



Mayacama Residence Association
Minutes of the Annual Mayacama Residence Club Meeting
Wednesday, September 5, 2018

The annual Mayacama Residence Association meeting was held on Wednesday, September 5, 2018 at 10am PST within the Boardroom of Mayacama Golf Club, in Santa Rosa, California.

Board of Directors Present:

Jonathan Wilhelm – President
Greg Brown – Treasurer
Danny Hildebrand – Secretary
Brian Hill

Residence Members Present:

Bill Gundry
Ralph and Susie Cohen

Conference Call:

Jim Henry
Tom Werdel

1. Welcome

Jonathan Wilhelm called the meeting to order at 10:02 and introduced all of the Mayacama representatives in the room and acknowledged the Residence Club Members attending in person and the members on the conference call.

2. Fire Recovery

Jonathan began by letting everyone know that it has been a long process of recovery since the fires on October 9, 2017. He said that the Club is still dealing with the recovery on a daily basis. Every single curtain on property needed to be replaced from smoke damage. We are looking at 6-8 more weeks until the curtains have been installed in all Residence Club units. We also have new furniture updates for the casitas that will be coming soon. We have finally just received our permit to have the Maintenance Building repaired after the extensive fire damage. All fire-destroyed bridges have been replaced and the waste water treatment has also been fixed. We have also just purchased a Fire Suppression Tank that will be portable. It is a 500 gallon tank that can be transported quickly. Our insurance coverage from the fires was sufficient, except for the damage to the bridges. The costs to replace all the bridges were approximately \$300,000 and we were only covered for \$100,000. We never anticipated that we would lose all the bridges at one time.

A member asked who our insurance company is. Jonathan answered stating that we are covered by CIG Insurance, who has several golf club clients throughout the state. Since the fire, the Club has taken the appropriate measures to increase insurance levels to match or exceed current estimated rebuild costs for all assets. We have also fully updated the property to be current with fire preventative measures. As Resident Members, please let us know if you see anything that you feel should be taken care of to prevent fire damage. We truly value your concerns.

3. Villa Construction

As most everyone knows, four 3-bedroom villas are currently under construction. The first 2 villas are expected to be ready by November/December. The remaining 2 are projected to open early 2019. These units will be allocated to all members, both Residential and non-Residential and are being sold as whole ownership units and fractions as well.

Bill Gundry asked if there was a plan to update the current Villas and Casitas so they have the same amenities as the new. Jonathan responded stating the collective majority of Residence Members would need to be in agreement to do improvements, the cost of which would be an assessment. It might be approximately \$30,000 per unit, which would be approx. \$1,000 per member. Jonathan will get together with the contractor that is constructing the new villas and put together some numbers for updating the current Villas and Casitas and test everyone's pulse on it.

4. General Club & Membership Update

Greg started by stating that because of the fires our 1st quarter membership sales were nonexistent. 2nd and 3rd quarter really picked up with a total of 31 new memberships sold:

- 8 Residential
- 3 Vintner
- 7 Charter
- 2 National
- 1 International
- 6 Social
- 4 Fire Relief Memberships (no deposit, just dues)
- **Currently we have 510 Active dues paying members.**

Greg reported that our operating revenue for 2018 is down, largely because of the fires. This is mostly due to the loss of income from weddings. Typically weddings are planned December – February and since we had fire damage, we had very few people looking at our venue for a wedding site with many vegetative areas still blackened. We typically have 8-10 weddings per year and this year we have had only 4. So unfortunately we don't expect to meet budget for this year due to a decrease in events and also an increase in wages. We are doing our best to control expenses and the biggest challenge is payroll. From research we have found that this is throughout Sonoma County. Hourly rates have risen because of the demand for quality employees. A lot of people have moved out of the area after the fires. There is a housing shortage and the cost to live in Sonoma County is pushing people out. For an example, Mary's Pizza Shack in Windsor has a \$2,500 signing bonus. We also have competition with a new hotel in Healdsburg, Hotel Trio that is hiring employees at higher starting wages. Jonathan commented that we are also seeing a shift with the 2nd generation of our immigrant employees. They are not taking the jobs that their parents have had with us. Greg went on to say that we have been diligent in developing new strategies to retain our

employees and to hire new quality staff members. Our mission is to keep talented people that work hard and treat our members well. We have recently created the “Employee Spotlight” in our monthly Connection to members. The idea is to give our members an insight as to who our employees are so they can appreciate where their dues and fees are going.

