

**Mayacama Residence Association  
Minutes of the Annual Meeting for All Residence Club Members  
Monday, August 18th 2014 at 8am**

The annual Mayacama Residence Association meeting was held on Monday, August 18<sup>th</sup> 2014 at 8am PDT within the Boardroom of Mayacama Golf Club, in Santa Rosa, California.

**Board of Directors Present:**

Jonathan Wilhelm – President	Stuart Singer – Member Representative (Absent)
Gary Moore (by phone) – Vice President	
Greg Brown – Treasurer	
Danny Hildebrand – Secretary	

**Also Present Were:**

Katie Ciocca - Residences Director  
Tracy Bell – Executive Assistant  
Ed Mascarin - Member  
Ralph Cohen - Member  
Susan Million - Member  
Clark Winslow – Member  
Michael Bradley - Member  
Rebecca Bradley – Member

**Via Conference Call**

Stephanie Taylor – Timbers  
Matthew Mitchell – Member  
Karen DeGolia - Member  
Jo Goldberg – Member  
Wayne Stelmar – Member  
John Hahn – Member  
David Kim – Member

**I. Welcome**

Jonathan Wilhelm called the meeting to order at 8:02am and thanked everyone for attending the meeting, whether in person or via conference call.

**II. Construction Update**

Jonathan Wilhelm informed the meeting that construction of the new villa started on July 1, 2014. The Foundation was previously installed so framing began quickly. This is the first of five villas in the Pod next to the right of the 4<sup>th</sup> tee box. After these five are built, there will be eight more villas to be constructed on the left hand side of the 4<sup>th</sup> tee box and one more villa along the left hand side of the fairway on the 9<sup>th</sup> hole. This will provide a total of 50 “keys” of lodging in the Mayacama Residence Club (where casitas count as 1 key and villas count as 2 keys at 840 sq. ft. per key). The new villas will feature some new elements based upon feedback from our current lodging members. The Club is also in the process of seeking approval from Sonoma County with the intent to build more accommodation units constructing inside one building which is expected to add another 12-15 rooms on campus. This would operate similar to an “Inn” or hotel facility by providing members and their guests’ nightly rental options for both Residence and Golf members. It is expected the rooms will be approximately 400 sq. ft. Jonathan mentioned the Club is hearing concerns from members who are finding it difficult to booking lodging and ownership. He feels that this new lodging is important to ensure there are enough rooms available to satisfy the growing demand at the club.

Mr. Clark Winslow asked if Residence Club members would have priority over Non-Residence members. Jonathan confirmed that priority would be given to Residence Club Members.

Mr. Michael Bradley asked if the club would consider building extra casitas. Jonathan stated that one more could be reconstructed in place of the one that was burned down in 2001-2002. He confirmed that there was more pressure on the 3-bed villas and that our balance of villas & casitas at final build out would be adequate (there will be 10 one room casitas vs. 20 three bedrooms villas at full build out and this does not include the additional 12-15 room "Inn" mentioned earlier.)

Mr. Ralph Cohen asked about timeframe and Jonathan responded that the Club was not prepared to take on extra loans or unnecessary risk with any new construction on property. He believes the pace of construction should match the pace of sales. He suggested building the five villas one after another, followed by the Inn and finally the additional villas. The new villa should be finished by February 2015 depending on weather. Three contractors were interviewed and Haskins Contracting was awarded the contract for the current unit under construction. The new villa will have the same floor plan but may have a different color, look and feel. Based on feedback, the club will introduce a larger refrigerator, an oven, warm floor heating in the outdoor harvest room and a better enclosure for the harvest room all of which should make this outdoor space move livable throughout the year.

Jonathan Wilhelm commented that the occupancy is higher than ever but the golf rounds were down compared to previous years. He suggested this was due to people staying on property longer and not playing golf every day. Katie Ciocca confirmed the average stay on property was four days and as much as the full seven days during the peak summer season. In previous years, more "renters" were using the units for shorter stays and today the priority is going to the Lodging members who are simply using them for longer stays and bringing more family and guests who have more interests than simply golf.

Mrs. Rebecca Bradley asked that some of the existing refrigerators be replaced with better functioning units and Greg Brown responded by mentioning the two rooms in question have new refrigerators being sent out as of the date of this meeting. She also suggested the living rooms in the villas be redesigned to include more seating options than the present model.

Mr. Cohen asked about improving the outdoor heaters. Jonathan replied by stating the new warm floor installed in the Harvest Room, better/stronger outdoor heaters and finally the improved enclosure system should keep temperatures at a comfortable 72 degrees.

### **III. New Reciprocal Properties Added to Timbers Collection**

Jonathan Wilhelm passed the meeting over to Stephanie Taylor from Timbers Resorts. In the past year, Timbers have added Bachelor Gulch, Beaver Creek, CO which is the largest property with 650 owners. They will be remodeling soon and introducing upgrades similar to other Timbers Resorts properties e.g. wine cave, owner's suites and fitness rooms. This is a 54 unit property made up of two and three bedrooms. These are sold in 1/12<sup>th</sup> interest shares. One benefit as a TRP guest at Timbers Bachelor Gulch is complementary lift tickets for Vail/Beaver Creek which is a great incentive for a ski vacation.

The 2<sup>nd</sup> property taken over in March 2014 is Kapalua Bay, Hawaii. It currently has 177 owners and TRP members will have preferential rates for the golf courses. There are 62 units with two and three bedroom residences. Any surplus nights are given back and used as hotel rental. There are no preferred rates on accommodation.

