



Mayacama Residence Association

Minutes of the Annual Meeting for All Residence Club Members

Wednesday, October 8th, 2025 | 2:00 pm PDT

The annual Mayacama Residence Association meeting was held on Wednesday, October 8th, 2025, at 2:00 pm PDT within the Dining Room of Mayacama Golf Club in Santa Rosa, California.

Board of Directors Present:

Jonathan Wilhelm – President

Brian Hill – Secretary

Geoff Gomes – Treasurer

Also Present:

Patrick Wilhelm – Owner

Morgan Olhiser – Marketing & Communications Manager

Mayacama Members Physically Present:

Larry & Joan Webb

Dave Powell & Patricia Reynolds

1. Welcome

Jonathan Wilhelm called the meeting to order at 2:03 pm and thanked everyone for attending the meeting, whether in person or via conference call. He then moved to approve the minutes from the 2024 meeting, motion was approved.

2. General Club & Membership Update

Jonathan reported that the fourth quarter is underway, and the year has been very active overall. Budget numbers remain strong.

Golf Operations: Rounds of golf continue to reflect weather conditions; a mild winter led to a busy summer season. The Club is projected to finish around 20,000 rounds for the year — the second-highest total on record, following 21,000 during the COVID year. In 2024, rounds totaled 17,800. Final results will depend on November and December weather, but current pace is on track.

Food & Beverage: Food & Beverage performance is above plan. In addition to strong à la carte use, the wedding and event business has rebounded to near pre-COVID levels. Mayacama hosted six weddings and several large celebrations or anniversaries. The year's final major event, Lambert Bridge Winery's 50th Anniversary, will host approximately 225 guests. À la carte dinner will be closed that evening to allow the team to focus fully on execution. Jonathan noted that large events like these help balance Food & Beverage finances, which are traditionally a loss leader for private clubs, while keeping operations efficient throughout the year.

Course Conditions: The golf course remains in excellent condition approximately 98% of the time. About a month ago, turf decline was observed in some areas of the first-cut rough, later identified as a fungal disease common at many clubs but new to Mayacama. Aeration, reseeded, and fungicide treatments — along with recent rainfall and cooler weather — have already produced strong recovery. No major course changes are planned; annual bunker and tee projects will continue on six to seven holes per year.

Budget & Planning: The Club is currently finalizing the 2026 budget, expected to be completed by mid-November. Geoff is leading much of the capital planning work, which will also include residential improvements that Brian will address later.

Fire Season & Local Conditions: Jonathan expressed relief that 2025 brought no major fire events. Santa Rosa officially declared the end of fire season following recent rains. While fires remain a regional concern, response times have improved dramatically, with rapid air support often deployed within minutes. Local mitigation efforts — both at Mayacama and by nearby homeowners — have helped reduce risk through early-season fuel management.

Overall, Jonathan summarized 2025 as a strong and stable year with solid golf activity, strong Food & Beverage performance, and positive local conditions heading into year-end.

a. Insurance Update

Jonathan noted that although Mayacama has avoided major fires in recent years, insurance premiums have not decreased. The Club continues to secure full coverage annually, with total insured value now at \$83 million across villas, casitas, and common structures. Two years ago, only partial coverage was available; the HOA subsequently voted to expand protection, with most members supporting the added cost for peace of mind. Coverage renews each March, and no difficulties are

anticipated for the coming year. The California Fair Plan remains part of the layered policy structure, and while it changes annually, the broader market has shown signs of improved stability.

Question (Clark Winslow): What does that \$83 million in coverage cost annually?

Jonathan: The Club's total premium is approximately \$850,000 per year, with \$700,000–\$750,000 attributed specifically to the Residence Club. The new 600 Series Villas cost roughly \$45,000 per building, reflected directly in those HOA dues. The older villas near the 3rd tee average \$24,000–\$25,000 per building, and casitas fall proportionally lower. Insurance is allocated by building type, ensuring that smaller-unit owners do not subsidize larger properties.

Clark Winslow: It sounds similar to post-2017 rates — I remember about \$900,000 in 2018.

