold Wilde

Discussion: N/A

Vote: All in favor

Result: Motion Carried

Resort Manager's Report

Jonathan introduced the new Resort Manager – Brandi Latham.

Brandi told the group that she started at the resort at the beginning of the year working in the Office and decided to apply for the Resort Manager position. Brandi said that we have a good team in place and we are looking at proper staffing, managing the budget, and future planning. Brandi said she would like to get feedback from the owners relative to updates at the resort to make a solid plan to get some things done.

Brandi said that she is working on a structure for office hours to maybe adjust the hours to be open a bit later (7-8pm) and add Sundays for the summer season. She said we are doing as much as we can to clean up from other areas that may not have been paid attention to in the past.

Zach said that one of the things that Brandi reviewed with the Board on 5/04/24 is that owners have provided a lot of comments about their stays at Breezy Shores. Brandi and her team are going to prioritize those items and from that develop short-term and long-term plans. Jonathan said that Breezy Shores needs to start doing more long-term planning as opposed to reactive repairs.

Old Business

Major Project Review

Jonathan spoke to the group about the Major Project Review.

- Security Alarm System – we added a security system last year due to some vandalism issues in the pool building.
 - Question – is it just the pool building?
 - Jonathan said that we have cameras at the outside entrances of the pool building, inside the pool building, entrances to the restrooms (not the restrooms), but there is nothing inside the units. Brandi mentioned that there are also two cameras in the office.
- Patio Chairs – we replaced all of the patio chairs last year for the units and the pool building.
- Towels & Pillow – we replaced a combination of kitchen and bath towels and pillows. The resort also repurposed some of the unit towels to be used a pool room towels.
- Lawn Mower – the resort needed to purchase a new lawn mower last season.
- Sand – the resort purchased additional washed sand for the beachfront.
- Parking Lot – needed work due to the major road project on Lake Drive and also drainage.
- Door Locks & Keys – all unit door locks were replaced with a lever style with the deadbolt and knob keyed the same. Guests will get two keys on the key ring – one for the unit and one for access the pool building during hours when the office is closed but the pool is still open.
- Vacuum Cleaner Replacements – each unit is equipped with a vacuum for housekeeping and guest use.
- Electric Water Heater for Central Laundry – unit was decades old, leaking and needed replacement.
- Fire Extinguisher Service & Recertification
- Replace Sink Hoses in all Units

Jonathan said that we hope to get to the point where we can start looking more at long-term projects. One consistent theme is bedroom furniture. Right now, we are doing our best to keep everything operational so Owners can have a good safe place to come and vacation.

Cast Votes – Tally Votes

Proxy voting had a web-link voting option this year and feedback was positive.

Any Annual Meeting attendees that had not yet voted were instructed to do so.

The meeting had a brief intermission to finalize voting, tally votes, and re-convened within about 10 minutes.

Door Prize Drawings

There was a drawing to give away T-shirt packages and free blue week stays at the resort. All winners should contact Joyce, Office Manager to arrange details for your prize. Here are the results of the drawings:

- T-Shirt package Winners:
 - Gary and Susan Hendrickson
 - Harold Wilde
- Free Blue Week Winners:
 - Kenton & Sandra Sweckard
 - LeRoy & Marcella Ryckman
 - Gary Sweckard

Election – Board of Directors

Review proxy and voting procedures

- Jonathan said that we initially had two open seats for the Board and three candidates when the packets were prepared.
- We had two Board members resign in the last month. One was a Director that termed out May 2024 (Brian Doucette), the other still had term left until May 2025 (Scott Ruud).
- So, because we have three open positions and three candidates, all three candidates are elected to the Board. There were a few write-in votes but each of those candidates received one vote each.
- Voting Results – Pat Krauth, Lorraine Weber, and Linda Edblom are elected to the Board of Directors:
 - Pat Krauth will fill the Board position with a term from 2024 to 2027 (first 3-year term).
 - Lorraine Weber will fill the Board position with a term from 2024 to 2027 (second 3-year term).
 - Linda Edblom will fill the Board position with a term from 2024 to 2025 (vacated partial term).

