

DIRECT LINE SUBMISSIONS

Tuesday June 14, 2022

Every resort we have been at 30 days or more you pay electric, why are we not doing that. They go to the sites right the number down and again when you leave. This is not every renter but the times that it happens, the owner can receive compensation. I also want E bikes and electric cars to be addressed. Recently seen a car getting charged on a lot. By the time the owner pays POA, property tax, water overages, electric, maintenance and insurance we get about 15.00 a day if that. I know it is a choice to be on rental program but it is not worth it to be on rental program. It is costing us more money, bigger coaches more electric items.

Answer:

You raise valid points regarding the electricity costs that an owner pays for rental guests, and this issue has been discussed for several years.

With regard to e-bikes and electric cars, in my research, the cost to charge an e-bike battery is only about 5-8 cents. For an electric car, the cost is about \$6 to fully charge it, so depending on how often the guest has to charge the vehicle, it certainly could add up. One idea that has been suggested is to install one or two electric charging stations in the parking lot that users would pay to use.

With regard to charging the renter who stays longer than 30 days, while that sounds logical, I'm curious about the scenario of a lot that is booked say for 3 months in a row, but by several renters, none of which is longer than 30 days. In that case, none of the electricity cost would be born by the renter. What this shows is there are nuances to every idea that need to be considered.

Thank you for your feedback on this issue. I agree that this topic deserves serious discussion and I will add it to the agenda for a future board meeting.

Sunday June 19, 2022

WHAT ARE OUR DEMOGRAPHICS? I understand you want to start somewhere however please do not proceed with further surveys until you know what our demographics are. Who are the owners? How old are they? Retired? If not, when? How much time do they spend in the Resort? What months? Kids/grandkids that visit. Ages? What amenities do they (owners) use? What do they do when on HHI? What months? How long have they been motorhoming? Do they rent their site? What are their priorities/visions for the park? THEN find out who our primary renters are: ages, family/kids/grandkids. Ages of kids. Size of their group. How often and when do they visit? How long do they stay? Do they plan on returning? What did they like/not? Their Suggestions.

Understanding WHO you are marketing to is critical before you go further. I am concerned that the vision for our future is not focused on the proper demographics. The recent survey seemed (to me) to lack choices that our actual demographic would choose. For example: no option presented to temporarily cover and heat the pool in the winter. If you want to boost rentals, that would certainly bring in longterm winter rentals and make us a competitor with Florida! What about a lap lane? Every morning at our pool, there are adults trying to swim laps. Most families with kids are limited to summer travel and do they even own a motorhome? Why so much emphasis on features for kids? Did you ever think that attracting more roudy kids might actually deter other age groups from coming (like the people with \$\$\$\$ who csn afford to stay longer and possibly buy a lot)? Also: why so much focus on rentals? What about the owners?? What options do we want? (Fire pit? Covered pavilion? putting green?) Sadly your survey was so skewed towards trying to compete with the new trailer park at the golf course, I think you lost sight of the most important people in the equation . Please find out the demographics first, before you proceed further. Thank You.

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Answer:

Thanks for sharing your ideas on Direct Line. I will share your thoughts with the whole committee. The simple answer to your question on why we focused on what we did was, these were the ideas submitted first to the committee. All ideas included in the first survey were submitted by owners and in the next one we will cover ideas for the central activity area submitted since this first survey. In a couple of days we will be sending out an email link just for sharing ideas with the committee. As mentioned in earlier communications, there will be several surveys for owners and one sent to renters. We are not coming up with ideas so much as pulling together ideas that come from owners and renters, determining their depth of support among owners and renters and then developing a plan based on what we learn. Only then will we apply our own thinking to what owners and renters have told us. We will certainly include your ideas for a lap pool and a putting green in the next survey. The fire pit was not included in the survey because it is a feature we already have that is in woeful need of updating. That will be done and does not require a vote. We are focusing on things that would require a vote. I am glad that you and others have brought up the pavilion again. We did not include it on this survey as owners already voted that idea down a couple of years ago. However, enough owners have mentioned it again since this first survey that we will certainly address it in the next one.

I want to be clear, this process is not about competing with the new resort by the golf course. Our concerns go way beyond that. In today's mobile America we are competing with the new norm among upscale resorts period. The "rules" have changed for what is considered "upscale." Consumers are expecting more today and our resort is quite frankly dated. It is time to think beyond today to the future of resorts like ours. We are blessed with a uniquely wonderful location and an unmatched tree canopy that new resorts cannot touch. On the other hand, our amenities are built for decades ago. We are asking the owners to stretch their thinking.

1. Thank you for your reply. Respectfully, you did not address my main concern about finding out what our demographics are which is critical to informed decision making. It would be great if you could discuss that.