In the fall (September-November 2014), Jupiter, Florida will be added to the Timbers Resort Collection, transitioning from Ritz-Carlton. There are 350 owners, 21 two-bed units and 29 four-bed units. All units are standalone ranging from 1,900-2,800 sq. ft. with garage. The property is one mile from the beach. Preferential greens fees are also provided to all TRP stays.

Stephanie Taylor proceeded to talk about the new partners – Mandarin Oriental and BMW. Mandarin Oriental will offer Timbers members VIP status, best available rates, complimentary internet and continental breakfast. They have locations world-wide. BMW are offering driving experiences and tours where members can drive vehicles and other perks and privileges.

Mr. Winslow asked if there was a guide available on ‘how to use and trade time’ under the Timbers Reciprocity Program (“TRP”). Stephanie offered to email the user guide and also a walk through the process by phone if necessary. Katie Ciocca and Danny Hildebrand also offered support to all Mayacama members.

Regarding the TRP program and depositing weeks, Mr. Mascarin asked if the system offered ‘alerts’ to members (to notify them when a preferred property TRP trade becomes available). Stephanie responded by saying Timbers is working on upgrading their systems and expect that it would include alert and notifications, preference center, search by location, week or unit size and the system should be able to email or text the information to the member. Currently there is no alert notification available. In the interim, the Timbers team can keep an eye on available weeks by emailing [trp@timbersresorts.com](mailto:trp@timbersresorts.com) or calling 877-877-4405.

#### **IV. Member Usage & Reservation/Wait List Process**

Danny Hildebrand confirmed that the prime usage of residences was by members booking planned vacation, tournament and championship times and this has presented challenges to both the residence team and members trying to use the property on short notice. People are staying longer (up to seven days) with their families and scheduling their time during the summer months.

This year’s plan selection time is coming up in September. The question was asked about using the property for two nights but not wanting to use a full 7-day planned vacation? Jonathan Wilhelm reminded the attendees in the meeting that use periods are based on seven days and encouraged members to think carefully when choosing their planned time especially during the peak/summer months. It is slightly easier to get short notice and space available from late fall to late spring.

Kate Ciocca also reminded the meeting that cancellations during the 30-60 day period and releasing inventory back to the Club is more helpful to fellow members. Shorter cancellation windows are adversely affecting all members’ ability to use the units as “last minute” cancellations are difficult to fill.

Mr. Cohen & Ms. Millions said they love the club and thought Katie and Danny were doing a great job. However, they found planning three 7-day stays frustrating. Their preference would be to have two 3-day planned stays rather than a one 7-day stay and suggested that members could swap one week for two or three day stays. Greg Brown stated this may be difficult for National members to accept but agreed it makes sense for the Bay Area members.

Mr. Bradley suggested the Club offer an incentive to free up days not in use. He suggested this may alleviate pressure in the summer. He was also interested in having the option of changing one week for two 3-day stays. He appreciated that for reciprocity purposes it would still be a one week trade.

The residence team continues to ensure the waitlist is fair to all members. They try to fill as many short notice requests as possible and will contact members with available time even if it doesn't match their request completely. They commented how crucial and time sensitive this process is and asked members to respond efficiently so they can move to the next member on the waitlist and give as much time as possible to plan their visit. Again they confirmed that residence owners always have priority over golf members.

Mr. Bradley commented that he had high levels of success with short notice reservations but appreciated that this was more difficult for National members.

#### **V. Donations & Gift Certificates**

Katie Ciocca reminded members that if they plan on donating a Mayacama stay to a charitable organization that it had to be one of their planned vacations. The member should contact her so that the gift certificates can be produced on Mayacama stationary. This has been difficult to control in the past. She asked that all donations and gift certificates be booked through the residence team.

#### **VI. Pet Safety & Policy**

There are more dogs on property and Jonathan Wilhelm asked that they be put on a leash to avoid any accidents with cars, the shuttle or bikes. He also suggested that the dogs be kept in crates while the residences are empty. The club must ensure a safe environment for pets so that everyone may enjoy their time on campus.

#### **VII. Other Business**

- i. Greg Brown stated that the new golf carts are much faster than the previous ones (20 mph) and he is concerned about safety. He reminded everyone these are not toys and can only be driven by people holding a valid driver's license. The carts can tip and he asked that members drive safely, i.e. no children driving or dogs on leads running beside the cart. He will contact members directly if there are any concerns regarding safety and misuse of carts.

- ii. Mr. Ed Mascarin said that sometimes he has a villa but doesn't need the additional two rooms. He suggested that members could make this additional space available which would add keys to the club's inventory. He suggested a possible incentive to members for releasing half the unit e.g. waive the room cleaning fee.
- iii. Mr. Matthew Mitchell thanked the team and appreciated all that is done to make Mayacama a magical place and making every experience memorable.
- iv. Jonathan Wilhelm reminded the attendees that the selection process for 2015 reservations starts in September 2014 and that Katie Ciocca and Danny Hildebrand are both available to take any questions. He reminded members not to be discouraged if they don't get their 1<sup>st</sup> choice in the 1<sup>st</sup> round.
- v. Jonathan Wilhelm closed the meeting and said that the minutes would be emailed to everyone. He thanked everyone for attending the meeting and those dialing in.