

Casa Blanca Vacation Rentals, Inc.  
Board of Directors Meeting  
July 21, 2021  
Minutes

The meeting was called to order by Gregg David. Present were Gregg David, Gail Glamm, Ana McMillian Peggy Mock and Susan Geitz. Lee Piver was absent. A quorum was established with all 5 directors present.

Notice of Meeting: The Agenda was posted July 18, 2021.

Approval of Minutes from April 21, 2021: Ana McMillian motioned to approve the minutes as submitted. Susan Geitz seconded the motion. All voted aye. Motion carried.

Report of Officers: Gail Glamm reported the date financials to date.

Committee Reports: a) Personnel Committee: Peggy Mock commented the committee will be meeting very shortly. b) Rental Committee: Ina Savage gave the report on behalf of the Rental Committee including discussions regarding the cleaning fees, discount for long term stay in season, linen service, guest request for reimbursement and cabana reservations. (Copy of report Attached)

General Manager's Report: Ina Savage reported on occupancy, beach web cam, marketing subcommittee, FaceBook followers, TripAdvisor status, Floridarentals.com listings and property concerns during the Summer. (copy of report attached)

Old Business: Cleaning Fees: Ana McMillian motioned to approve the recommendation by the Rental Committee to charge new reservations the cleaning fee effective immediately. Susan Geitz seconded the motion. All voted aye. Motion carried.


New Business: a) Guest Request for Long Term Stay Discount: Ana McMillian motioned to approve the recommendation by the Rental Committee to deny the request for a long-term discount. Susan Geitz seconded the motion. b) Linen Service: Gail Glamm motioned to approve the recommendation by the Rental Committee to accept Sunshine as the new linen vendor. Peggy Mock seconded the motion. All voted aye. Motioned carried. c) Guests' Request for Reimbursement: Ana McMillian motioned to approve the Rental Committee recommendation to reimburse the guests 50% of one week's rent. Gail Glamm seconded the motion.


Comments from Owners in Attendance: Richard Marschner made comments regarding bed coverings.

Comments from Owners in attendance:

Next Meeting date: August 18, 2021

Adjournment: Ana McMillian motioned to adjourn. Gail Glamm seconded the motion. All voted aye. Meeting adjourned

  
Submitted by: Ina Savage, General Manager  
On Behalf of Ana McMillian, Secretary  
Casa Blanca Vacation Rentals

  
Date

**Rental and Marketing Report**  
Meeting – Friday July 16, 2021

**OLD BUSINESS**

**Cleaning Fees:**

Recommendation: Effective immediately, charge new reservations the cleaning fee. It is loaded into the computer for online reservations. The recommendation is based on current trends with neighboring properties. Guests currently are paying the fee when it was added to the system for new reservations without questioning the fee.

**Discount for Long Term Stay in Season**

If an individual owner wishes to give a discount it is fully acceptable. However there will be no across the board discounts available in season.

**Manager Report** - Attached

**NEW BUSINESS**

**Linen Service**

The current vendor for our linens is not providing the service or quality that Casa Blanca expects. They have been unable to supply adequate inventory for the past 4 months. The disruptions include CBVR personnel having to wash, dry and fold items that are necessary for housekeeping to stock apartments and villas. The current business has diminished and cannot be trusted to ensure CBVR receives what is needed in a timely manner.

Recommendation: To terminate current Vendor and accept Sunshine Linen service as our new Vendor.

**Guest Request for Reimbursement**

Two guest letters with photos were received requesting refund for their stay due to the Rodent problem in the Apartments. – Recommendation: CBVR issue refund 50% of the week with apology letter for inconvenience.

**Cabana Reservation Policy Discussion**

Guests have been monopolizing the Cabanas for the entire day for their party of friends. The Cabanas are an amenity for all guests. If a large family or group wishes to have an exclusive cabana, we will recommend "Shade for You" Company to rent for their daily or weekly use during their stay. This will be stated in the welcome letter.

Meeting adjourned

**Rental Committee in attendance:** Ina Savage, Gail Glamm, Peggy Mock, Deb Phelps, Lynn DeKorte, Jan Martin, Pam Kissel, Paula Hostetler and Barbara Williams

**CASA BLANCA VACATION RENTALS**  
**RENTAL COMMITTEE MEETING**  
Tuesday, July 13, 2021

For Committee Discussion

1) Cleaning Fee Charge to Guest:

The Board of Directors approved the previous recommendation for the guest to pay the cleaning fee for new reservations with an arrival date on or after January 1, 2022. "Recommending this be changed for new reservations with an arrival date on or after August 1, 2021"

The recommendation is based on current trends with neighboring properties and guests paying the fee when it was added to their system for reservations this without questioning the fee.

2) Discount for Long Term Stays in the High Season:

Previous policy approved in 2016 by the Board of Directors at that time was to not allow discounts for longer reservations in the high season. As someone has reached out to the current Board with this request the Committee is asked to evaluate keeping the current policy or altering it.