2, I also have a concern that your survey is posted on Google and requires respondents to have a gmail account. Not everyone uses gmail, so you are excluding a number of owners. Why didn't you use Survey Monkey which does not have a particular email service?

I look forward to a reply regarding the MAIN point of my direct line: our demographics.

Answer:

I apologize for not answering your first question and am grateful to Karen for answering your second. Your question on demographics is a savvy question and I have had to think about it a lot. Demographics are such an important marketing strategy—especially when the desired market is known and their exact location is not. For example, in marketing my nature photography I discovered the people buying my higher price/higher profit photographs were people with expendable income who love nature, love and buy art, and are between the ages of 35-60. They make up the majority of my photography profit. Before these ages, not many have the money and after that, most have the art they want and move into a paring down stage of life. The majority of my sales, but a small part of my profit margins are people who love nature and are outside of this demographic. They are younger or older and do not have as much expendable income. They will buy greeting cards mostly. In my primary work as a developer of alcohol and drug education programs, our primary customers are agency administrators who want a quality program with effectiveness data. They are data oriented, straight-forward people who want their system to have an effective program and a provider that will ease their work load. They make decisions that provide a large customer base all at once. We already had the program that fit that group and we developed the services that would make their lives easier. Demographics ruled.

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In our case, though, with the long-term planning committee, our market for the plan is well known to us. It is owners and renters. While knowing more about renters demographics would help the marketing committee immensely in finding and marketing to potential new renters, knowing the demographics of owners and past renters will give us little useful information for planning since we are able to go directly to owners and past renters and solicit their ideas and get their survey responses. We do not have to guess at what they want based on demographics and we know where to find them without demographics. We are able to go directly to them and they are telling us what they want. By the time we finish all surveys and have collected all the emailed ideas, we will have what we need without the demographics. In our situation, I don't see demographics adding anything we need. We have their wishes and hopes in the surveys and emails.

So, we do not have plans to gather further demographics at this time. I really appreciate the thought you have given to this topic and hope my thoughts on it make sense to you.

I can answer one of these questions. The survey was done in Google Forms because I created it for the team and I am most familiar with Google Forms. We researched Survey Monkey, however the free version did not meet our needs while Google Forms did.

Google Forms actually does not require respondents to have a gmail account. I'm pretty sure of the 250 owners who responded, not all of them use gmail. We have hidden the email addresses for confidentiality, but for those who included their lot number, I looked up their email address on the Owner's list. Some had yahoo, AOL, icloud, bell south, verizon, hotmail, etc.

FYI, we were alerted by only one owner who was unable to complete the survey online. If you are aware of others who had issues, please let me know as I'd like to investigate why.

Wednesday June 22, 2022

Can we try to reduce the blowing at entrance and courts to 2 days a week and place a couple of big push brooms at the courts. This will help to reduce the noise. Also the pool walls need to be scrubed.

Answer:

Thank you for your direct line. I am aware that prior management has looked into the noise complaints caused by the blowers in the recent years with little success, we are looking into it currently. We are aware that the courts are accessed earlier than 9am and brooms are a great suggestion for our guests/owners. We will evaluate all options. I will have the pool walls addressed.

Friday June 24, 2022

Ok again. Photo Booth for July 2 and 3 for 4 hours. Hilton Head Photo Booths

Answer:

Thank you for the suggestion of the Phot Booth for 4th of July Weekend. We will take a look into the cost and availability. Thank you again for your direct line.

Saturday June 25, 2022

I am suggesting we allow renters the opportunity to set a minimum number of nights for each rental. I would prefer a four night minimum on my lot. I believe this would make my calendar less chopped up and more consistent. I also think that the work campers would have more time to make sure a lot is more presentable to the next guest if there is less turnover. Thank you for your consideration on this matter and we appreciate the time that you give to the resort.

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Answer:

Thank you for your suggestion. If I understand correctly, you would like for each owner to be able set the minimum number of nights for a renter. For example, lot 100 would mandate no less than 3 nights, lot 350, no less than 4 nights, etc. While that would be wonderful, unfortunately our current reservation program doesn't have the capability to accommodate those parameters. It's an interesting idea and we can keep it in mind for a future enhancement, if indeed it is possible at all.

To Wendy and the staff. We very much appreciate all you do to make our resort the amazing and peaceful place that it is. You are doing a great job and we feel so welcome every time we visit. A big heartfelt thank you to all of you!

Answer:

Thank you so much for your kind words of support. We are all so blessed to be able to enjoy such a beautiful resort, so hopefully we can all now move past this and carry on.

