



R-Ranch in the Mountains
Board of Director's
February 17th, 2024
BOD Meeting Minutes

- I. CALL TO ORDER– Iris Koplen, President 9:30am
- II. OPENING PRAYER- Monica Hunt
- III. PLEDGE OF ALLEGIANCE- Randy Mercier, Vice President
- IV. REVIEW/APPROVE/AMEND/ACCEPT AGENDA – Becky motioned, Monica seconded.
- V. SUSPEND READING January 2024 BOD Meeting minutes. Monica motioned, Gabe seconded.
- VI. APPROVE/AMEND/ACCEPT January 2024 BOD Meeting minutes. Monica motioned, Gabe seconded.

Executive Director Introduction – Anthony (Tony) Fritchle

VII. REPORTS – Attached where submitted.

- a. **Executive Director's Report** – Tony – Gravel Ride 300-500 people on August 11th 2024. Blaine has been working on this for over a year with Lumpkin County Chamber of Commerce. There are already people signed up for this event because they were given the ok from Blaine prior to this being brought before the board. The owner impact is that the arena will not be able to be used during this time and there is no significant revenue generating event. The stables will need to be shut down that day as well. One advantage is that they are going to clean and clear trails for us. It will also give us a lot of exposure that will bring potential new owners to the Ranch. Another advantage is that they will have live music and food trucks that could be an added event for owners that we will have access to as well. People will start to arrive around 5am, it will start at 10am and end by 2pm.
- b. **Grounds/Maintenance Report** – Steve Corbin (Maintenance Manager) Report attached – water treatment plant should be completed by this weekend. It was thought by some owners that wastewater was overflowing, however the overflow was not coming from the wastewater. The overflow was coming from 4 manholes that were taking in clear ground water from the heavy rain and the thaw of a freeze we had. There has not been a wastewater spill at the Ranch. Iris – We just want to make everyone aware that this project does have some financial overages due to this overflow, we just do not have a final number yet. Steve – Maintenance has had a very busy January. Due to the recent cold weather, we have been working to maintain the RV spigots for cracks and water leaks, we are also working through the cabins on making sure all of the cabins have working heat, as well as all other general maintenance. The pool landscaping suggestion is to use the skid steer attachment that levels ground to get ready for sod. We will need a couple loads of dirt that will accept the sod. We received a quote of \$14K for sod and

shrubs. We can get \$1500.00 off of this price if we remove the shrubs. The contractor did let us know that we would need to get the sod planted soon. (Sue) Landscape budget is \$5K for this year. (Monica) Will he continue to maintain the sod for that price? (Steve) Yes, the maintenance is included in that quote.

c. Stables report – Herb Kirkover (Stables Manager) Report attached. We hired a new stable employee Logan and he has brought some needed skills to the Ranch. The putt putt pasture is being added to the project list because the fencing needs attention. The labor will be done by the Ranch staff. The pasture truck F350 has been repaired multiple times internally, but it has had a lot of issues and we are going to need another option soon. Iris suggests we try to put it into next years budget. Someone donated a truckload of telephone poles and they should be around the Ranch somewhere.

d. Housekeeping Report - Sherry Holloway (Housekeeping manager) – We cleaned 47 cabins and checked all of the smoke detectors to report to maintenance to replace any that need to be replaced. Some of the challenges we experience is communication regarding projects so that we can make sure to have the proper staffing to get things cleaned up on time. We are having issues in the bathhouses where toilets are being stopped up and these need to be reported to the front office if you see things like this in a bathhouse. We keep noticing damaged property in the lower part of the lodge. Kent Bliss will be installing cameras around the lodge.

e. Sales Report – Attached – Angela – She is leaving and her last day is next week. She has created a manual for training the next salesperson. As far as the sales numbers, January is always slow and we have had no new sales in the month of January. We only had 1 transfer in January. The open houses that you all are planning is a fantastic plan and Angela thinks it will do well.

f. Events/Lodge Report – Attached – Stacey (weddings) In January we had 5 new bookings 57 inquiries. We received \$8K in deposits for weddings in Jan. Macie (events) We had \$4K come through in January. We did have some renovations like the lodge bathrooms. We would like to thank Pete Stokes for taking care of that for us. We are trying to secure dates and fill up the calendar for owner events. She has had some challenges getting back to everyone's messages and emails, but she is working to improve on the timeliness of responses.

g. Treasurer's Financial Report – Kori Roddy (Finance Committee Chair) – Report is attached

h. President's Report – Iris Koplen

STANDING COMMITTEE REPORTS – Attached where submitted.

1. Finance Committee – Kori Roddy (Chair) – Reporting on the January financials attached.

2. Covenants/Bylaws/P&G Committee – Brian Babcock (Chair) – Nothing to report

3. Owner's Concerns Committee – Tracey Hennessee (Chair) – Nothing to report

4. Land Use/Fire Wise Committee – Lance L (Chair) – We have renewed and registered with Firewise.org. as a Firewise community. We looked at the 12th and 13th of February to burn, however, the weather will stop us from doing so. We will keep looking at the weather and working around weddings on the schedule to try to get the burns in before April.

Note- First aid bags and wash stations have been ordered and should be in place locations will be passed along to employees by the Feb 17th board meeting.

Stables - 1 Med Bag, 1 Wash Station

Shop - 1 Med Bag, 1 Wash Station

Front Office/ Security 1 Med Bag

4. Accommodations Committee – Jeff Martin (Chair) – Current focus is to raise money for the exterior renovations of the stables.

- Yard sale - Sat 04/13/24 from 8:00am – 4:00pm
- Poker Run - 05/04/24 Time: TBD
- Need board direction on cabin inspections. Cabin and RV inspections are to be completed in compliance with the P&G/Adoption program and turned over to the Executive Director.
- Weddings cabin booking months in advance are taking precedence over owners booking only 30 days in advance.
- We would like to be able to get pricing for picnic tables. We are in need of 40 tables currently.

5. Marketing Committee – Stacey Howley (Chair) – Developed our Marketing Committee Objectives for 2024.

- RV Show Update – Open House 02/25/24
- Marketing/Strategic Planning Meeting for Volunteer involvement 02/24/24
- Online Storefront for R-Ranch Merchandise – Coming Soon
- Annual Funding – Continuing our research on how to move forward.

6. Strategic Planning committee – Shawn McHugh (Chair) – We will focus our efforts on infrastructure needs including a complete evaluation on water supply, wastewater treatment, facility roofing, facility interior/exterior repairs, facility technology, and front office project completion.

7. Rodeo Committee – Valorie Lottes (Chair) - Key points

35th R-Ranch in the Mountains Rodeo will be June 7th and 8th.

Most of our vendors are returning.

Carina has had a lot of success securing sponsors.

Our team reviewed our SWAT analysis from the 2023 Rodeo.

We plan on doing volunteer shirts this year.

Accommodation for Rodeo crew have been secured.

The biggest hurdle we have every year are the bleachers. They are always expensive and hard to secure a vendor. Most bleacher rental companies have moved to fancy hydraulic bleachers to keep labor costs down and give a better product, however that triples the price. Last year we seated 1,800 with a combination of old bleachers and a set of hydraulic bleachers. This year we only have the option of hydraulic bleachers. We will have 4 sets and seat 2,000 people. The bleachers cost \$18,000. Hopefully this will be offset by increased sponsors and future returns of a better and safer guest experience.

Meeting with the Executive Director to sign contracts soon.

Our profits last year were close to \$34,000. We are hoping to be close to that number by increasing social media advertising, increasing sponsorship contracts, and cost saving measures.

8. Nominating Committee – Ashley Spenner (Chair) – We have 6 candidates running for the board - Amy DelAngel, Johnny Hooper, Lance Leuliette, Miguel Rodriguez, Cindy Simoes, and Deborah Whitmire.

- Meet and greet – Sat March 16th 5:30pm – 7:00pm
- Candidates Social: Friday April 26th 7:00pm – 9:00pm
- Election: Sat. April 27th 1:00pm at the Owners Meeting

VIII. OLD BUSINESS

- a) Update on 803/804 cabins – Construction has been completed, next step is furniture. The leak has still not been repaired. Steve had some ideas to repair this vs hiring a log company to repair.
- b) Cabin 812 Replacement Plan – We need quotes on replacing the cabin. Tony will look into the quotes.
- c) Status of wastewater treatment plant – See above maintenance dept update.
- d) Pool wiring and landscaping updates – This was discussed in the maintenance report. Should be completed in the next month. Jacob capped off the wiring so there is no hazard.
- e) Lodge bathrooms, exterior wall, and leak repairs. – Tony will look into these repairs and we will get status soon.
- f) RV 4 Electrical Status – When will this project begin – It is in the budget for this year. This will need to be done during the off-season time.
- g) Work Campers – Voted to move forward with creating a contract for this option.

IX. NEW BUSINESS

- a) Update - Smoke detectors in all Rainbow Lake cabins. These have been checked and are being replaced as needed.
- b) Update on cabin 970, currently gutted – requested by accommodations committee. Cindy Simoes – the cabin was completely gutted because it was infested with rodents and the deck was taken off because it was falling off. The ED at that time had maintenance go ahead and completely gut the cabin. The footers were also put in wrong and it needs to be corrected for safety and stability.
- c) P&G - 3.6 Check-In and Check-Out – We voted all in favor, not to change this policy.

X. OPEN DISCUSSION- Questions submitted by Owners.

XI. ADJOURN GENERAL MEETING

Time: 2:45pm

The next meeting of the R-Ranch BOD will be held on March 16, 2024, at 9:30am in the Board Room

XII. EXECUTIVE SESSION – Yes

XIII. WORKING SESSION – No



**R-Ranch in the Mountains
Board of Director's
March 16th, 2024
Agenda**

- I. CALL TO ORDER**– Iris Koplen, President
- II. OPENING PRAYER**- Monica Hunt
- III. PLEDGE OF ALLEGIANCE**- Randy Mercier, Vice President
- IV. REVIEW/APPROVE/AMEND/ACCEPT AGENDA**
- V. SUSPEND READING February 2024 BOD Meeting minutes.**
- VI. APPROVE/AMEND/ACCEPT February 2024 BOD Meeting minutes.**

VII. REPORTS – Attached where submitted.

- a. **Executive Director's Report** – Tony Fritchle
- ③ b. **Grounds/Maintenance Report** – Steve Corbin (Maintenance Manager)
- ④ c. **Stables report** – Herb Kirkover (Stables Manager)
- ⑤ d. **Housekeeping Report** - Sherry Holloway (Housekeeping manager)
- e. **Sales Report** – Tony Fritchle
- ⑥ f. **Events/Lodge Report** – Macie Cleveland
- g. **Treasurer's Financial Report** – Kori Roddy (Finance Committee Chair)
- h. **President's Report** – Nothing to report.

