

Seaglass Village Rental Committee

Meeting Notes

Date: Sunday, June 3, 2018

Present: Lorraine DeVaux, Nancy Fields, Wayne Aspesi, Bill Clarke, Joe Noonan, Debbie Zwysko, Donnie Sanborn

Discussion:

As this was the first meeting of the 2018 season, Lorraine updated the team on the progress made during the off season:

- Ownership of www.seaglassvillage.com URL transferred to the Association and domain redirected to www.seaglassvillagerentals.com.
- New rental website created
- All VRBO advertising accounts turned off
- New portals set up to push our listings from our software (OneRooftop) to key vacation rental property search sites - VRBO, AirBnB, Bookings.com, Expedia.com
 - When a booking comes through one of those sites, calendars are synced automatically
 - Small referral fee applies
 - Donnie raised rates on each site to absorb the referral/commission cost
 - Committee needs to ensure that owners know they will not receive split based on raised price, but on base price
 - Cottages appear to have many different “starting from” prices. This is due to some being available in the off-season, thus making their starting from price much lower. Can a ‘fake’ available date be added to three-season cottages (and then blocked out) to lower starting from price?

Action items:

- **Donnie to investigate the possibility of a fake booking date**

Binders should be placed in every rental cottage, and should contain correct information.

Action item:

- **Brandy should review and update as necessary**

Signage

Signage out front should include a rider saying “Rental Cottages Available” or the like. Bushes should be kept trimmed. Phone number is currently blocked out and needs to be fixed.

Action items:

- **Lorraine to work with Donnie to order sign riders.**
- **Lorraine will review the entrance through the eyes of a prospective renter to look for other missed opportunities.**

Rental Manager's Time

Team expressed concern to GM regarding staffing and the idea of cross-training and using Rental Manager (RM) to cover Front Desk (as was discussed in the Board of Directors' meeting on 6/3/18).

- Even if she is not currently working with a renter or prospect, there is plenty for the RM to do. This program needs to be profitable, and the RM needs to focus solely on rentals. Also, all of her hours are billable to the rental program, so if she's not working on rental business, that will skew profitability.
- GM agreed

Automatic Booking

Discussion was had regarding the viability of the Rental Manager contacting renters before booking is finalized in order to have a discussion about Seaglass Village and setting proper expectations re: children, pets, RVs, etc.

- Team decided that while a good idea, it may not be practical. Tabling the idea for the time being, but will explore other ways to set proper expectations.

Action items:

- **Lorraine to create a "TOP 10" list for renters to be handed on top of their rental packet, which outlines some of the most important rules they need to be aware of: speed limit, 18+ amenities, smoking and pet policies, quiet hours, parking, alcohol consumption, etc.**
- **Lorraine to post FAQs on rental website with same information.**

Activities & Sandbar

Team discussed how to inform renters of events taking place during their stay. Activities calendar on Seaglass Friends is open to the public. Team discussed possibility of giving renters a \$10 voucher to use at the Sandbar (with the hopes that once there, they would spend even more than that).

Action Items:

- **Lorraine will work with GM and RM to ensure that link to events calendar is placed in booking confirmations.**
- **Lorraine to coordinate with Sandbar Committee and Bar Manager to explore possibility of a voucher.**
- **Lorraine also currently working with Sandbar on a printed menu. Once finalized, a copy will be given to RM so she can include in rental packets.**

Financial Review and Reporting

Because the Rental Program needs to be profitable, it's important for the team to stay on top of financials and reviewing against the budget.

Action Items:

- **Donnie to explore reporting options available through OneRooftop.**
- **Nancy to review reports and report back to Committee on a regular basis**

Marketing

Some owners have expressed concern regarding rental activity. The team discussed and can't see any global reason that could be causing this, as our program is now more visible than ever before.

Rental budget included money for continuing VRBO advertising for another year. Since launching new site and third-party links, the VRBO advertising was discontinued. This frees up a bit of money for marketing. We have re-upped our trolley sponsorship, which gives us back our Trolley Stop (\$750).

Action Items:

- **Lorraine to redesign tri-fold brochure and get printing price quotes to discuss with Donnie. Brochures can be placed at Trolley Depot, Chambers of Commerce, and mailed out. Other venues to be explored as well.**
- **Debbie to collect additional advertising venues and get pricing. (Tourist News, Facebook ads, others...?)**

Owners renting cottages on their own not through Rental Program

Team discussed that some cottages are being rented and are not part of the Seaglass program. This is a violation of state law and Wells ordinance.

Action Items:

- **Lorraine to work with Donnie on crafting a message out to all owners regarding why these rules are in place, what owner options are, and what the consequences are**

Parking at cottages with grass driveways

Discussion was around cottages where a parking space is not clearly delineated due to grass driveways or other reasons.

Action Items:

- **Bill to obtain a list of the rental cottages from Donnie, and to review which of those are problematic. He will create a diagram depicting where the parking space(s) are for those cottages, so that these can be handed to renters as part of their rental packet.**

Next meeting date TBD.