



Captain's Log

PUBLISHED FOR THE MEMBERS OF SEA CLUB IV RESORT

APRIL, 2017

Sea Club IV Association Looks to the Future

Your Association's Board of Directors is charged with the responsibilities of ensuring that the rights and interests of the Sea Club IV Association are understood and cared for. It's not an easy job, especially with all the changes that happen over time – changes to laws that affect timeshare ownership; changes in the ways people learn about timesharing and want to enjoy it; changes to the community in which Sea Club IV exists. It's a long list, and it takes a lot of professional support and resources to keep your volunteer Board informed and equipped with the tools they need to meet these important obligations. Three of the most important professional resources that your Board relies on are an Attorney, who guides them through the complicated legal environments that affect all timeshares in the State of Florida, a CPA who audits your financial records to ensure that they are accurate and that all the money is properly accounted for, and a Managing Agent, who provides the people and systems needed to run the resort on a day-to-day basis. Recently, your Board determined that a review of the Managing Agent was due, and they invited nine reputable timeshare management companies, including TJW your prior manager, to submit proposals to manage the resort for the next three years. ARC Resorts, LLC, an Orlando-based management company, was chosen, and started working with the Sea Club IV Association on February 10. Among other reasons, ARC was selected because they are a local firm with another project in Daytona Beach, plus they have the technology needed to connect the resort with systems to allow for online payments and reservations, and a track record for working with older, independent resorts like ours as we navigate the challenging and competitive resort environment. The changes you'll notice will be gradual, like updates to the website, a new address to which to mail your assessment payments, and new offers to visit other properties. Our commitment to you is that the most important things about Sea Club IV won't change - it will stay a family-friendly resort known for high quality, friendly staff, and affordable vacations.

Spotlight on the Sea Club IV Team

In each edition of the Navigator, we'll spotlight one of the people who serve the Sea Club IV members – a board member, one of the resort staff or member of the management team.

Meet Mary Spangler, Director

Our newest member of the Board of Directors is Mary Spangler. Mary is a retired Air Force Judge Advocate and active member of the Virginia bar. Since retirement from the Air Force, Mary has focused on her family and racked up many hours of volunteer and *pro bono* service. Mary and her husband Chuck have three daughters, Cammi (24), Bryce (17) and Bailey (14). They live in Alexandria, Virginia. Mary's extended family owns 11 weeks at Sea Club IV and they have been coming here for over 30 years. Their children have grown up here. She truly loves this place, and pledges to act in the best interests of all owners. Mary encourages the members of the Association to communicate actively with the Board, and to try to attend Board meetings whenever they can. Most importantly, watch for information on the important vote for Sea Club IV Owners coming up in the year 2020!

Sea Club IV Board of Directors

Gil Lesko, President June Lesko, Vice President
Bill Craig, Secretary John Swogger, Treasurer
Mary Spangler, Director

How to contact your Board:

Email to: Directors@SeaClubIV.com
Write to: Sea Club IV Board, 3229 S. Atlantic Ave.,
Daytona Beach Shores, FL 32118

Timeshare 2020: Get ready to vote on your future!

The "Declaration of Condominium, Sea Club IV, a Condominium" is the primary document that describes your rights and obligations as a member of the Sea Club IV Association – and of the Association's obligations to you. If you haven't read it yet, you should. You can download a copy from the Owner Login link on your Association's website, www.seaclubiv.com. If you need the password, please send an email to Michael.DiPaola@ARCResorts.com. Article XIX of your Declaration is titled "Termination" and discusses the ways in which your Association might wind up its business if, say there was major damage to the resort. However, Paragraph B of Section XIX states "...in the year 2020...the Board of Directors shall call a meeting of all Owners...(and) the Owners may then vote to continue the intervals for an additional 10-year period." In other words, Sea Club IV would stop being a timeshare if there isn't a quorum for that meeting and a majority of owners don't vote to continue! Your Board is working on options, but the best way you can be assured that Sea Club IV will continue to be your vacation home is to stay informed! You'll be asked to keep a "Voting Certificate" on file with the Association noting who can vote the interest in your interval. Please look for future information on this important issue!