STANDING COMMITTEE REPORTS – Attached where submitted.

- 1. **Finance Committee** – Kori Roddy (Chair) – Will be reporting on the February financials attached.
- 2. **Covenants/Bylaws/P&G Committee** – Brian Babcock (Chair) – Nothing to report
- 3. **Owner's Concerns Committee** – Tracey Hennessee (Chair) – Nothing to report
- 4. **Land Use/Fire Wise Committee** – Lance Leuliette (Chair) – Controlled burn on Chapel Hill on 13 March 2024.
- 5. **Accommodations Committee** – Jeff Martin (Chair) – Current focus is to raise money for the exterior renovations of the stables.
 - a) Yard sale - Sat 04/13/24 from 8:00am – 4:00pm
 - b) Poker Run - 05/04/24 – Setup of 7 locations – Johnny will oversee this event.
 - c) Discussed doing a 50/50 raffle during Gravel Run on Sunday 08/11/24.
 - d) Will divide Accommodations committee up for inspecting outside cabins and sites. Group agreed but need to divide up by members.
 - e) Kent is still working on the installation of cameras.
 - f) Kent brought up 2 sofas, a table, and 8 chairs to replace the sofa that was worn out.

- g) The committee approved the furniture to order for 803 and 804. Will order 2 full size bed frames with headboard, 6 twin bed frames and mattresses, mattress covers and 6 bar stools.
- h) Will go through Rainbow cabins and the cottages to see what else is needed and check against budget.
- i) The committee expects to have 20+ students from UNG to do a workday on April 20. Items discussed were:
- j) Painting inside bathroom 3, pressure washing the stable to prep for painting and cleaning up and painting the tables at the pool. Will get with Miguel regarding insurance/liability/waivers etc.
- k) Johnny to work on replacing the carpet on the putt-putt course.
- l) Looking to get a new pool table for the recreation area as soon as cameras are installed.

6. Marketing Committee – Stacey Howley (Chair) – See attached report.

- a) Update on Open Houses:
 - Data from February 25, 2024, tour.
 - Details on upcoming tours scheduled for March 17, 2024.
 - b) Summary of Committee Meeting held on February 24, 2024 (see attached).
 - c) Recommendation/Request for Approval for P & G Committee to work with the Marketing Committee for a revised social media policy and community app.
 - d) Presentation of the following:
 - Style Guide for consistency throughout the Ranch.
 - New Sales and Marketing Materials.
 - e) Update on new website following March 12, 2024, meeting with Brooks Burnette
 - f) Recommendations for proper communication channels (including training/guiding Ranch Owner population on proper measures to take when issues arise)
- Request approval for rranch.com emails for each committee.

7. Strategic Planning committee – Shawn McHugh (Chair) – This committee has no updates to report.

We would like updates to the following ongoing projects /“short term wins”...

- a) Water treatment Plant
 - Is it operational after the priming task by Steve C?
 - Is LAS Permit in place?
 - If not, do we have a plan and timeline to resolve?
- b) Lodge / Pool Area
 - Do we still have roof leaks at the Lodge?
 - Have we received any bids for needed repairs if any?
 - If not do, we have a plan and timeline to move ahead?
- c) Exterior Lodge Wall Siding
 - Have repairs been completed?
 - If not do, we have a plan and timeline to repair?
- d) Lodge Gutters
 - Have these been installed?
 - If not do, we have a contractor and plan and timeline to complete?



- e) Pool Surface Pavers
 - Have these been installed?
 - If not do, we have a plan and timeline to complete?
- f) Landscaping / Sod
 - Do we have a timeline for when the sod will be installed?
- g) Front Office Project
 - Do we have a plan/funding to complete this remodel?
- h) Asset Management Program – Nektar.
 - Are we making any headway in utilizing this program?
- i) Dog Park Lights
 - Do we have any status on returning these to working order?
- j) Please include the Customer Account Status / Unit Status Report Chart for the March 16 BOD meeting
- k) Please share any highlights regarding the “State of the Ranch” summary.

8. Rodeo Committee – Valorie Lottes (Chair) –

- Board approved bleacher expenditure.
- Valorie reviewed Rodeo monthly schedule of tasks with Tony.
- Met with Tony in person and via phone conference to explain Rodeo and review contracts.
- Contracts have been executed for 4L and bleachers.
- Sponsorship is looking good.
- Vendors are looking good.
- Committee meeting is Saturday, March 9.

9. Nominating Committee – Ashley Spenner (Chair) –

- a) We have 6 candidates running for the board - Amy DelAngel, Johnny Hooper, Lance Leuliette, Miguel Rodriguez, Cindy Simoes, and Deborah Whitmire.
- b) Meet and greet – Sat March 16th 5:30pm – 7:00pm - we have asked all the candidates to be present so owners can meet them. I will have notecards for them to write down questions and we will ask the candidates owner driven questions randomly. It will be a great night for the owners to get to know them! They will start putting their signs out, advertising online, etc. that weekend as per the rules of the election.
- c) Candidates Social: Friday April 26th 7:00pm – 9:00pm - One last social will occur the night before the election on April 26th at the lodge.
- d) Election: Sat. April 27th 1:00pm at the Owners Meeting - Owners may vote online 21 days prior to that election day. More details to follow online and mail in voting options.

VIII. OLD BUSINESS

- a) Update on 803/804 cabins – Estimated time of completion.
- b) Cabin 812 Replacement Plan – Do we have quotes or plans to date?
- c) Pool wiring and landscaping status update
- d) Lodge bathrooms, exterior wall, and leak repairs – Roofing is said to be complete.
- e) RV 4 Electrical Status – When will this project begin?

IX. NEW BUSINESS

- a) Tent Camping sites.
- b) Volunteer Committee.

X. OPEN DISCUSSION- Questions submitted by Owners.

XI. ADJOURN GENERAL MEETING

- a. Time: _____
- b. The next meeting of the R-Ranch BOD will be held on April 26, 2024, at 9:30am in the Board Room

XII. EXECUTIVE SESSION – Yes

XIII. WORKING SESSION – No



Executive Director Board Report – March 16, 2024, Meeting February 2024 Report

- Executive Director Integration (arrived 13 February 2024).
 - Onboarding: software programs, policies & procedures, governance, etc.
 - Meetings with managers and department staff.
 - Manager Initial Reviews: leadership philosophy, expectations, customer service, and performance evaluation standards.
 - R-Ranch Organizational Assessment.
- Budget Update:
 - Deed Back Program: February, Total: 6 Year End Total: 59
 - Owner Deed Status (Magic Numbers)
 - ~~P&L February 2024~~
 - 2024 Budget Restructuring (MANAGERS)
 - Proposed Budget Amendment: Back Office Renovation (flooring and painting). = \$ 5,500 LVP Maintenance Installation
\$ 7,500 outsource
- Personnel Update:
 - Restructuring:
 - Combined Sales, Events, & Marketing under one manager.
 - Macie will work directly for the new manager.
 - New Hires:
 - Amanda Rivard – new Sales, Events, & Marketing Manager – Accepted position on 3.6.2024; Starts on 3.21.2024.
 - Scott Basso – new Project Coordinator – Accepted position on 3.6.2024. Starts on 3.1.2024. Will work directly for the Executive Director. Will develop new project management system to include all capital improvement and operational projects.
 - Vacancies:
 - Housekeeping part-time (seasonal April 1 – October 1).
 - Both part-time security positions – working through Indeed to interview prospective applicants.
 - Accolades:
 - Several staff received pay increases and annual raises in accordance with the BOD approved budget.
- Administrative Projects:
 - Manager Initial Reviews & Subordinate Performance Evaluation System.
 - Development of Project Management System.
 - Nektar Asset Management System.
 - R-Ranch Crisis Action Plan.
 - Cabin Adoption Review.
- Ongoing Projects:
 - Pool Update.
 - Projects to be briefed by Managers.
 - Sewer System - NOT - start 1st week of April
 - Inspection - K&K property inspection 26 MARCH 11:00-2:00pm

How many suspended is:

\$.00 - 25.00	3
\$26 - 150	2
\$151 - 500	14
\$501 - 1500	35
\$1501 - 3500	18
<hr/>	<hr/>
3/14/2024	72

Apr 2 - Letter
been
collections
30 days letter

owe oct 23 assessment
goes to collections in May

Maintenance Department Report

February 2024

Steve Corbin: Maintenance Manager

- Water Treatment Plant (Complete):
 - Worked roadways continually to allow service/pump trucks in and out. Replaced all air regulator valves and piping.
 - Treatment Plant/Lift Stations: Resealed manholes in RV6 and RV2 what was allowing water to pass thru and fill holding tank and treatment plant.
 - Making final payments with contractors.
- Cabin Projects:
 - Chapel Hill:
 - Cut down dead, leaning and hazardous trees.
 - Meter Bank and Electrical (11 Cabins). Start in April.
 - Rainbow:
 - Cabin 1702 (Complete): demolished interior fireplace: fixture, wiring and gas lines. Replaced flooring and trim. Exterior: Added additional drainage pipe to the new gutter system, re-graded the front and back side of cabin, added gravel for more adequate parking area and grass seeded and hay strawed surrounding landscape.
 - Cabin(s) 803 & 804: Working towards completion, heavy carpentry to the exterior deck, light plumbing and electrical to interior (install of plumbing and lighting fixtures). Water entering from exterior wall in 803. Need updated quote to repair/seal the wall.
- Vehicle & Equipment Maintenance: Services: Fluid and Filter changes on the following: New Holland Tractor, Kubota Tractor, New Holland Skid Steere, and John Deere Backhoe. Vehicle maintenance to the following: Nissan Xterra: Replaced spark plugs and wiring caps. Chevy Silverado 1500(maintenance truck): Replaced radiator, lower transmission line, and rebuilt driver side front end.
- Fire Extinguisher Inspection: Collected all fire extinguishers from the property; The Lodge, Bathhouses, Stables, Office Buildings and Pump Houses and Cabins, to be brought to Maintenance Shop. Inspection was completed and extinguishers were placed back around the property.
- Put-Put Pasture: Reworked the dam on the tail end of the pasture for water retention and drinking water for horses.
- Lodge:
 - Anderson Roofing: completed roofing repairs and resealed.

R-Ranch Stable Report

February 2024

Herb Kirkover; Stables Manager

Summary:

Good morning. February was a very good month for both the Ranch and the Stable. I'm looking forward to the leadership and organization that (LTC-Ret) Tony Fritchie is bringing to the Ranch. He's definitely an Impact-Player, RLTW!