Sunday June 26, 2022

To say that I am disappointed in your most recent communication to the owners is an understatement, but I am not surprised. The week before you threw previous board members under the bus in an "anonymous" Facebook post, when confronted with that, you lied, and when pointed out that it was the Board, you finally admitted to the unprofessional communication. The Board has consistently put out half-truths and refused to answer questions openly and honestly (there are too many examples to list). You have defamed and slandered a vendor (on numerous occasions) to the owners and at least one current (active) client. I guess the question is who is next?

You all volunteered to be on the Board. You all knew or should have known that it was actual work. To read the comments that your "energy is sapped", "the pleasure of being at the resort is seriously eroded", "the joy of serving is gone", "have paid the price emotionally", and "we are worn out and frankly discouraged" etc. I would suggest that maybe serving isn't for you and/or you make an appointment with your mental healthcare provider because owners asking questions to the Board that is making decisions is not that difficult. But alas, you made the conscious decision to make it difficult. You have said you firmly believe you are making the right decision but refuse to answer questions about decisions and hide behind the "you have to trust us" or "we don't have to answer questions." You have spread misinformation that there is negativity, personal attacks, complaints, etc. Since when does asking questions equate to negativity? Since when does asking questions equate to personal attacks? The only complaint is you refuse to answer questions and follow the By-Laws/Covenants. Why is that?

I have come to you numerous times and offered my help. You have refused. You can take those offers of help as disingenuous if you want, but just like almost every other decision you have made, that is wrong. I have told you that I do not speak for Jennifer and that we have very different styles. When I offer to help it is a serious and honest offer, I do not play games, I do not have the time to play games. I am not like most people, if I have questions I ask, I research to get answers. I am contrarian by nature, and I am not afraid to be the stupidest person in the room. If you say something that I do not understand or that doesn't make sense, I will ask for clarification.

Throughout this process, I have learned that it is commonplace for anyone that speaks up to ask questions that they are then bullied and harassed into silence. Just look at the Owners' Facebook page, it is a joke, you have a small handful of owners who spout off "what is wrong with you", "I can't take the drama", "just move on", and "why are you so negative", "why can't you just enjoy paradise" (we love it here, we are capable of asking questions AND still love being here, we are capable of dealing with

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serious issues at the same time we are asking questions and still love being here all at the same time, apparently unlike some on the Board), etc. The "Administrator" of the page has been heard going through the resort telling owners (maybe potential owners have overheard this as well) "don't worry I neutered them", how professional and welcoming is that? I can guarantee if board members had questions that you wanted answers to as owners, none of you would accept being treated the way you have treated many owners. It is sad. You still have an opportunity to correct it, but my guess is you are not even reading this and if you are it will be dismissed.

I would be advocating for ANY owner who had questions that they be answered whether I agreed with them or not. Healthy debates, conversations, and communities cannot exist if people do not have the information that they as individuals need to make decisions. This Board has created an environment that most people I know are trying to get away from. It is okay to question; it is okay to disagree and still respect the other person and move on. Keep in mind, that your 80% friend is not your 20% enemy (I believe Ronald Reagan said that).

All that was asked originally was for you to answer some questions. You chose not to. Now it has turned into a MAJOR problem for all of us. Like I have said before, I know of at least three owners who are contemplating suing the resort, and your latest submission has caused a fourth to already speak with an attorney. Saying that you will not be responding to Jennifer & my emails does not mean this is going away. It is only going to get worse and cost EVERYONE money.

The owners of Lot #108 did not cause this. Whether you want to admit it/take ownership or not, the distrust of the Board and the way the Board interacts with the MAJORITY of owners over the last few years has caused this situation to come to a head. Again, your latest communication throwing "the owners of just one lot" under the bus did not deescalate anything, it only made it worse, and it is not going away. If you cannot answer questions from owners without being "worn out", "discouraged" etc. what is going to happen when you must sit through deposition after deposition? What are you going to do when more owners feel empowered to speak up? I am not saying this for any other reason than you as the Board has the power and opportunity to steer the ship in another direction.

Again, my offers to help have been genuine, although I do not know that there is anything I can do at this point unless you change course. If you choose not to, you cannot say you were not warned.

Please include this in the rest of the submissions to Direct Line.

The board chose not to respond to this

Greetings,

Thank you for your service. I own lot 231. We arrived today to find a few things I was wondering if you could help with:

1. A beautiful cypress tree was cut down at the back of my lot, which was on my property, can you tell me why and who cut it down?
 2. I signed up to have my palm trees trimmed but they were not. Did we get missed?
 3. My neighbor has a dead tree that hangs over my coach, any recourse here before there is damage? Can anything be done?
 4. My wife and I appreciate all of you...
- Thank you

Answer:

I am following up with your Directline. I am aware that Terence did meet with you this morning concerning your questions. The Palm Trees will be trimmed soon, The list that was passed onto the

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vendor was quite long, once your lot has been completed, we will send an email with payment instructions. If you have any further questions please feel free to reach out.