Jonathan: That's correct. We're now getting greater coverage at a slightly lower cost, as the market has improved. The same policy would've been about \$1.5 million several years ago. The California Fair Plan contributes a \$20 million policy on the clubhouse, which we layer additional coverage on top of. While annual fluctuations are unpredictable, maintaining comprehensive coverage is the priority. The Club will review renewal terms early next year and monitor developments around the Fair Plan's solvency following the Palisades fire.

b. Construction Update & Pool Completion

Jonathan reported that construction is now fully complete on the 600 Series Villas, the new pool, and the pool house infrastructure. Feedback from Members over the summer was very positive. The new pool and hot tub will be heated year-round, unlike the main Mayacama pool, which typically closes after the summer season. Jonathan clarified that the new facility is intended as a Residence Club amenity, available to Residence owners, their guests, and occupants staying on property.

The space is designed as a “quasi-adult” pool — a quiet, relaxed environment rather than a family recreation area. Children of Residence guests are welcome to swim when accompanied by parents, but the pool is not meant for play or noise. In practice, usage this year was light, as most families gravitated to the main pool with its bar, games, and social activity.

Looking ahead, the Club plans to allow adult Members (18+) to use the Residence Club pool even when not staying overnight, maintaining its quiet atmosphere while expanding access. Jonathan emphasized that the intention is to preserve a peaceful setting for reading and relaxation, especially in respect to nearby residences. Feedback from Members has been positive, and any future adjustments will be communicated accordingly.

He then turned the discussion over to Brian Hill for a Residence Club operations update.

3. Residence Club Update

Brian thanked Members for their patience and understanding during a period of staff transition. Former Residence Club Assistant Ashley Parcher, who had been instrumental in managing the program, recently departed for another opportunity. In her absence, Brian has been handling most

of the Residence Club workload himself, with assistance from Danny and Morgan, who previously held the same role. Jonathan added his appreciation for Brian's efforts, noting the complexity of the position and the volume of work involved during the busy selection season.

Looking ahead, Brian outlined a few improvements planned for the coming year:

- **Sustainability Initiative:** Installation of reverse osmosis water systems in Residence units to reduce single-use plastics and provide filtered, high-quality drinking water without bottled waste.
- **Casita Maintenance:** The maintenance team has been inspecting and reinforcing decks and roofs, addressing worn areas, and applying fresh stain to revitalize the outdoor spaces.
- **Reservation Policy Reminder:** Space Available and Short Notice reservations are intended for Members and their immediate family only, not for outside guests.

Brian closed by expressing his appreciation to Members for their continued support and emphasized his commitment to maintaining a high-quality Residence Club experience as the program continues to evolve.

4. Selection Process Change

Jonathan explained that the Residence Club selection process was adjusted this year on a trial basis to make the program more balanced and beneficial for owners. Historically, Members placed most of their three planned weeks during the high season (May–October), which created scheduling pressure. The new approach encourages more even distribution throughout the year and aims to free up Space Available and Short Notice stays during the busy summer months.

Jonathan noted that many summer weeks still go unused due to last-minute cancellations, often making the Club appear more full than it is. To help mitigate that, the Club reintroduced the Residence Club Forum — an online tool where Members can communicate and trade weeks directly — though participation has been limited. The current changes will be evaluated after the season to determine whether to continue or revert to the prior system.

So far, early results are promising: Brian reported that last year, 84% of Members received their first choice in the first round; this year, that number improved to 90%. Jonathan added that success will ultimately be measured by how Members feel after next summer — particularly whether those who typically plan later found it easier to secure desired weeks.

Question (Sarah Zarcaro): Could the Club provide a real-time calendar for available stays rather than relying on emailing Brian?

Jonathan: A real-time system would absolutely be helpful. We've discussed automating the scheduling process, but the variety of unit types makes it complex — more like managing a Rubik's Cube than a hotel system. For example, partial-week availability is difficult to surface in real time. We'll continue exploring solutions and may even consult with an AI specialist to see what's possible.

Question (Michael Bradley): Would it be possible to add a third selection round? For instance, if my first choice is May 15 and my second is May 22, I wouldn't want both if I got the first.

Brian: Many Members already clarify those preferences in their notes, which is very helpful. Please continue to include as much detail as possible — for example, if you want only one of several requested weeks.

Jonathan: We're always open to refining the process. A Member survey after this cycle may help guide future improvements.

Question (Larry Webb): It's obviously a complicated system, but Brian — it's clear you care about getting everyone the best outcome. We appreciate it. We just don't know what our number is or where we stand.