We exceeded our three (3)-year average for riders for the month by a little more than 30%! We also were slightly over our average for Passes. We are very close to our YTD-three (3)-year average. This was a bit surprising to me because we had several heavy rains that adversely impacted our ability to provide rides.

Personnel:

I missed the first week of FEB while I recovered from a minor surgery. Amber of course did a good job in my absence with the whole Team pulling together. Logan is proving to be an excellent addition to the Team. As a whole, our Team does well. With this said we have two employees taking Spring Break 9-17 APR. Additionally they will both depart in May to work on large Ranches in Wyoming for the summer. In anticipation of these manning shortages, we have been interviewing potential new hires. We have made offers to two applicants as of the time of this report. If they work out we will potentially be able to fill our authorized man-hours. MTF...

Events:

- ❖ 14 FEB 2024, Valentines Day:
 - The Stable was closed since this fell on a WED.
- ❖ 17 FEB 2024, Board of Directors Meeting.
 - As you know all Section Managers briefed our respective areas of responsibility. It was good to be able to present our information and concerns without a filter. As the Trail Ride pace picks back up it will be difficult for me to absent myself from the Stable on Saturdays without increasing risk of injury or just manage the sheer volume of customers.

Projects:

- ❖ Stable/Barn:
 - Repainting of the Barn is on hold. It is my understanding that fund raising is underway. Potentially this May...
- ❖ Trail Marking:
 - We have not been able to work on this for a while now.
- ❖ Put Put Pasture Eastern-Fence line:
 - We Removed the fencing from the SE-corner of Put Put Pasture so that Steve could modify the watering site. He did a WONDERFUL job!!!
 - The entire Eastern fence line has needed replacement for several years now. Materials will caost approx. \$1,300.00.

R-Ranch Stable Report

February 2024

Herb Kirkover; Stables Manager

Projects continued:

- ❖ Pasture Fence Painting:
 - Apparently, the exposed fiberglass that puts both horses and people at risk is not an issue to the R-Ranch. This project has been cancelled as well. It doesn't do much for your curb-appeal either...just saying.
 - I believe between my staff and some help from Owners we can find a way to get this done this year.
- ❖ All Pastures & hay fields: Steve & Jeff, are prepared to start applying fertilizer, herbicide, and seed as soon as they get a dry period long enough to execute.
 - Owners Pasture (New):
 - This pasture has been in recovery.
 - Barn Pasture:
 - This pasture has been in recovery.
 - Back Pasture:
 - This pasture has been in recovery.
 - Rainbow Pasture:
 - Red Herd is currently grazing on this pasture.
 - Chapel Hill:
 - This pasture has been in recovery.
 - Old Owner's Pasture:
 - This pasture is currently set aside for Hay production.
 - In May 2023 I had to cut several fallen trees off the NE corner. I still need to reset this corner. I will do this after the 2nd cutting of hay 2024.
 - Lodge Pasture:
 - Blue Herd is currently on this pasture.
 - We installed a 12 ft gate in the NE corner of this pasture to better facilitate removing muck/manure from around the hay rings.
 - Office Pasture:
 - This pasture has been in recovery.
 - It is Greening up real nice this month.
 - Putt Putt Pasture:
 - Steve & Jeff did a real nice job establishing/upgrading a watering site where the horses now have a sufficient quantity of clean, fresh water.
 - I hope to start the replacement to the E-fence line from the fiberglass fence (IVO Put Put golf Course) to the SE corner. I just submitted a est of materials to Tony. Appox \$1,300.00

R-Ranch Stable Report

February 2024

Herb Kirkover; Stables Manager

Maintenance:

- ❖ F-350 (Next Service due Fall 2024): Safety/Reliability issues
 - JAN 18, 2024 I replaced a bad terminal and multiple battery cable connections.
 - DEC 3, 2023 I Serviced the F-350. Changed Engine oil & filter, and Air filter. Antifreeze is good to -45F.
 - DEC 16, 2023 the Brakes finally went out completely. We Sent the Truck to Trammel Tire Service for a complete brake job.
 - ** Whatever was causing the engine to frequently stall has become an intermittent problem at least for now. It is now occasionally stalling WHILE we are driving down the road.
 - Still using/leaking engine oil, about a quart a week.
 - The front seal of the Transmission is leaking worse. We are using approx. one (1) pint every two (2) weeks. We continue to monitor all fluid levels and add as needed.
 - *** Both Rear Windows are still inoperable***. This makes it very miserable for staff/passengers in the back seat.
- ❖ Stock Trailer
 - NSTR
- ❖ Kubota ATV (Next Service due at 2,300 hr):
 - The throttle body is worn out and there's another undiagnosed issue...it will most likely need to go to repair shop to pinpoint and repair the problem. I performed an upper cylinder carbon removal treatment which has helped some...
 - The left-side of the bed is rusting through. I will have to see what maintenance can do for me to repair or replace this sheet metal and prevent further damage.
- ❖ Manure Wagon (Next Service due MAR-APR 2024):
 - I adjusted and lubricated the sweeper chains and greased the bearings in SEP 2023.
- ❖ Chainsaws:
 - MS-211: NSTR.
 - MS-311: NSTR.

Equine Care:

- ❖ Dewormer: (Due again MAR 2023)
 - We conducted our most recent Deworming in JAN 27. 2024.
 - We will Deworm for Tape Worms following the 1st hard frost in NOV 2024
- ❖ Coggins (Equine Herpes Virus or EHV test): (Due in MAR 2024)
 - Dr Pam Milligan of Chattahoochee Veterinary Clinic came out on MAR 25th to draw blood for Coggins test and administered Rabies Vaccine to our entire herd.

R-Ranch Stable Report

February 2024

Herb Kirkover; Stables Manager

Equine Care continued:

❖ Vaccine: (Due again APR 2024)

- We administered our Semi-annual 5-Way Vaccine to all our horses on **NOV 30, 2023**. This protects them from:
 - Eastern Equine Encephalitis (EEE).
 - Western Equine Encephalitis (WEE).
 - Tetanus.
 - Rhino (EHV 1 & 4).
 - Influenza.
- We administered the West Nile Vaccine to all our horses on **DEC 7, 2023**.
 - West Nile virus.

❖ Farrier / Hoof Care:

- The interval between Farrier service to shod horses is increasing now that Fall is upon us. We are averaging 6-8 weeks for shod horses and 8-10 weeks for barefoot horses.

❖ Vet:

- **Ed:** is still doing well. He's energetic and is eager to come in every day. He is currently On Line for Corral rides. When the day comes we will lay him to rest here at R-Ranch where he has eagerly and honorably served our Owners for 20+ years.
- **JEB:**
 - We are reconditioning him now for use once again.
- **SKY:** he is back on Line

Herd development/training:

- Our herd count is now 25. Four (4) are No-Cost-Lease. 15 are Geldings and nine (9) are Mares. One (1) is Corral Only (Ed), eight (8) are Beginner, nine (9) are Intermediate, seven (7) are Experienced.

R-Ranch Stable Report

February 2024
Herb Kirkover; Stables Manager

Rider & Pass #s:

2024					TREND					2021-2023 (3-Year Average)				
Month	Month Riders	Month Passes	Year Riders	Year Passes	MR	MP	YR	YP	Month	Month Riders	Month Passes	Year Riders	Year Passes	
JAN	24	5	24	5					JAN	81	9	81	9	
FEB	132	22	156	27					FEB	97	19	178	28	
MAR									MAR	120	19	298	48	
APR									APR	224	25	444	73	
MAY									MAY	254	31	689	104	
JUN									JUN	253	38	951	149	
JUL									JUL	299	42	1,250	185	
AUG									AUG	143	28	1,394	213	
SEP									SEP	209	27	1,603	240	
OCT									OCT	268	51	1,871	292	
NOV									NOV	190	46	2,062	337	
DEC									DEC	35	5	2,097	343	

KEY	
	: Above Average
	: Slight Increase / decrease
	: Below Average

R-Ranch Stable Report

February 2024

Herb Kirkover; Stables Manager

Trails status current as of publication of this report:

- Trail clearing is an ongoing recurring project that requires constant effort.
- 24x Green, 1x Yellow, 2x Red Status.

Trail Status:

Western Sector (8)			
Trail Name	Status	Last Ridden / Cleared	Remarks
Ridge Loop			
Ridge			
Cotton			
Gary's Loop			Not Ridden / Inspected Maj-Wx event
Waterfall			Not Ridden / Inspected Maj-Wx event
Knee Knocker			Not Ridden / Inspected Maj-Wx event
Indian Mound			Not Ridden / Inspected Maj-Wx event
Wild Turkey			Not Ridden / Inspected Maj-Wx event
Eastern Sector (13)			
Trail Name	Status	Last Ridden / Cleared	Remarks
Upper Creek Side			
Satterfield			Not Ridden / Inspected Maj-Wx event
Nemo			Not Ridden / Inspected Maj-Wx event
Jarad			Not Ridden / Inspected Maj-Wx event
Burnt Out			Not Ridden / Inspected Maj-Wx event
High Meadow			Needs more clearing
RV-7 Bypass			
Crystal			
Pennywise			
Nickum's Blunder			
Rustic; Outer & Inner Loops			Not Ridden / Inspected Maj-Wx event
Archery			Cross Winds
Wagon Wheel			Cross Winds
Southern Sector (6)			
Trail Name	Status	Last Ridden / Cleared	Remarks
Rainbow			
Ed Owen			Not Ridden / Inspected Maj-Wx event
Tire Tree			Not Ridden / Inspected Maj-Wx event
Gooch Gap			Not Ridden / Inspected Maj-Wx event
Piano			Not Ridden / Inspected Maj-Wx event
Lake			Not Ridden / Inspected Maj-Wx event

R-Ranch Stable Report
February 2024
Herb Kirkover; Stables Manager

KEY to Trail List:

Trail Clearance Status Key:		< 2 weeks since last Ridden / Cleared; No adverse WX
		> 2 Weeks since last Ridden / Cleared; Adverse WX event or Minor Obstacle
		= Reported / Observed Hazard

V/R Herbert Kirkover

Key:

- COA = Course of action
- GATC = Georgia Appalachian Trail Club
- IOT = In order to
- IVO = In vicinity of
- NSTR = Nothing significant to report
- ODA = US Army Special Forces Operational Detachment Alpha
- OOA = On or about
- TBD = To be determined
- WX = Weather

Enclosures:

Encl-1 Herd Roster

Housekeeping Report
February 2024
Sherry Holloway: Housekeeping Manager

- Cabins Cleaned: 8 Cottages, 23 Single, 19 Duplex, and 2 Chapel hill cabins this month.
 - Total Cabins Cleaned in February: 52
- Cabin Deep Cleans: 1600,802,833,834,835,837,905,935,956, 968, and 969.
- Bathhouses:
 - We finished putting wax on floors in bath house 3.
- Rental Cabin Fire Extinguisher Certification: All fire extinguishers were retrieved, inspected, and returned.
- Personnel: Hiring a Part-time position for peak season (1 April-1 October).

