LA SIESTA CONDOMINIUM ASSOCIATION

**Monthly Board Meeting**

909 Beach Road, Sarasota, FL 34242

Wednesday, January 15, 2020

**4:00PM**

La Siesta Condo Clubhouse

**I.** **Call to Order:**

The meeting was called to order by Steven Moore at 4:05 pm

**II.** **Confirmation of Proper Notice of Meeting**:

The Meeting of the Board of Directors was held on the date, time and at the place set forth in the notice of meeting on the Bulletin Board inside and electronically sent to all Board Members.

**III**. **Determination of Quorum**:

Present in Person: Barbara Bishop, Marci Alexander, Bill Whitman, Janet Emanuel, Steven Moore (President), Diane Delia on the conference line and Robin Reeves was present representing the management team.

**IV**. **Approval of Minutes**:

Bill Whitman moved to accept the minutes from December 11, 2019. Steve Moore seconded the motion. All in favor. The motion passed unanimously.

**V.** **Treasurer’s Report**:

* A summary of November 2019 Financials was provided by Treasurer, Barbara Bishop.
* See attachment.
* Barbara Bishop and Steve Moore both advised the Board and owners in attendance of the findings regarding the Credit Card Processing Fees. La Siesta is charged approx. 2% of the reservation revenue regardless of the number of guest payments and NOT per transaction.
* Steve Moore briefly discussed La Siesta commercial insurance premiums increasing significantly. The Board will post and convene a brief meeting when the premium amount is known in order to act prior to policy expiration.

**VI. Manager’s Report:**

Robin Reeves discussed the following items.

* La Siesta Staff, our new Security team, Bridget Spence and Steve Moore were all dedicated to maintaining a positive owner and guest experience during the busy weeks of 12/21/19 – 1/4/20.  It was noted guest behavior issues were improved. Steve Moore and office staff reached out to all guests with phone calls and emails prior to their arrival to ensure each guest understood the Rules and Regulations. During12/21/19 – 1/4/20, rule violators were called immediately and advised to “pack up or stop the unacceptable behavior”. Although effective, hourly policing of guests over holidays and personal time is not in the Board’s or staff’s interest. We need to continue our efforts to attract a better late December guest trade, improve the overall guest experience, lower security costs, and not reverse the improvement in December 2020.
* Steve Moore also noted 100% of current year and prior year poor guest behavior and property damage problems resulted from reservations taken for 6 male occupants booked into one unit; always a two week reservation, during the last two weeks of December. He suggested a new rental Rule that would limit reservations to ONE WEEK maximum during the final two weeks of every December only; and a FOUR ADULT per unit occupancy maximum during the final two weeks of December only, unless approved by the Rental Committee for a commercial block of a known group. This would attract a better behaving guest trade in late December and improve the overall owner and guest experience.  It is also a better option than closing the calendar.
* Manson Roofing completed pressure washing, removing debris, cleaning roof drains, sealing of drains and roof edges were needed, replaced hoods were needed on buildings A, B, C and the clubhouse

**VII.** **Committee Reports/Action:**

 **Formation of Committees**

 Landscape- Dr. Backer; Rental- Steve Moore; Remodeling- Marci Alexander; Documents-

 Janet Emanuel; Budget- Barbara Bishop; Security- Bill Whitman; Social Committee- Judy

 McFarlane

 **VIII. Landscape Committee- Dr Backer**

* The railings on the A, B and C buildings are very old and in Dr. Backer’s opinion will not last the 7 years as forecasted in the Reserve Budget. La Siesta should consider railing replacement sooner and we will add this for approval in the Landscape committee’s project priority for 2020
* Owners advocating installation of LED landscape lights, front lawn improvements, additional landscaping bushes, hedges, and any other exterior improvements should submit recommendations to Dr Backer by March 31 for financial prioritization and May Board approval.
* There are dark areas one the walkways of buildings A and B. They should be repainted before spring break but it will be difficult to manage between guests.

  **IX**. **Rental Committee- Steve Moore**

* Steve Moore explained there are many ways to increase rentals. He is looking into testing VRBO site management by the office/Robin Reeves including handling inquires and bookings after hours. Also adding 2-3 additional sites under a bulk program, also managed by Robin. Increasingly booking are migrating to external travel web- sites, we need to sharpen our website appearance of units and improve our search results. A small group is now focused on this and will report monthly.
* Using the guest data we have in RNS on 2000 prior guests. Steve is working to organized this information to direct contact prior guests, offering reminders and incentives to gain repeat rentals
* Proposed Rental rate options for 2021 will be reviewed at the end of February; Steve Moore has conducted some rate comparisons with our competitors. Top line is we might be able to raise our high season rates only 1% or 2% and the 4th of July week. Low season rates are higher than our primary competitors. Crescent Royale lowered their offer season rates and is targeting La Siesta.

 **X. Remodel Committee- Marcy Alexander**

* Marcy Alexander discussed the screen/glass door on unit 416; Janet Emanuel and Kim Colgate pointed out the owner had provided documents of the door to be installed and the Board did approve his request so the door will remain in place. There needs to be further discussion about approving one or more choices of an updated screen door and updating the Doc’s with the specifics. The subject of screen doors has been tabled until next month’s board meeting.

 **XI. Documents Committee- Janet Emanuel**

* Janet Emanuel and Steve Moore are reviewing The La Siesta Rules and Regulation Documents and several others ensure language consistency among all documents and compliance.

 **XII**. **Budget Committee- Barbara Bishop**

* Barbara Bishop is looking to add one person to assist her and would welcome new participants.

 **XIII**. **Security- Bill Whitman**

* Bill Whitman commented; The New Security Company (Guard One Security) did an excellent job during the busy Holiday weeks and the new LED lighting helps and looks great.

**Adjournment: Motion was made by Steve Moore to adjourn the meeting at 5:19 p.m. Barbara Bishop seconded the motion.**

Respectfully submitted by:

Robin Reeves, LCAM

La Siesta Condominiums