Question (Joan Webb): When you join as a new Member, do you always start high on the list?

Brian: Your selection position corresponds to your membership number, which rotates each cycle.

Joan Webb: And when you reach number one, does it reset to ten?

Brian: Yes — it cycles in threes: from one to eight, then five, then three.

Jonathan: You don't always start at ten — you inherit the selection position tied to your residence when you purchase it.

Question (Dave Powell): If May through September is the prime season, why are the priority dates listed as November through March?

Jonathan: When I say “prime season,” I really mean April through October plus Thanksgiving. May is one of our busiest months, creating the most scheduling pressure. Most Members also reserve the three-bedroom units for their main weeks, further tightening availability. The change may also open more Short Notice and Space Available opportunities for those larger units.

Jonathan closed the topic by thanking Members for their input and confirming that data and usage statistics will be shared once available to help evaluate the success of the new system.

5. Residence Resales

Jonathan reviewed the current state of Residence Club resales, noting that activity had been slow over the past several years due to a combination of factors — the 2017–2018 fires, limited travel during COVID, and competing luxury ownership products that diverted buyer attention. As a result, the resignation list grew longer, with some Members adding their names preemptively in anticipation of long wait times. While understandable, that perception has made resale conversations with prospective buyers more challenging. The good news, Jonathan reported, is that momentum has picked up. Four Residence Club sales closed this year — one in January and three since late August. Three Members have already been refunded from the resignation list, and a few more sales are

currently in escrow. Developer inventory is nearly depleted, with only two or three units remaining, meaning future transactions will be almost entirely resales.

Jonathan emphasized that the Residence Club remains one of Mayacama's best values. Compared to hotel or villa rentals that can range from \$1,500 to \$4,500 per night, ownership provides an affordable and flexible "home away from home." Sales have been strongest among Bay Area buyers, who view the offering as an appealing alternative to standalone Charter Membership, now priced at \$125,000 non-refundable (or roughly \$300,000–\$325,000 with a Residence share). If current momentum continues, the Club anticipates ending the year with seven to eight sales, setting a strong foundation for 2026.

Question (David Bailey): What prices are resales currently closing at?

Jonathan: We've lowered the price from about \$400,000 to \$325,000, netting roughly \$310,000 after commission. Members on the resignation list can, after two years, set their own price if they wish to sell more quickly. Ultimately, it's about matching the right buyer with the right product — the one-tenth ownership model fits a particular family lifestyle and travel pattern. Recent sales of quarter shares in the newer villas, priced near \$1.4 million, show continued interest in larger formats. The Club is also exploring ways to make the three-bedroom residences more flexible and usable during high season.

a. Resale Mitigation Strategy

Jonathan outlined several initiatives to reduce the backlog and strengthen long-term value for all Members:

- Identify owners on the resignation list who are ready to sell and determine a realistic "strike price."
- Offer those opportunities first to current Residence Club Members interested in increasing ownership from 1/10 to 1/5.
- If not absorbed internally, market those resales externally as Member-owned units, allowing new buyers to step directly into existing contracts.

These efforts aim to shorten resale wait times, create value for existing Members, and encourage "hedgers" to remove their names from the list as they see progress. The list currently includes about 58 Members, expected to settle in the mid-50s by year-end. Jonathan noted that most recent additions are from Members who have since purchased homes locally or upgraded into new units.

Question (David Bailey): Would raising the Golf Club initiation fee make the Residence Club look even more attractive?

Jonathan: Yes — as the Golf Club initiation has increased to \$125,000, the Residence Club has become comparatively more appealing. We're considering a further increase to \$150,000, consistent with other clubs nationwide. After the 2008 recession, initiation dropped as low as \$65,000, but the

current market can now sustain higher levels. Importantly, Residence Club Members receive a 33% discount on golf dues, which now represents a \$12,000–\$14,000 annual savings versus standalone Charter dues — a major selling point we’ll emphasize moving forward.

Question (Clark Winslow): Who should Members contact about their individual position on the resale list?

Jonathan: Please reach out to me or Danny directly. Brian is managing Residence operations and selection logistics, so I’ll handle all questions related to the resignation and resale list.

6. Open Forum

Jonathan opened the floor for final questions and comments on resales and the Residence Club program.