**The only issue for February is that the bears have started getting into the dumpsters. We must pick up trash from various areas every morning.

Trend for Feb 24
- FLAT

Sales & Marketing Report February 2024

Sales:

You can read the statistics,
goal for future meetings is to show comparable stats
from year-to-year

Leads: 57

New Sales: 2 (RV Show) YTD: 2 - possible 5-10 new awards. - 103 RV Leads.

Option Program: 0

YTD: 1

Total in Program: 8

Transfers: 1

YTD: 3

Transfer List: 21

Deed back waitlist: 59

Both list: 80

↳ Total Through Dec 24

Tour Feedback:

The Good:

- 1) Stables/Horseback Riding
- 2) Scenery
- 3) RV Storage

Copied plus photos

The Bad:

- 1) Have heard that events are cancelled for 2024
- 2) Website confusing
- 3) Cosmetic issues: woodpecker damage on Rainbow Lake Cabins
- 4) Want to live here

Reasons for Transfer:

- Rising Costs/can't afford.
- Just don't use anymore.
- Moved away.
- Aging Out/Health

3 families seen Stacey
Tiffany

Marketing:

- Digital Marketing: gearing up for spring campaigns to start after RV show
- Open House in February

Need new data.

Outline

Sales ≡

Events ≡

marketing ≡

February 2024 Lodge/Events Report

Macie Cleveland: Assitant Sales, Events, & Marketing Manager

Feb 2024 Income	
Weddings	\$21,675
Events	\$1,250
Misc.	\$0
	\$22,925

Feb 2024 Expenses	
Total Expenses for the month	\$16,724
Net Revenue	\$6,201

Wedding P&L 2024	
YTD Wedding Revenue	\$31,600
Projected Revenue of Weddings 2024	\$130,500
Total amount yet to book	\$98,900

Event P&L 2024	
YTD Event Revenue	\$1,500
Projected Revenue of Events 2024	\$11,696
Total amount yet to book	\$10,196

2024 Summary	
Weddings	30
Events	10
RR Events	16
	56
<i>The R-Ranch non-revenue events are:</i>	
Vet the Candidates, Meet the Candidates, Lottery, Meet & Greet the Candidates, April Owner's Weekend, Memorial Day, Independence, Labor Day, Lottery, Owner's Weekend Oct, Thanksgiving, Employee Appreciation Lunch, and New Year's Eve party	

2025 Summary	
Weddings	7
Events	4
RR Events	16
	27
<i>The R-Ranch non-revenue events are:</i>	
Vet the Candidates, Meet the Candidates, Lottery, Meet & Greet the Candidates, April Owner's Weekend, Memorial Day, Independence, Labor Day, Lottery, Owner's Weekend Oct, Thanksgiving, Employee Appreciation Lunch, and New Year's Eve party	

R-Ranch in the Mountains®

Balance Sheet

As of February 29, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1020 Operating Bank Account	65,986.68
1025 Lodge Bank Account	23,280.76
1030 Cabin Bank Account	22,226.21
1040 Property Tax Escrow Bank Acct	14,332.10
1045 Payroll Bank Account	2,600.22
1050 Rodeo Bank Account	22,369.76
1055 Capital Improvement / Infrast	254,646.41
1060 Legal Account	78,963.34
1065 RV Bank Account	59,045.97
1070 Operating Contingent	60,061.09
Total Bank Accounts	\$603,512.54
Other Current Assets	
1700 Accumulated Depreciation	-126,163.98
1900 Unsold Ranch Memberships	343,275.00
Uncategorized Asset	1.00
Undeposited Funds	5,234.00
Total Other Current Assets	\$222,346.02
Total Current Assets	\$825,858.56
Fixed Assets	
1530 Vehicles	36,719.64
1535 Machinery & Equipment	42,932.60
1540 Horses & Sports Equipment	-850.00
1545 Buildings and Improvements	649,172.79
Total Fixed Assets	\$727,975.03
TOTAL ASSETS	\$1,553,833.59
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2050 Prepaid Assessments	0.00
2060 Sales Tax Payable	0.00
2070 Accrued Property Tax	3,013.72
2095 In-House ATM for Events	0.00
2350 Cabin - Refundable Deposit	9,730.00
2470 Prepaid - Other	100.00
Total Other Current Liabilities	\$12,843.72
Total Current Liabilities	\$12,843.72
Total Liabilities	\$12,843.72

	TOTAL
Equity	
3802 RV Retained Earnings	0.00
3905 Undesignated Net Assets	-12,621.37
Equity (Conversion)	871,618.76
Retained Earnings	786,618.18
Net Income	-104,625.70
Total Equity	\$1,540,989.87
TOTAL LIABILITIES AND EQUITY	\$1,553,833.59

R-Ranch in the Mountains®

Budget vs. Actuals: 2024 Budget - FY24 P&L

January - February, 2024

	JAN 2024				FEB 2024				TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	BUDGET	OVER BUDGET
	Income										
4000 Admin - Assessments	28,153.03	28,600.00	-446.97	109,017.43	72,000.00	37,017.43	\$137,170.46	\$100,600.00	\$36,570.46		
4001 Admin - Assessments - DBP	9,000.00	9,000.00	0.00	8,015.20	9,000.00	-984.80	\$17,015.20	\$18,000.00	\$ -984.80		
4002 Admin - Child Rights		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00		
4004 Admin - Interest	93.21	5.00	88.21	56.20	5.00	51.20	\$149.41	\$10.00	\$139.41		
4006 Admin - Fines & Fees	85.00	100.00	-15.00		100.00	-100.00	\$85.00	\$200.00	\$ -115.00		
4007 Admin - Collection Fees - Recouped	147.37		147.37	5.46		5.46	\$152.83	\$0.00	\$152.83		
4008 Admin - Late Fees & FC	3,545.40	600.00	2,945.40	2,618.12	600.00	2,018.12	\$6,163.52	\$1,200.00	\$4,963.52		
4010 Admin - Ownership Sales		3,785.00	-3,785.00	100.00	3,785.00	-3,685.00	\$100.00	\$7,570.00	\$ -7,470.00		
4012 Admin - Ownership Transfers	1,075.00	3,800.00	-2,725.00	850.00	3,800.00	-2,950.00	\$1,925.00	\$7,600.00	\$ -5,675.00		
4014 Admin - Day Use		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00		
4016 Admin - Sales - Ice	17.42	20.00	-2.58	84.00	60.00	24.00	\$101.42	\$80.00	\$21.42		
4018 Admin - Sales - Propane	2,034.83	1,252.00	782.83	1,309.25	1,000.00	309.25	\$3,344.08	\$2,252.00	\$1,092.08		
4020 Admin - Sales - Souvenirs	49.52	30.00	19.52	66.00	76.00	-10.00	\$115.52	\$106.00	\$9.52		
4022 Admin - Sales - Firewood	72.00	120.00	-48.00	312.00	140.00	172.00	\$384.00	\$260.00	\$124.00		
4024 Admin - Sales - Gate Cards		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00		
4026 Admin - Sales - Store	431.03	700.00	-268.97	426.90	700.00	-273.10	\$857.93	\$1,400.00	\$ -542.07		
4028 Admin - Vending Income	858.00	64.00	794.00		20.00	-20.00	\$858.00	\$84.00	\$774.00		
4029 Admin - Golf Cart Rental		100.00	-100.00	115.00	200.00	-85.00	\$115.00	\$300.00	\$ -185.00		
4030 Admin - Stables - Riding Pass	180.00	385.00	-205.00	740.00	350.00	390.00	\$920.00	\$735.00	\$185.00		
4032 Admin - Stables - Stall Fees		0.00	0.00	160.00	0.00	160.00	\$160.00	\$0.00	\$160.00		
4034 Admin - Stables - Fundraiser		0.00	0.00		200.00	-200.00	\$0.00	\$200.00	\$ -200.00		
4036 Admin - Recovery of Bad Debt	617.16	400.00	217.16		500.00	-500.00	\$617.16	\$900.00	\$ -282.84		
4038 Admin - RV Adoptions	6,000.00	4,800.00	1,200.00	3,650.00	3,600.00	50.00	\$9,650.00	\$8,400.00	\$1,250.00		
4040 Admin - Cabin Adoptions	3,240.00	684.00	2,556.00	1,080.00	810.00	270.00	\$4,320.00	\$1,494.00	\$2,826.00		
4041 Admin - Lodge Income		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00		
4042 Admin - RV Moves	328.22	180.00	148.22	126.78	330.00	-203.22	\$455.00	\$510.00	\$ -55.00		
4046 Admin - Sponsored Events		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00		
4048 Admin - Pet Fees	10.00	50.00	-40.00	110.00	100.00	10.00	\$120.00	\$150.00	\$ -30.00		
4050 Admin - Misc		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00		
4200 RV - Reservation	4,843.00	4,804.00	39.00	4,655.00	5,169.00	-504.00	\$9,498.00	\$9,963.00	\$ -465.00		
4202 RV - Electric - Quarterly	6,790.83	6,400.00	390.83	6,816.68	4,722.00	2,094.68	\$13,607.51	\$11,122.00	\$2,485.51		
4208 RV - Yearly Adoptions	2,000.00	1,600.00	400.00	1,200.00	1,200.00	0.00	\$3,200.00	\$2,800.00	\$400.00		
4210 RV - Guest & Group	300.00	800.00	-500.00	1,495.00	520.00	975.00	\$1,795.00	\$1,320.00	\$475.00		
4212 RV - Interest		2.00	-2.00		2.00	-2.00	\$0.00	\$4.00	\$ -4.00		
4300 Cabin - Reservation	1,150.00	900.00	250.00	2,005.00	1,500.00	505.00	\$3,155.00	\$2,400.00	\$755.00		
4302 Cabin - Electric - Quarterly	1,203.70	596.00	607.70	995.56	1,046.00	-50.44	\$2,199.26	\$1,642.00	\$557.26		
4306 Cabin - Adoptions	1,080.00	1,140.00	-60.00	360.00	1,350.00	-990.00	\$1,440.00	\$2,490.00	\$ -1,050.00		
4308 Cabin - Guest & Group	2,005.83	800.00	1,205.83	3,515.00	1,193.00	2,382.00	\$5,520.83	\$1,983.00	\$3,537.83		
4310 Cabin - Cottage	1,615.00	1,684.00	-69.00	2,055.00	2,829.00	-774.00	\$3,670.00	\$4,513.00	\$ -843.00		
4400 Lodge - Weddings	9,925.00	5,000.00	4,925.00	21,675.00	8,000.00	13,675.00	\$31,600.00	\$13,000.00	\$18,600.00		