3) Linen Service:

Management is requesting the Committee to review a proposal submitted with this package for a new linen service for the following reasons:

- Current vendor has been unable to supply adequate inventory to service Casa Blanca for the last 4 months
- The lack of adequate supply by the current vendor has caused disruption to operations at Casa Blanca
- The disruptions include CBVR personnel having to be removed from their regular duties to wash, dry and fold items that are necessary for the housekeeping vendor to stock apartments and villas
- Management and office personnel have spent over 40 hours each in the last 2 months to assure there is adequate inventory for departure cleanings
- The integrity of the current business has diminished and cannot be trusted to ensure CBVR receives what it needed in a timely manner
- The disruption in service created a hardship on CBVR and the housekeeping vendor

- 4) Guests' Request for Reimbursement: 2 guests are requesting compensation due to a rodent issue in the apartment building.
- It was reported by a few guests there were rodents in a few apartments
  - Guests were advised to put all food in a seal tight place such as the microwave or refrigerator
  - Maintenance and pest control personnel worked to inspect each affected apartment and common areas to determine the area of intrusion.
  - All viewable areas were sealed
  - Guests chose not leave and receive a refund of future days.
  - Incoming guests were called and advised of the situation. They were given the option to keep their reservation or cancel without penalty.
  - The 2 guests requesting compensation were already at Casa Blanca when this occurred.

5) Cabana Reservation Policy Discussion:

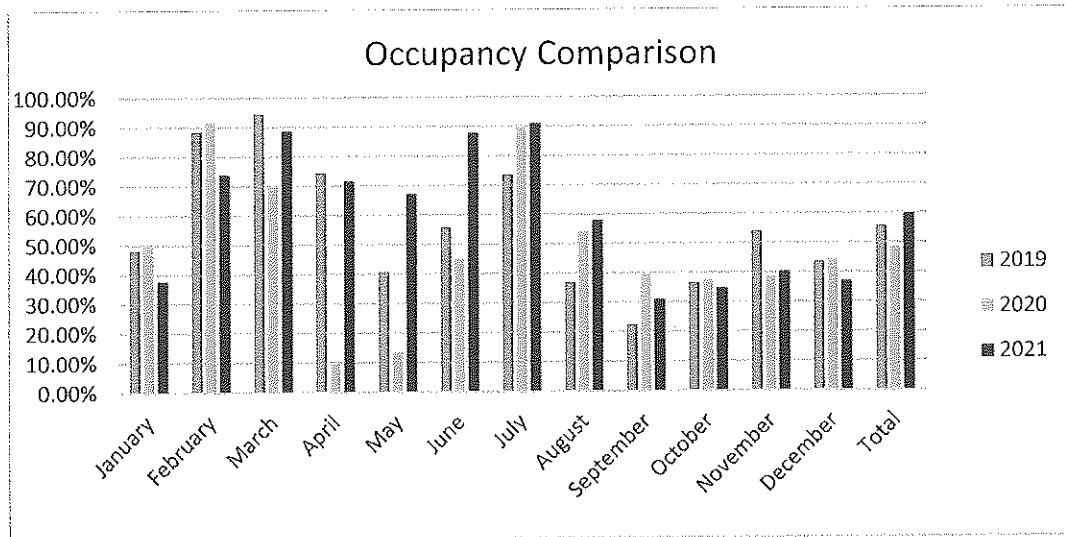
This year there have been complaints by other guests and captured on camera of guests "camping" out under the cabanas therefore not allowing other guests the ability to enjoy this amenity. The discussion is for how can CBVR control this from occurring in the future during busy seasons.

- Create a reservation system during certain times of the year (March, April, June and July)?
- Charge for guests to be able to reserve it for their use?
- If creating a reservation system, what is duration of time that can be reserved by each party? (4 hours)

Casa Blanca Vacation Rentals, Inc.  
General Manager Report  
July 21, 2021

General Update:

- Occupancy- Overall the projected occupancy for 2021 is 60.07% This surpasses any occupancy since reporting started in 2017



- Web Cam – New beach camera was installed July 15, 2021. Tech support will on site the week of July 18<sup>th</sup> to assist with adding back to the website.
- Marketing Subcommittee met in May to discuss opportunities including weekly FaceBook posts, posts for holidays and occasions, inexpensive marketing opportunities, promote positive online reviews and the marketing budget.
- FaceBook followers up to 838. Surpassed the goal of 800 set for the year.
- Casa Blanca moved up to #12 under specialty lodging on Trip Advisor.
- 103 Reservations booked through VRBO/HomeAway for 2021. Almost 4 times more bookings than 2020. 47 properties are registered with VRBO/HomeAway
- 37 properties listed with Floridarentals.com. 68 inquiries to date. Tracking actual reservations is more difficult than with VRBO/HomeAway. Working on new procedures for tracking.
- The week of July 11<sup>th</sup> was a challenge if not more challenging than spring break this year. Under the circumstances guests were given the included letter to sign and return to the office. Any request for the same dates next year will be evaluated for approval from Management. A letter to guests is attached to this report for Board review.