Question (Joan Webb): Approximately how many total Members are there — both Residence Club and Golf?

Jonathan: Mayacama currently has about 560 Members across all categories, including roughly 125 in the Residence Club. The breakdown is approximately 275 Charter, 150 National, and 80 Social Members (now sold out), along with 37 Vintner Members, down slightly from 40 due to challenges in the wine industry. Jonathan noted that vintners are navigating a difficult period — younger and older consumers alike are drinking less, leading to oversupply, reduced tourism, and some vineyard consolidation. While the market is adjusting, wine country remains one of the most visited destinations in California. The Club continues to support its vintner partners through promotions and wine offerings despite the industry headwinds.

Question (Michael Bradley): We’ve been members for 25 years, and I just want to say how pleased we are. Your team is always professional, responsive, and helpful — we’ve had a great experience.

Jonathan: Thank you, Mr. Bradley — I really appreciate that. Our mission is always to exceed Member expectations, and feedback like that reinforces our efforts.

a. Golf Operations Update

Jonathan addressed a few operational topics, including course activity and pace of play. While rounds are slightly ahead of last year, overall play levels remain healthy and manageable. For context, Lake Merced and Meadow Club each do about 36,000 rounds annually, nearly double Mayacama’s volume.

Recent Member feedback suggested the course felt more crowded during peak hours (9:00–11:30 a.m., Wednesday through Sunday). To address this, the Golf Shop and Outside Services team are taking a more active, hands-on approach to spacing and pairing groups, without moving to formal tee times. Caddies are being asked to hold groups on the first tee until the preceding group reaches the green, helping smooth the flow during busy periods. Jonathan emphasized that the no tee time

culture remains a valued part of Mayacama’s identity but acknowledged the need for small operational tweaks to preserve a positive experience.

He reminded Members that pace of play is important, but enjoyment comes first — it’s not a race. Some adjustments, such as members-only play during peak windows, could be considered if needed, though the course remains one of the easiest places in the region to “get a game.”

b. Caddie Program

Jonathan provided an update on the caddie program, which remains central to Mayacama’s golf experience. During COVID, the Club temporarily allowed push carts and single carts for safety reasons, which led to four players using four separate carts — a scenario Jonathan joked looked like “polo on wheels.” While it briefly increased cart revenue, it also highlighted the impact on walkers and caddies.

Since then, the Club has scaled back those allowances to protect the caddie culture and course experience. Members have continued to support the caddies even when not required to take one, which Jonathan praised. The Club has never introduced push carts by design, as they gradually erode the caddie model. Minor adjustments will continue where appropriate, but no major changes are planned — the caddie program will remain a defining feature of Mayacama golf.

Question (Dave Powell): This has been incredibly helpful. We’re new Members, and a lot of this process has been opaque to us coming in. Is there a similar annual meeting for the Golf Club — not just the Residence Club?

Jonathan: We don’t hold a formal all-member meeting, but we do have a nine-member Advisory Board of Governors that meets throughout the year. The Club also distributes an annual Golf Club update and year-end letter covering operations and financials. A larger “town hall” meeting isn’t currently part of the schedule — though it’s a good idea and something we’ll keep in mind.

Dave Powell: Just in this last hour, I’ve learned more than I have all year — thank you.

Jonathan: Appreciate that — and that’s great feedback. We may look at creating a more thorough orientation process for new Members to walk through the finer points of Club operations.

c. Additional Club Updates

Jonathan added that due to strong interest and lengthy waitlists, the Club will introduce a second Member-Guest Tournament next year, scheduled for late March. The September event remains the flagship, but the additional spring tournament will help accommodate demand.

For Residence Club Members, those who book a stay during the March event — and hold an eligible membership type — will automatically receive entry into the tournament, similar to the September system. Priority will be given to Members who were waitlisted for the fall event.

d. Closing Remarks

Jonathan thanked all attendees for their participation and engagement, noting that this was one of the more efficient meetings in recent years. The Club will distribute meeting minutes and follow-up details to Members. He closed by expressing appreciation for Members' continued support and constructive feedback, reiterating Mayacama's commitment to delivering exceptional experiences and maintaining a strong sense of community.

Jonathan Wilhelm called the meeting to a close at 3:02pm PDT.