	JAN 2024			FEB 2024			TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET
4401 Lodge - Wedding - Members		0.00	0.00	500.00	1,000.00	-1,000.00	\$0.00	\$1,000.00	\$ -1,000.00
4402 Lodge - Events	185.00	800.00	-615.00	750.00	1,600.00	-1,100.00	\$685.00	\$2,400.00	\$ -1,715.00
4403 Lodge - Events - Members		0.00	0.00	750.00	0.00	750.00	\$750.00	\$0.00	\$750.00
4500 Capital Improve - RV	2,000.00	1,600.00	400.00	1,200.00	1,200.00	0.00	\$3,200.00	\$2,800.00	\$400.00
4502 Capital Improve - Cabins	1,080.00	456.00	624.00	360.00	540.00	-180.00	\$1,440.00	\$996.00	\$444.00
4503 Capital Improve - Spc Asses	37,615.26	35,250.00	2,365.26	15,799.68	35,250.00	-19,450.32	\$53,414.94	\$70,500.00	\$ -17,085.06
4504 Capital Imp - Interest	159.66		159.66	127.03		127.03	\$286.69	\$0.00	\$286.69
4700 Rodeo - Tickets		0.00	0.00	0.00	0.00	0.00	\$0.00	\$0.00	\$0.00
4702 Rodeo - Parking		0.00	0.00	0.00	0.00	0.00	\$0.00	\$0.00	\$0.00
4704 Rodeo - Vendors		0.00	0.00	0.00	0.00	0.00	\$0.00	\$0.00	\$0.00
4706 Rodeo - Sponsors		0.00	0.00	200.00	0.00	200.00	\$200.00	\$0.00	\$200.00
4710 Rodeo - Souvenirs		0.00	0.00	0.00	0.00	0.00	\$0.00	\$0.00	\$0.00
4712 Rodeo - Refreshments		0.00	0.00	0.00	0.00	0.00	\$0.00	\$0.00	\$0.00
4900 Admin - Open Credits	3,575.62		3,575.62	-20,170.06		-20,170.06	\$ -16,594.44	\$0.00	\$ -16,594.44
Non Profit Income				60.00		60.00	\$60.00	\$0.00	\$60.00
Total Income	\$131,466.09	\$116,507.00	\$14,959.09	\$172,441.23	\$164,427.00	\$8,014.23	\$303,907.32	\$280,934.00	\$22,973.32
GROSS PROFIT	\$131,466.09	\$116,507.00	\$14,959.09	\$172,441.23	\$164,427.00	\$8,014.23	\$303,907.32	\$280,934.00	\$22,973.32
Expenses									
Payment 1 (Conversion)	261.29		261.29	-261.29		-261.29	\$0.00	\$0.00	\$0.00
QuickBooks Payments Fees	434.22		434.22	623.86		623.86	\$1,058.08	\$0.00	\$1,058.08
Total Expenses	\$695.51	\$0.00	\$695.51	\$362.57	\$0.00	\$362.57	\$1,058.08	\$0.00	\$1,058.08
NET OPERATING INCOME	\$130,770.58	\$116,507.00	\$14,263.58	\$172,078.66	\$164,427.00	\$7,651.66	\$302,849.24	\$280,934.00	\$21,915.24
Other Expenses									
6000 Employee - Payroll/Salary	50,048.49	65,384.00	-15,335.51	53,351.65	65,384.00	-12,032.35	\$103,400.14	\$130,768.00	\$ -27,367.86
6002 Employee - Payroll Tax	4,505.57	6,225.00	-1,719.43	4,891.20	6,225.00	-1,333.80	\$9,396.77	\$12,450.00	\$ -3,053.23
6004 Employee - Payroll Fees & Exp	1,475.72	915.00	560.72	1,136.07	915.00	221.07	\$2,611.79	\$1,830.00	\$781.79
6006 Employee - Benefits	5,421.74	7,596.00	-2,174.26	6,833.37	7,596.00	-762.63	\$12,255.11	\$15,192.00	\$ -2,936.89
6007 Employee - IRA	136.81		136.81	364.67		364.67	\$501.48	\$0.00	\$501.48
6008 Employee - Workers Comp		3,603.00	-3,603.00	2,679.00	3,603.00	-924.00	\$2,679.00	\$7,206.00	\$ -4,527.00
6012 Admin - Accounting Fees		0.00	0.00	0.00	0.00	0.00	\$0.00	\$0.00	\$0.00
6014 Admin - Bank Fees	124.51	42.00	82.51	37.00	42.00	-5.00	\$161.51	\$84.00	\$77.51
6016 Admin - Business Fees		0.00	0.00	0.00	0.00	0.00	\$0.00	\$0.00	\$0.00
6018 Admin - IT /Internet /Phone	4,355.60	4,000.00	355.60	3,634.86	4,000.00	-365.14	\$7,990.46	\$8,000.00	\$ -9.54
6020 Admin - Dues & Subscriptions	544.93	1,187.00	-642.07	1,961.97	290.00	1,671.97	\$2,506.90	\$1,477.00	\$1,029.90
6022 Admin - Emp Develop & Training		250.00	-250.00		550.00	-550.00	\$0.00	\$800.00	\$ -800.00
6024 Admin - Acknowledgements	1,082.46	0.00	1,082.46		50.00	-50.00	\$1,082.46	\$50.00	\$1,032.46
6026 Admin - Merchant Services	198.60	0.00	198.60	-625.05	0.00	-625.05	\$ -426.45	\$0.00	\$ -426.45
6028 Admin - Mileage Reimbursement		32.00	-32.00		62.00	-62.00	\$0.00	\$94.00	\$ -94.00
6030 Admin - Office Build M&R	291.75	0.00	291.75	90.00	90.00	0.00	\$0.00	\$90.00	\$ -90.00
6032 Admin - Office Expense	548.97	137.00	411.97	602.00	602.00	0.00	\$291.75	\$739.00	\$ -447.25
6034 Admin - Printing / Copying	723.88	338.00	385.88	397.00	397.00	0.00	\$ -3,169.72	\$735.00	\$ -3,904.72
6036 Admin - Shipping / Postage		100.00	623.88		275.00	-264.74	\$734.14	\$375.00	\$359.14
6038 Admin - Internet / Cell		0.00		1,030.32			\$1,030.32	\$0.00	\$1,030.32
6044 Admin - Insurance - PL&A	40,952.25	0.00	40,952.25	42,654.00		-42,654.00	\$40,952.25	\$42,654.00	\$ -1,701.75
6046 Admin - Property Taxes	4,949.00	4,949.00	0.00	9,159.00	9,000.00	159.00	\$14,108.00	\$13,949.00	\$159.00
6048 Admin - Sales - Ice Exp		0.00	0.00	87.00	87.00	-87.00	\$0.00	\$87.00	\$ -87.00

	JAN 2024			FEB 2024			TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET
6050 Admin - Sales - Propane Exp	1,712.56	1,039.00	673.56	906.39	547.00	359.39	\$2,618.95	\$1,596.00	\$1,032.95
6052 Admin - Sales - Souvenirs Exp		0.00	0.00		247.00	-247.00	\$0.00	\$247.00	\$-247.00
6054 Admin - Sales - Gate Cards Exp		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6056 Admin - Sales - Firewood Exp	200.00	0.00	200.00		450.00	-450.00	\$200.00	\$450.00	\$-250.00
6058 Admin - Sales - Store Exp	797.62	58.00	739.62		812.00	-812.00	\$797.62	\$870.00	\$-72.38
6059 Admin - Golf Cart Rental Exp	430.00	0.00	430.00		100.00	-100.00	\$430.00	\$100.00	\$330.00
6060 Admin - Sporting Equipment		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6062 GPM - Equip Rental		88.00	-88.00		320.00	-320.00	\$0.00	\$408.00	\$-408.00
6064 GPM - Equip Repair	229.06	784.00	-554.94	2,388.86	2,600.00	-211.14	\$2,617.92	\$3,384.00	\$-766.08
6066 GPM - Fence / Pasture	761.20	7.00	754.20	70.95	2.00	68.95	\$832.15	\$9.00	\$823.15
6068 GPM - Fuel	1,500.48	0.00	1,500.48		2,400.00	-2,400.00	\$1,500.48	\$2,400.00	\$-899.52
6070 GPM - General Maintenance	181.42	150.00	31.42	401.69	400.00	1.69	\$583.11	\$550.00	\$33.11
6072 GPM - Grounds / Property Repair	186.82	135.00	51.82	637.27	250.00	387.27	\$824.09	\$385.00	\$439.09
6074 GPM - Keys & Locks		10.00	-10.00	2.68	10.00	-7.32	\$2.68	\$20.00	\$-17.32
6076 GPM - Lawn & Landscape Svc	718.86	0.00	718.86		40.00	-40.00	\$718.86	\$40.00	\$678.86
6078 GPM - Pool Chemicals	51.17	0.00	51.17	73.35	0.00	73.35	\$124.52	\$0.00	\$124.52
6080 GPM - Pool M&R	236.00	200.00	36.00	118.00	325.00	-207.00	\$354.00	\$525.00	\$-171.00
6082 GPM - Pest Control Services		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6084 GPM - Roads M&R	416.52	300.00	116.52	2,117.08	400.00	1,717.08	\$2,533.60	\$700.00	\$1,833.60
6086 GPM - Supplies	227.82	0.00	227.82	272.26	100.00	172.26	\$500.08	\$100.00	\$400.08
6088 GPM - Tools	2,266.78	600.00	1,666.78	1,200.59	1,400.00	-199.41	\$3,467.37	\$2,000.00	\$1,467.37
6090 GPM - Vehicle M&R		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6092 GPM - Vehicle Tags & Titles		0.00	0.00		100.00	-100.00	\$0.00	\$100.00	\$-100.00
6094 GPM - Maint. Bldg M&R		150.00	320.40	264.65	150.00	114.85	\$735.25	\$300.00	\$435.25
6095 GPM - Safety	470.40	0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6096 GPM - Operat Security Contract		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6098 Operating - Util - Electric	2,569.13	2,400.00	169.13	2,849.21	2,400.00	449.21	\$5,418.34	\$4,800.00	\$618.34
6100 Operating - Util - Propane	2,375.88	1,640.00	735.88	1,569.17	589.00	980.17	\$3,945.05	\$2,229.00	\$1,716.05
6104 Operating - Util - Trash	1,360.00	732.00	628.00	1,360.00	1,365.00	-5.00	\$2,720.00	\$2,097.00	\$623.00
6106 Operating - Util - Wtr Sys M&R	3,835.48	4,809.00	-973.52	753.00	626.00	127.00	\$4,588.48	\$5,435.00	\$-846.52
6108 Operating - Util - Wtr Tr M&R		800.00	-800.00	753.00	800.00	-47.00	\$753.00	\$1,600.00	\$-847.00
6110 Operating - Projects & Improve		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6112 Sales - Sales & Market Exp	1,711.18	800.00	911.18		1,200.00	-1,200.00	\$1,711.18	\$2,000.00	\$-288.82
6113 Sales - Mkt Comm Outreach		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6114 Housekeeping - Supplies	1,070.99	1,000.00	70.99	62.10	500.00	-437.90	\$1,133.09	\$1,500.00	\$-366.91
6116 Stables - Feed	1,753.36	1,400.00	353.36	1,487.32	1,116.00	371.32	\$3,240.68	\$2,516.00	\$724.68
6118 Stables - Ferrier	1,410.00	1,113.00	297.00	995.00	810.00	185.00	\$2,405.00	\$1,923.00	\$482.00
6120 Stables - General Expense	165.68	175.00	-9.32	233.48	240.00	-6.52	\$399.16	\$415.00	\$-15.84
6122 Stables - M&R		0.00	0.00		181.00	-181.00	\$0.00	\$181.00	\$-181.00
6124 Stables - Tack & Equipment	863.49	0.00	863.49	51.98	36.00	15.98	\$915.47	\$36.00	\$879.47
6126 Stables - Vet Fees / Medicine	203.10	450.00	-246.90	736.11	1,260.00	-523.89	\$939.21	\$1,710.00	\$-770.79
6128 Stables - Jr. Wrangler		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6130 Stables - Horses		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6132 Stables - Tools	54.73	0.00	54.73	17.98	0.00	17.98	\$72.71	\$0.00	\$72.71
6134 Owner - Events	443.58	0.00	443.58	251.30	500.00	-248.70	\$694.88	\$500.00	\$194.88
6136 Owner - Board/Meetings		10.00	-10.00		5.00	-5.00	\$0.00	\$15.00	\$-15.00
6138 Owner - Sales & Transfers	72.67	340.00	-267.33	-489.14	340.00	-829.14	\$-416.47	\$680.00	\$-1,096.47