Question – What is the commitment for being a Board Member?

Jonathan said that we typically have in-person meetings at the resort in May, October and December. As a Board member, the compensation you get is mileage to and from the resort and free use of a unit for the week of the on-site Board meeting. The Board also has three planned Zoom meetings per year and other ad-hoc Zoom meetings and email correspondence as needed. Zach added that Board Members also participate with special projects or research to assist the Resort Manager with initiatives.

New Business

Annual Meeting Date for 2025 – May 4, 2025 (1st Sunday in May)

Owner Questions

Question – When are maintenance fees set?

Jonathan said that maintenance fees for the next year are set in the October timeframe.

Question – When are maintenance fees due?

People have time between when the maintenance fee invoices go out and the due date. The maintenance invoices typically go out in December and are due in January. We had a transition in resort management last year which impacted the timeframe for working on budgets.

Comment – we've owned here since 1984 and own four units. I know nothing about Rustin except they encountered him last August they felt that it was the first time they had been heard. We had a lot of issues and Rustin had the maintenance person there taking care of things right away. I had some merchandise I wanted to buy for grandchildren for Christmas and she was amazed at the service. My daughter had been trying to buy a unit for years, and Rustin made it happen. We love it here – that is the type of service we like to have here. Our week last year was the best in years because they felt that somebody cared.

Jonathan said that those are the things that we are trying to continue to provide in customer service.

Question – Are you considering letting pets in the facility?

That question was asked last year or a previous year, but that is an RCI policy for no pets.

Question – Are you going to publish units that are for sale?

Jonathan said that the units for sale are listed on the web site. It may not be the most user friendly at the moment. Multiple owners commented that there used to be a list on the bulletin board of units for sale.

Web site improvements have been discussed but not yet budgeted for – there has been discussion about an owner portal.

Brandi said that relative to units for sale, they are working on getting this list updated.

Pat said that for units for sale on the web site, there are two areas to review – resort owned and owner for sale.

Owner Comment – whether a unit is for sale by the resort or by owners, we really need to post lists on the bulletin board or in the office – not just on the web site. More visuals on site will help with guests that are already at the resort.

Question – Are you gathering emails when people check in?

The Resort Staff has been doing a great job of gathering that information at check-in and asking owners to sign-up for email communications. Jonathan said that if you have an Email address, please sign up for electronic communication because that saves the resort money.

Zach asked the Meeting attendees:

- What is relevant to you and what do you want to see?
 - I like seeing the letters – I really didn't get consistent updates in past years, we would just look around and see what was being done.
- What update frequency?
 - Owner feedback was 2 maybe 3 times per year.

- Discussed that updates should go out with maintenance fee billing and annual meeting (when we are sending out mailings anyway).

Question – Have you thought about doing an electronic survey about the resort – instead of just the hand written comments?

Zach said we are first reviewing the compiled feedback from the last year owner comments, but we are thinking about doing a pulse survey to get owner feedback on maintenance projects moving forward.

Adjournment

Jonathan Landaw asked for a Motion to Adjourn the Annual Meeting.

Motion: Harold Wilde made a motion to adjourn the Annual Meeting
Second: Bea
Discussion: N/A
Vote: All in favor.
Result: Motion Carried

ADDENDUM TO MEETING MINUTES from the Breezy Shores 2023 Annual Meeting May 7, 2023

At the May 7, 2023, Annual Meeting, there was a presentation to Dewane Keetley in appreciation for his years of maintenance service at Breezy Shores Resort. An Owner pointed out that there was a motion made at the 2023 Annual Meeting that was not previously documented in the 2023 Annual Meeting Minutes.

This Addendum is to acknowledge the motion made in 2023.

Bernie Imholte made a motion at the 2023 Annual Meeting that the Board and the Association recognize Dewane Keetley as an outstanding employee for his years of service at Breezy Shores Resort. The name of the person seconding the motion was not recorded, but the meeting attendees were in favor of the motion.

The 2023 Annual Meeting Minutes will not be redistributed.

This Addendum will be included and distributed with the 2024 Annual Meeting Minutes.