A member made a recommendation stating they appreciate the “no tipping” policy but were wondering if we would consider implementing a supplemental tipping policy so that members can add a tip for great service.

Greg also suggested that we think about allowing member-sponsored guests to have their wedding here at a higher price point.

5. Clubhouse Construction Update

Jonathan began by letting everyone know that the permits for the clubhouse remodel have triggered “code updates”. We are addressing new requirements for Handicap/ADA Access. We are working at getting these done and should have some clarity on these permits in the next couple of weeks.

We are excited to let you know that all of the Casitas will be getting new furniture. Our designer team, J Banks Design was here recently to go over all the details. The Casitas will also have new paint and smart televisions installed. The cost for these updates will come from our reserve fund. This project is scheduled to start in January and completed by early March.

A member put in the request for supplying additional serving dishes and utensils in all units, so that it would be easier to entertain. Jonathan said that this could be done right away and that we would look into providing these as long as there is storage space available. He continued by stating that Club Mgmt. would encourage members to send a list of items they would like to Danny and Brian. Danny also added that he would take a survey to see what items members would prefer.

A member posed the question of converting the indoor fireplaces with a gas insert. Jonathan responded saying that we have propane which is a dirty gas and a lot of members have said they prefer the log fireplace. With that said, we will still have Danny and Brian take a survey.

A member questioned if we have had a problem with thefts, especially since most people leave their units unlocked. Greg stated that in the 14 years that he has worked here, we have had only 2 reported incidents and they were both employee theft. Both employees were caught and terminated immediately. Greg continued letting everyone know that we have recently added additional security cameras. Jonathan added that he just sent out an email to the executive staff stressing to consistently remind your staff the importance of turning in any found items. A few weeks ago a member said they left \$400.00 in their room. Our staff turned in the money which was actually \$500.00.

6. Residence Club Update

Danny reported that our Reciprocity program is becoming a strong success since 2016 when Elite Alliance joined us. Our members are starting to try out new places and are learning the system. Elite Alliance has and is continuing to add exciting new properties. Mayacama is one of their top properties and is usually listed as sold out. Danny stressed to not assume that there is no availability at a property just by looking at the Elite Alliance website. It is very helpful to call EA and let them know which property you are interested in and your requested dates. The EA staff is extremely helpful and knowledgeable. Some members have created a connection with their staff and really enjoy talking with them. Danny did state that the system is not easy to understand so he will put together some "Elite Alliance Cliff Notes" and send to all residence members.

Greg pointed out that some Mayacama members have complained that these EA members are taking over Mayacama. In the past year, EA members have had only 58 rounds of golf, compared to Timbers members who had 119 rounds and Mayacama members who had 12,000 rounds. This fact proves they have very little impact on golf course access.

7. Internet/Infrastructure

Danny was happy to report that we have a new internet provider, Comcast, who has installed fiber-optic cable all the way to the clubhouse. This will be extremely beneficial for Netflix, Amazon Prime TV and will be especially nice with the new smart TV's. The club is ready for the future and should have adequate bandwidth for the next several years.

Danny also wanted to let members know that many carriers offer Wi-Fi calling and it really works. Simply switch your phone to Wi-Fi calling in "settings". When you are on property just ask Danny or Brian if you need assistance in doing this. They are happy to help.

2019 Selection Process is coming up! Forms will be sent out on September 15 and are due back on October 1st. Danny and Brian love this time of the year and are looking forward to talking with each Residence Member to plan their stays at Mayacama in 2019. Danny wanted to point out to make sure to put your special requests in the "Notes Section" of the selection process forms. They will do their best to accommodate everyone's needs. It is their pleasure to assist you.

It was also pointed out that there are still a lot of last minute cancellations. It is requested that the more advance notice you can give the better for everyone. We have a lot of members on a waiting list and would love to be able to fill empty slots.

8. Closing

Jonathan thanked everyone for their time, comments and questions. He stated that the next couple of months are extremely busy with a lot of tournaments. We have good momentum in Sonoma County and we look forward to growing our business at Mayacama. He closed in saying that he feels the best membership we have is our Residence Program and truly values each and every member. If he had to do it all over again, he would have just done a Membership Program. It is truly the best way to experience Mayacama and the best value for your money!

Jonathan closed the meeting at 11:05am and thanked everyone that attended and those that dialed in.

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