	JAN 2024			FEB 2024			TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET
6142 Sponsored Events		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6200 RV - M&R		117.00	-117.00	1,625.00	357.00	1,268.00	\$1,625.00	\$474.00	\$1,151.00
6204 RV - Bath Houses	507.58	0.00	507.58	180.18	126.00	54.18	\$687.76	\$126.00	\$561.76
6206 RV - Grounds		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6208 RV - Roads	575.00	0.00	575.00		0.00	0.00	\$575.00	\$0.00	\$575.00
6210 RV - Utilities - Electric	7,562.80	7,400.00	162.80	7,697.41	7,800.00	-102.59	\$15,260.21	\$15,200.00	\$60.21
6212 RV - Utilities - Propane		322.00	-322.00	286.09	97.00	189.09	\$286.09	\$419.00	\$ -132.91
6216 RV - Projects & Improve		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6300 Cabin - M&R		0.00	0.00	1,789.95	39.00	1,750.95	\$1,789.95	\$39.00	\$1,750.95
6302 Cabin - Pest Control Svc	240.00	150.00	90.00	120.00	150.00	-30.00	\$360.00	\$300.00	\$60.00
6304 Cabin - Security Contract		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6306 Cabin - Bath Houses	6.42	0.00	6.42	552.56	9.00	543.56	\$558.98	\$9.00	\$549.98
6308 Cabin - Rainbow		0.00	0.00	1,833.41	203.00	1,630.41	\$1,833.41	\$203.00	\$1,630.41
6310 Cabin - Chapel Hill		400.00	-400.00		400.00	-400.00	\$0.00	\$800.00	\$ -800.00
6312 Cabin - Cottages	63.02	0.00	63.02	1,216.08	4.00	1,212.08	\$1,279.10	\$4.00	\$1,275.10
6314 Cabin - Grounds		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6316 Cabin - Roads		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6320 Cabin - Utilities - Electric	4,124.29	4,868.00	-743.71	4,572.85	6,745.00	-2,172.15	\$8,697.14	\$11,613.00	\$ -2,915.86
6322 Cabin - Utilities - Propane	117.94	140.00	-22.06		61.00	-61.00	\$117.94	\$201.00	\$ -83.06
6326 Cabin - Projects & Improve	128.35	0.00	128.35	2,363.18	2,000.00	363.18	\$2,491.53	\$2,000.00	\$491.53
6400 Lodge - M&R	302.88	2,000.00	-1,697.12	8,539.74	1,500.00	7,039.74	\$8,842.62	\$3,500.00	\$5,342.62
6402 Lodge - Kitchen M&R		0.00	0.00		100.00	-100.00	\$0.00	\$100.00	\$ -100.00
6403 Lodge - Pest Control	256.00	150.00	106.00	128.00	150.00	-22.00	\$384.00	\$300.00	\$84.00
6406 Lodge - Event Decor/Improve	258.95	200.00	58.95		200.00	-200.00	\$258.95	\$400.00	\$ -141.05
6408 Lodge - Event Coord/Staff	4,170.00	3,000.00	1,170.00	1,845.00	3,000.00	-1,155.00	\$6,015.00	\$6,000.00	\$15.00
6410 Lodge - Event Clean/Supply	2,557.05	1,800.00	757.05	662.10	600.00	62.10	\$3,219.15	\$2,400.00	\$819.15
6412 Lodge - Event Security	200.00	200.00	0.00	400.00	200.00	200.00	\$600.00	\$400.00	\$200.00
6414 Lodge - Marketing	254.67	240.00	14.67	190.00	120.00	70.00	\$444.67	\$360.00	\$84.67
6416 Lodge - Utilities - Electric	1,413.28	1,726.00	-312.72	1,686.65	2,239.00	-552.35	\$3,099.93	\$3,965.00	\$ -865.07
6418 Lodge - Utilities - Propane	6,278.49	2,573.00	3,705.49	3,429.80	2,800.00	629.80	\$9,708.29	\$5,373.00	\$4,335.29
6424 Lodge - Projects & Improve	69.50	0.00	69.50	320.76	0.00	320.76	\$390.26	\$0.00	\$390.26
6428 Lodge - Tax		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6500 Capital - Infra Improve	60,944.54	0.00	60,944.54	9,631.20	0.00	9,631.20	\$70,575.74	\$0.00	\$70,575.74
6600 Legal - Admin Exp		1,271.00	-1,271.00		1,271.00	-1,271.00	\$0.00	\$2,542.00	\$ -2,542.00
6602 Legal - GPM		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6700 Rodeo - Stock Contract		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6702 Rodeo - 4L Ticket Split		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6704 Rodeo - Prize Money		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6706 Rodeo - Advertising		57.00	-57.00		0.00	0.00	\$0.00	\$57.00	\$ -57.00
6708 Rodeo - Security & EMT		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6710 Rodeo - Seating		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6712 Rodeo - Sanitation		0.00	0.00	9,237.50	0.00	9,237.50	\$9,237.50	\$0.00	\$9,237.50
6714 Rodeo - Souvenirs Expense		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6716 Rodeo - Sponsors Exp		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6718 Rodeo - In-House Exp		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6720 Rodeo - Projects & Improve		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6724 Rodeo - Rentals		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00

	JAN 2024				FEB 2024				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET	ACTUAL	BUDGET	OVER BUDGET
	6726 Rodeo - Insurance		0.00	0.00		0.00	0.00		0.00	0.00	\$0.00	\$0.00
6728 Rodeo - Refreshments Exp		0.00	0.00		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6730 Rodeo - Merchant Svc		0.00	0.00		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6732 Rodeo - Supplies		0.00	0.00		0.00	0.00		0.00	0.00	\$0.00	\$0.00	\$0.00
6900 Bad Debt Expense	7,629.94		7,629.94	8,040.41		8,040.41			8,040.41	\$15,670.35	\$0.00	\$15,670.35
Total Other Expenses	\$241,296.96	\$140,562.00	\$100,734.96	\$166,177.98	\$194,614.00	\$-28,436.02	\$407,474.94	\$335,176.00	\$-335,176.00	\$72,298.94	\$72,298.94	\$-72,298.94
NET OTHER INCOME	\$-241,296.96	\$-140,562.00	\$-100,734.96	\$-166,177.98	\$-194,614.00	\$28,436.02	\$-407,474.94	\$-335,176.00	\$-335,176.00	\$-72,298.94	\$-72,298.94	\$-72,298.94
NET INCOME	\$-110,526.38	\$-24,055.00	\$-86,471.38	\$5,900.68	\$-30,187.00	\$36,087.68	\$-104,625.70	\$-54,242.00	\$-54,242.00	\$-50,383.70	\$-50,383.70	\$-50,383.70

Accommodations Committee notes from meeting on 3/02/24

Discussions involved fund raising for the stable project

I. Yard sale

- Saturday, April 13 8:00 AM - 4:00 PM.
- Six signs were donated by Pinnacle Custom Signs. To be placed coming into town, by Walmart, other visible areas.
- Will need to add date to signage. Maci may be able to assist with graphic to stick to signs.
- Will market on Facebook pages (R-Ranch, Our-Ranch, Dahlonga Life and other possible Facebook pages). Will ask if any owner(s) can put on Next Door.
- Get with Marketing Committee to check on their availability to set up a table and possibly give tours. See if Maci would be available to give tours in bus or golf cart.
- Advertise it at the Easter Egg hunt. Can Maci help with sign/graphics?
- Set up concessions (same as we had at Golf Cart wash) and reach out to the ranch musicians to provide music. Tracy Hennessee and Kent Bliss to oversee the concessions.
- Accommodations to take donations for items to sell from owners that do not wish to participate in the yard sale. Donations can be dropped off at the Pavilion on Fri. 4/12.
- Ask participants to take all items with them that they don't sell. For unsold donated items, contact Helping Hands to drop off or have picked up.

Future fund raising events:

- Johnny will oversee poker run. Setting up stations at 7 locations.
- Check with Herb on having Pony rides for kids during rodeo. Herb mentioned it didn't work out last time but we may try again.
- Discussed doing 50/50 raffle for Gravel run on Sunday 8/11.