A Message from the Resort Manager

Spring is upon us and we have weathered the storm, referring to last fall's Hurricane Mathew. All repairs from the damage have been completed with the exception of the rail and bow canvases. In the meantime this gives us the opportunity to recondition and paint the rail system.

We have some projects that are on the horizon that I would like to share with you. They are as follows.

We are getting a new Reservation System to make reserving your week and paying your dues so much easier. The new website will have all the owner documents, financials and minutes of board meetings. We want you all to always have a great vacation experience and make it easy to come on vacation! Some new renovations will start soon, including replacing the cabin door locks with electronic keys, new bathroom fixtures and décor which will include high-rise toilets and new vanities, new blue canvas and our owners' social room updated with new furnishings!

The resort is looking fresh and the spring season is blooming and so are we. We look forward to seeing each of you in the coming year! It's a Beautiful Day at Sea Club IV!

Who is ARC Resorts?

ARC Resorts and its parent company The American Resort Coalition were formed in 2015 with a single mission: To deliver the tools and resources that older timeshare resorts need to compete and prosper in the modern environment. ARC Resorts is a full-service resort services company, providing property management, sales & marketing, development services and resort finance. Its corporate office is in Orlando. Currently, ARC Resorts is managing four other resorts in Florida – The Americano in Daytona Beach, Palm Beach Resort and Beach Club in Palm Beach, Marina Bay Resort in Ft. Walton Beach, and Magic Tree Resort in Kissimmee. Additionally, ARC Resorts works with other resorts around the US, and has resort affiliates in Europe and Asia. The company is often called on to help resorts needing help in redevelopment or to address challenging issues such as the termination issue discussed above.

The vacation ownership industry and timeshare owners are changing rapidly, and it places an especially heavy burden on older properties. Resorts like Sea Club IV need capital to address aging infrastructure like plumbing, roofing, windows and pools. Many owners who have enjoyed their timeshare for many years are looking for ways to sell or just give up their timeshares, but the resale market is poor and fraught with fraud. Currently, more than 20% of intervals within Sea Club IV are delinquent or in some stage of recovery by the Association for the non-payment of assessments, and these weeks naturally tend to be in the lowest-demanded times of the year and in the smaller unit types.

The great news is that the next generation of vacation owners is even bigger than the last. Millennials already outnumber Baby Boomers in the United States, and over the next twenty years it is estimated that \$30 trillion dollars of wealth will be transferred to that generation – and vacationing with family and friends is among their top priorities, exactly what a timeshare resort does best. But they're not interested in traditional deeded timeshares; they seek shorter-term, more flexible products with other travel benefits; they tend to travel more frequently but for shorter durations; and they want to plan their trips on their cell phones and tablets, but still want to be able to talk to a person who's knowledgeable about their vacation destination.

So, the three keys to keeping resorts vital and relevant are great customer service, technology, and sales, and ARC Resorts and your Board of Directors are committed to these ideals. First and foremost is to keep Sea Club IV as a financially-fit and family-friendly destination. This month, the new computer system will be installed, soon enabling on-line reservations and maintenance fee payments. The intervals that the Association recovers will be made available first to current owners, then the ARC Sales team will go to work to introduce Sea Club IV to the next generation of vacation owners.

If you're interested in buying or selling a Sea Club IV interval, or want to learn about other available vacation programs or products, please send an email to: info@seaclubiv.com, or send a letter to the resort.

In the near future, you'll receive additional information about making reservations and paying maintenance fees online and special offers to visit other ARC destinations. Next time you're visiting the Daytona area, please stop by the Americano and enjoy a burger and cold drink on the pool deck or enjoy live entertainment at the lobby bar.

Important Notice

Please note that the mailing address for maintenance fee payments has changed. Please mail all payments and correspondence to:

**Sea Club IV Association
3229 S. Atlantic Avenue
Daytona Beach Shores, FL 32118**

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ARC Resorts, LLC, Managing Agent

Smoking Policy Update

After receiving many comments from Sea Club owners and guests, the Board of Directors voted unanimously to restrict smoking on the property only in the designated smoking area, currently adjacent to the pool. Smoking will no longer be permitted in the common areas, on the balconies or on the pool deck. We are looking at creating a second smoking area in front of the building