Monday June 27, 2022

I hear owners talk about the different phases of the resort. Is there a map overlay or a chart that says lots x-z are in phase y? Thank you Dennis

Answer:

The resort is made up of 6 phases, I do not have a map displays which phase is where. The breakdown is:

Phase 1 = lot 1 – lot 52

Phase 2 = lot 53 – lot 109

Phase 3 = lot 110 – lot 165

Phase 4 = lot 166 – lot 225

Phase 5 = lot 226 – lot 309

Phase 6 = lot 310 – lot 401

Tuesday June 28, 2022

At 8:08 a.m. Tuesday, June 28, 2022, a Greenery employee was blowing off the tennis/pickleball courts. The blower was extremely loud (more so than I have ever heard).

A previous Resort Manager, Kathy Chittendon, sought my husband's assistance in reviewing The Greenery contract between September 2020- December 2020. According to the information he has the contract states, "Grounds Maintenance Service to be performed 7 days per week. Landscape equipment cannot commence inside the gates until 9:00 a.m." That contract was suppose to remain in effect until November 2023.

Has something changed with The Greenery contract? Are blowers not considered landscape equipment? We have so much empathy for the owners in the resort who back up to the entrance/exit roads in the resort. They have to listen to those blowers every morning between 8-9 a.m. or earlier. Before we purchased, we made an effort to stay on different loops every time we visited the resort. I learned very quickly, I did not want to be anywhere close to where those blowers are active every morning. Our location is normally pretty quiet until 9 a.m. However, we have found over the 10 years of owning here, every time we have a change in management, The Greenery employees push the time constraints of their contract.

There has been much discussion lately on social media regarding the noise in our resort. All of us, as owners, understand that is a small price to pay for maintaining our tree canopy. However, to make everyone's experience in our resort more pleasant, let's spend the money to research and buy the best battery operated blowers we can find for our resort employees to use. We all know the batteries do not last as long as the gas blowers. We can buy extra batteries and that is a small expense to pay to make our resort a little less noisy. Another suggestion I have heard and totally agree with is have our valets blow off the entrance/exit lanes when they come in to work at 9 a.m. This should reduce our expense to The Greenery; and it gives our valets more work they can do in the mornings using our new battery operated blowers. We are almost half way in the year, we need to start thinking about how to spend money now which will immediately have an impact to improve our resort so that we do not have to pay taxes on our income this year like we did last year. Personally it is so frustrating to us as owners to know there is so much here that needs to be done but yet we paid \$95k in taxes last year.

Please don't respond to me saying the valets have more work than they can do because all of us owners

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see them sitting on their carts in the area of the unhook lanes at all hours of the day. No more time than they spend checking and cleaning sites after guests leave, they have plenty of time between when guests leave and the next guests check in the resort to do other small odd jobs around the resort. Maybe I am just OCD about maintenance and customer service in our resort; but we are in the recreational/vacation business, and our customers (owners and rental guests) are the most important people to our business success.

Answer:

Thank you for your expressing your concerns and for your suggestions. As you know the blower noise has been an ongoing complaint for quite a few years. I am aware that prior managers looked into it with little success and we are looking into it again. With regard to the morning hours, we will remind the Greenery that our guidelines stipulate no noise may be made before 9 am.

Thursday June 30, 2022

A fellow owner and good friend is having some work done on their lot. They asked if we could do a "guest of owner" for them to stay on our lot and we gladly obliged. As we soon found out, the onus of this action is laid on the giving owner and not the receiving owner. Can the owner to owner process be changed to reverse the burden or even made easier. This would probably be a software change or even reduced to a simple phone call.

Answer:

Thank you for your Directline. The reason we have the giving owner complete the paperwork is to ensure that we do not have fellow owners utilizing another lot without permission. This allows for the giving owner and the resort a paper-trail of who is allowed to utilize a specific lot, if for some reason there is damage or situations. I have not personally completed the form. Can you inform me, does it require you to fill in the address, phone number, and email address?

I may not have been clear with my direct line. Yes, the giving owner fills in the receiving owner's name, address, phone number, email, and dates required. I was thinking that the receiving owner could initiate the form since they are the ones benefitting and then have the giving owner as the final signature or concurrence. In addition, if the giving owner was in a non-WIFI situation, maybe the office could call the giving owner for concurrence. What do you guys think about this and can it be done.

Answer:

I will research this and see if there is an easier way. Thank you for this information.