Other items:

- Will divide Accommodations committee up for inspecting outside cabins and sites. Group agreed but need to divide up by members.
- Kent is still working on installation of cameras.
- Kent brought up 2 sofas, table and 8 chairs to replace the sofa that was worn out.
- Committee approved the furniture to order for 803 and 804. Will order 2 full size bed frames with headboard, 6 twin bed frames and mattresses, mattress covers and 6 bar stools.
- Will go through Rainbow cabins and cottages to see what else is needed and check against budget.

- Looking to have 20+ students from UNG to do a work day on April 20. Items discussed were:

Painting inside bathroom 3, pressure washing the stable to prep for painting and cleaning up and painting the tables at the pool. Will get with Miguel regarding insurance/liability/waivers etc.

- Johnny to work on replacing the carpet on the putt-putt course.
- Looking to get new pool table for recreation area as soon as cameras are installed.





**Marketing Committee
Agenda for Update Report
Board Of Directors Meeting
March 2024**

1. Update on Open Houses:
 - Data from February 25, 2024 tour
 - Details on upcoming tours scheduled for March 17, 2024
2. Summary of Committee Meeting held on February 24, 2024
3. Recommendation/Request for Approval for P & G Committee to work with the Marketing Committee for a revised Social Media Policy and Community App
4. Presentation of the following:
 - Style Guide for consistency throughout the Ranch
 - New Sales and Marketing Materials
5. Update on new website following March 12, 2024 meeting with Brooks Burnette
6. Recommendations for proper communication channels (including training/guiding Ranch Owner population on proper measures to take when issues arise)
7. Request approval for rranch.com emails for each committee



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R-Ranch In The Mountains

Strategic Planning Committee Report

BOD Meeting - March 16, 2024

Chair – Shawn McHugh

Member – William Angelus

Member – James Daniel

Currently we have a Chair and two members on this committee.

This committee has no updates to report.

We would like updates to the following ongoing projects / “short term wins”...

- 1) Water treatment Plant
 - A) Is it operational after the priming task by Steve C?
 - B) Is LAS Permit in place?
 - If not do we have a plan and timeline to resolve?
- 2) Lodge / Pool Area
 - A) Do we still have roof leaks at the Lodge?
 - Have we received any bids for needed repairs if any?
 - If not do we have a plan and timeline to move ahead?
- 3) Exterior Lodge Wall Siding
 - A) Have repairs been completed?
 - If not do we have a plan and timeline to repair?
- 4) Lodge Gutters
 - A) Have these been installed?
 - If not do we have a contractor and plan and timeline to complete?
- 5) Pool Surface Pavers
 - A) Have these been installed?
 - If not do we have a plan and timeline to complete?
- 6) Landscaping / Sod
 - A) Do we have a timeline when the sod will be installed?

- 7) Front Office Project
 - A) Do we have a plan/funding to complete this remodel?
- 8) Asset Management Program - Nektar
 - A) Are we making any headway in utilizing this program?
- 9) Dog Park Lights
 - A) Do we have any status on returning these to working order?
- 10) Please include the Customer Account Status / Unit Status Report Chart for the March 16 BOD meeting
- 11) Please share any highlights regarding the "State of the Ranch" summary.



Vision, Mission, Values

Vision: R-Ranch In The Mountains® will be the premier family oriented outdoor recreation & equestrian ownership retreat in the Blue Ridge Mountains.

Mission: The mission of R-Ranch In The Mountains® is to provide, preserve, enhance, and maintain a safe & relaxing multi-recreational retreat & community of the highest quality for our owners, their families & guests, and future generations

The mission of the Strategic Planning Committee is to evaluate issues that can potentially affect R-Ranch long-term (positively or negatively), articulate goals and objectives based on evaluated issues, and make recommendations to the Board of Directors regarding pursuit of initiatives and projects based on the goals and objectives.

Values: R-Ranch In The Mountains® operations will be guided by the following values:

Respect ("The Golden Rule")

Integrity

Compassion

Fiscal Responsibility

Eco-Friendly

Have Fun

Nominations Committee
February Report

For Nominations:

- We have 6 Board Candidates running this year for 5 spots! Amy DelAngel, Johnny Hooper, Lance Leuliette, Miguel Rodriguez, Cindy Simoes, Deborah Whitmire.
- At our upcoming Meet and Greet on March 16th at 5:30-7pm, we have asked all the candidates to be present so owners can meet them. I will have notecards for them to write down questions and we will ask the candidate panel the owner driven questions randomly. It will be a great night for the owners to get to know them! They will start putting their signs out, advertising online, etc. that weekend as per the rules of the election.
- One last social will occur the night before the election on April 26th at the lodge. It will be held from 7-9pm.
- The election takes place at the owners meeting on April 27th or they may vote online 21 days prior to that election day. More details to follow online and mail in voting options.

Ashley Spenner
Nominations Chair

Minutes
Volunteer Committee Session
February 24, 2024

Attendees:

Marketing Committee

Stacey Howley Co-chair
Tiffany Searcy Co-chair
Elizabeth Standard

Accommodations Committee

Jeff Martin
Leslie Harbin
Cindy Simoes
Ms. P

Firewise Committee

Lance Leuliette

Events Committee

Macie Cleveland (Staff)

Rodeo

Valerie Lott
Ashley Spenner

Nomination Committee

Ashley Spenner

Finance Committee

Chris Deos
Sue Burton

Owners Concerns Committee

Policies & Guidelines Committee

Bill Poole (and Barbara Poole)

Strategic Planning Committee

Shawn McHugh
Phil_____

Board of Directors in attendance

Randy Mercier
Sue Burton

Non-committee attendees:

Miguel Rodriguez

Ranch Staff in Attendance

Executive Director – Tony Fritchle
Events – Macie Cleveland

Meeting Summary

Introductions:

- Committee Chairs introduced themselves and their committees.
- Executive Director was introduced and given opportunity to provide update on current goals and objectives.

Tony Fritchle (Executive Director) Key point made in meeting with the BOD and in an executive session is communication and transparency. There was a holding back of control for several years. This is the first step with committees. My goal with committees is that every time they get together, they should be collaborative. Make decisions together. We have to get out of habit/mode of holding information back. I'm currently going through confidential information to see what I can and can't divulge. We have a few legal issues that have come up, but we are working on those items. We are doing our due diligence and getting the right mentorship, getting legal counsel and I'm doing my best for interest of the ranch and the owners.

Elizabeth Standard (Marketing Committee)

Purpose of this meeting is fact finding for us. Realize a lot on agenda may already have an answer, Tony touched briefly on all of the agenda, so we are in sync in that regard. I've noticed at ranch that we forget that we are a 501 (c)(7) and so whenever we make a decision we need to consider/remember that. There are a lot of strengths we gain from this tax classification but also a lot of criteria to adhere to.

Organizational structure – We currently have no visual representation of how everything comes together at the ranch, how we are to interact and what are the direct reporting lines. How does the Board and Executive Director interact with the staff and how do the committees interact with each other and how do the committees and board interact?

Recommendation from Elizabeth that the BOD and the Executive Director develop an organizational chart for volunteers and staff so that we can see where we all fit within the organization.

Tony (Executive Director) - There is an org chart in the employee handbook, it is not an overall chart for the organizational as a whole. It's ground level. But I have not seen one for the entire organization. There is a way to build them separately but show them together as well.

Elizabeth Standard - discussed 501(c)(7) – tax benefits for being non-profit – a 501 (c)(3) is charity can have unlimited amount of income. But under 501(c)(7) have to live within certain limits of percentages of our revenue. Purpose – to foster a sense of community and comradery among members to promote social interaction, philanthropy and volunteerism. You cannot generate a profit, any excess revenue must further mission of the organization. You are allowed to have 35% of revenue from outside sources – the 15% of the 35% must be from facilities and services and the other 65% must be from owners (i.e. assessments etc.)

Bill Poole – as the 65% number goes up and down with owner income that 35% number may go up and down as well. It limits amount you can receive from non-owners.

Elizabeth Standard: Within the 35% of gross receipts permitted from non-members, not more than 15% of the gross receipts should come from the use of a social club's facilities or services by the general public.

The more we increase the 65% the better off we are so marketing trying to increase ownership.

Elizabeth Standard recommendation – do we have a compliance officer. Making sure we are within these guidelines. Has it come up?

Shawn McHugh – haven't approached the numbers close enough to worry about a compliance officer. Randy Mercier and Sue Burton – the CPA reviews it. Looks at it from overall financial standpoint.

Elizabeth - rather than an annual audit – suggest doing it throughout year.

Shawn probably should be the Executive Director.

Lance – Executive Director has a lot on his plate – my suggestion is going to the Board and say this is what we are thinking how do you want to handle this – this would help take something off of Tony's plate vs add it.

Recommendation - Ms. P – as we become more knowledgeable about the 501 (c) (7)– get all of the committee's chairpersons to have a training session - so that they can be internally compliant so that committee chair persons are able to say with knowledge no or yes we can do that. That would be a requirement of a committee chairperson before they take over the committee just like the new board of directors are supposed to have training before they start their term. Also, the Board members have that training as well so that when they work as a liaison with the committees, they are knowledgeable as well. So, if we see that happening, we don't have to look to any outside source to serve as our compliance officer – that would cost us money. That way we would know internally how to scrutinize planning.

Jeff Martin – asked about 65/35 and are you also speaking of when owners donate (i.e. for projects or fundraisers / gifts in kind). The more that we can account for the more we can bring in from the outside.

Bill Poole – If the numbers go outside of that 65% then we are taxed. I think the compliance officer should be the chair of the finance committee and review it on a monthly basis what the total income of the ranch is and allocate the percentages to determine if we are even close. We have typically not been

that close and therefore we haven't really had to worry about it. But not doing it as we go throughout the year and realizing we have violated it after the fact is not a good answer.

Jeff Martin – So what we are saying is that our donations and fundraisers we need to get that information over to Kory?

Bill Poole – we need to look at the valuation of in-kind donations.

Sue Burton – if the money is not running through the ranch – like when we donate to buy something – its not running through the ranch but its going to the ranch. So, my question is - if it's not running through the ranch accounts at all, these donations have never been captured in the past, so it's a matter of how that gets captured – and whether or not that can go into the accounting.

Bill Poole – I think this needs some research and needs to be answered but it won't be today ...but I believe if properly recorded it would run into the capital account of the ranch, not to the P & L but to the balance sheet.

Shawn McHugh – Strategic Planning – if I was to write a check today for \$5000 to the ranch and say do with it what you want that would be owner money – it is legitimate, and you don't have to worry about it. If it was a check for \$5 million it still wouldn't affect the 501 (c)(7).

Tiffany Searcy – Marketing Committee – that has been a question regarding starting an annual fund. If we can funnel it through the front office as an owner income, not an assessment so to speak, but let's use that term so we all understand it, but as a secondary assessment for optional giving – then its considered owner income.

Bill Poole - it's not income - its capital donations.

Elizabeth Standard – Can we even have an annual fund through a 501 (c)(7)? And if we can, then instead of having all of these little fund raisers, if we set up this annual fund, then funds raised by any committee would kind of be funneled through this same system. In non-profit you have to build a culture of philanthropy, and that hasn't happened at the ranch. If you build that culture and lay it out from the beginning when people join the ranch that we are non-profit and survive on volunteerism and money from the entire community and we will expect you to give at least once a year commensurate with your ability in the annual campaign. The money goes into one bucket – and theoretically the first year we do it that will give us data....data, data. We will see that first year what we have the first year We will see that we didn't have all of these fundraisers, we just asked you to give what you can – we would be able to know at the end of the year that we had x amount of participation (i.e. 65% of 75%...) and we can tell ranchers that we want to get it to 90 of 95 and we expect this. We can let folks know this is expected and build the culture of giving and then we can base our goals on that the following year. That is something we are not doing here. If we do that and set up an expectation of a culture of philanthropy its baked in when you pull in new owners.

Shawn McHugh – Strategic Planning – positive action breeds positive results.

Elizabeth Standard – we are a recreational club – RECOMMENDATION – take resort out of our materials and culture – it infers that you will be waited on when you get here and that's not the case. Get back to "we are a recreational club" look at all we have to offer to promote ourselves in spirit of the outdoors.

Roles and Responsibilities –

Elizabeth Standard - Tony already touched on. There are descriptions in the bylaws about what the committees do. **Recommendation** in conjunction with Tony coming up with job descriptions for the staff that we get more detailed job descriptions for the committee chairs and committee members so that if we ever have something new come up and it's not on someone's list that we know that is a decision to be made by leadership to decide who is responsible for this task moving forward. A big part of that is that we've got it written down so that as committees turn over, as BOD's turn over, and as staff turns over, we're not starting from the beginning again. No more reinventing the wheel – instead you are passing to the next chair/committee.

Bill Poole – those job descriptions and mission statements for the committees don't come from the Executive Director, they come from the Board.

Elizabeth – Right now, our mission statements are half mission statements, half job descriptions. I think we can do a better job of having a mission and then having the responsibilities underneath it. Which are two different things.

Tony Fritchle – Executive Director – one thing I was talking to Tiffany about today in the strategic planning process, first thing we've got to do is clarify, develop and create the overall overarching mission statement/ vision/ value statement and set that first. I know Shawn McHugh has been working on this. But set that first before you go back and revise these committee mission statements. Set organizational mission/value statement first – then everyone else can work off of that.

Elizabeth Standard - A few committee mission statements are missing from the website, and some aren't dated. Some have revision dates; others are not dated, and they don't follow the same path/outline. We need to standardize things a bit more so that its easier to answer questions when issues come up.

Ms. P – volunteers come and go – can walk away at any time and we as an organization need to remember that.

Elizabeth Standard – we have that on the agenda where it says volunteers (platform how do we track all of this) We really need a volunteer program and that goes to our culture of philanthropy. Prior actions are buried in BOD meeting minutes or buried in the office. As we build this culture of philanthropy, every single moment that we interact at the ranch is an opportunity for engagement. And the more we engage all of our owners, not just the active owners but also the least active and the farthest away, each moment is an opportunity to pair the engagement with the likelihood of contributing to the ranch and that's how we can build our goals moving forward and determine how much funding we need moving forward/ how much we need to raise above and beyond assessments without stressing our membership/ownership.

Bill Poole – for Shawn's benefit I want everyone to know in 2013 we had a very active strategic planning committee, and we did have a strategic visions mission and plan and did a swot analysis. Went through my computer trying to find that and I couldn't find it. Somewhere in this organization that document exists.

Mrs. P recommended to reach out to Hal Perino strategic planning from 2013.

Ranch vision – Tiffany Searcy – Marketing Committee – we have been working on our style guide – this means everything we have with respect to brand identity and expectation – you see it and you recognize it as R Ranch in mountains. This goes for what we do, weddings, etc. It sets us up for long term generational legacy impact. Our current packet to new ownership is all different styles/tones, not one page is consistent. That impacts message that we are disorganized and don't know where our documents are and it makes it hard for staff to communicate to owners /new owners.

Questions – 1 Do we have or has there ever been a process in place for consistency when working on documents/ sharing information through fliers pamphlets things like that? Currently we have a rodeo website, a wedding venue website, a wedding Instagram, a wedding Facebook, a rodeo Facebook, a ranch OUR page, a stables Facebook page, a ranch owners page on Facebook and also our public profile. How many of those things can we all keep up with on a regular basis. We have so many avenues of who we are as a ranch it makes it really hard to make sure our message and our vision is consistent. So, is there a process or has there been a process for approval for marketing the ranch in any one of the events?

Shawn McHugh – so many companies are reinventing themselves this year. Two buzz words that drive me nuts 1. Brand experience and 2. Design Thinking. The guy who did the whole design thinking concept worked for my company for 3 years – it is so true – if you don't have that identity – I'm telling you that Brand identify and Design thinking - it works.

Tiffany Searcy - So....currently the process does not exist here at the ranch.

(unidentified person in audience (Valerie or maybe or Leslie) – when someone is on Facebook is complaining and someone else shares with friend, we are not putting best foot forward. If we can't curtail and shut our own mouths and stop complaining, we are hurting ourselves.

Elizabeth Standard – that goes to the culture that we are trying to rebuild. We build that culture to reduce those naysayers.

Lance Leuliette – there's another side to it. We are the cheapest wedding venue in town. Keep that page separate because it is separate. You don't have to be an owner here to use it. You have to let a certain side of that have its own identity.

Tiffany Searcy – there is a way to do that to give that its own place, but still have same consistent branding. So, it looks like who we are. Stacey (wedding manager) manages that side of our website and she's excited to see that we are looking into this crossover.

Average number of wedding guests is 75 to 175 guest – for those guests it is an opportunity to see and experience the ranch for the first time. A lot of people don't know what we are past a wedding venue. Managing these things together creates the opportunity for those folks to learn its not just a wedding venue or not just a rodeo, it's an experience, a lifestyle. We keep leaning back into this as "it's a lifestyle". A recreational club that we are buying into.

(unidentified audience woman – Valerie??) If we keep targeting the bottom feeders (i.e. we are the cheapest venue in town) then we are not targeting the demographic that is going to sustain us for 10 years down the road.

Elizabeth Standard – we've been brainstorming as to how we can direct our marketing. Data, data, data. If we can be a little more strategic in how and where and when, then we are going to hopefully pull in the population that will hopefully not stress the resources of the ranch and hopefully have the ability contribute. That doesn't mean changing what ranch is. We used to have a lot of members. We have been reviewing past surveys. We aren't currently looking at what our ownership is made of and what comprises it. So, we need to be a lot more strategic about it.

Tiffany Searcy – It's also not just about philanthropy at the ranch. We need to think about how we are engaging with our local community. R ranch is deeply rooted in Lumpkin County/Dahlonega. We are part of the history here. How do we see ourselves as a member of our community. What is the answer/ what is the solution? As leadership and committees, we need to think about who we are, what we are and how can we engage with people that don't know us.

Bill Poole – need to look at local members.

Elizabeth Standard – I have an argument on the other side of that. Use the number 10 – you have 10 spots – cabin/ rv/ chapel hill - 10 people all paying the same amount – they are here every weekend because they are close. They are using every site and taxing the infrastructure because it's always full. On the other side of that – keep 3 of those local – but then get 2 from 2 hours away – and 5 from 4 hours away that come 2 weeks a year and they aren't taxing our infrastructure. In the 1996 survey it shows not many close by, owners used cabins more than RV's. I believe we need to be strategic. Can't exclude any population – but have neglected marketing from beyond the local area and beyond a 2-hour radius.

Sue Burton– we have looked at marketing to different groups. When I bought in there was a big push for Coast to Coast. We are a Coast-to-Coast member. The concept is for owners to use this as their Coast-to-Coast home base, but we expect them to go travel – maybe that's one of the selling points – here's a home base for you and they are only here off season. Way to push marketing a little further.

Tiffany Searcy – do we know where there are details on coast to coast?

Macie Cleveland – there is a binder up front in the office that has all of the rules and regulations what we are as an establishment and what the parameters are.

Elizabeth Standard – one ranch many possibilities – works on so many levels – we all use the ranch differently that may help drive advertising in different ways.

Ms. P don't forget retirees.

Tiffany Searcy – a huge part of conversation is we are not just a family friendly, adult only – we are for all. Anyone at any part of life can enjoy the ranch.

(unidentified person) do we have the data?? Working with what we do have and then finding a way to update it will take time. All of this probably changes over every 5 years. People don't seem to be buying in long term as an investment – they are buying in while kids are young or for specific seasons.

Elizabeth Standard – the 1996 survey showed 54% cabins, 26% Rv's, 20%-day use. That's not accurate now. We are working on new survey. We would love ideas; we would love help. Would love someone to want to help with marketing and take that initiative on.

Cindy Simoes – make sure you let everyone know you CAN get this data. Mine was a long process of creating it, getting data, putting on Facebook, mailing out to people, and when it came back, I was told it was private information.

Elizabeth Standard - We want zip codes so we can map out where our owners are.

Tiffany Searcy - Tony what is your prospective on the survey? His answer – we can use survey monkey, (another platform couldn't hear) says there are several platforms we can use and get that data where it puts it in a certain way. We just have to go back and look at regulations regarding personal and identifiable information to make sure we are compliant. Have already met people that don't do email, don't do social media, will have to send out snail mail. Thinks we would probably get 80% back.

Bill Poole – rebuttal about local owners taxing infrastructure because of more frequent use – we live a mile from here all we do is walk, swim and ride horses. I think local owners would put less demand on infrastructure.

Elizabeth Standard - a lot of research to be done.

Bill Poole – zip codes would be very helpful. It's not identifiable. We should be able to get this.

Tiffany Search – asked Shawn regarding strategic vision – how can we support you – what information do you need?

Shawn McHugh - Two things to say – (1) tired of hearing about the asset management program that we have and keep hearing we need training. There's a gentleman here that's a relatively new owner that for 16 years worked in asset management and I bet he could look at the program and get us started without bringing in outside training. So that's one thing - that's an easy win. (2). We need every owner as they are riding around on their golf carts and look at crumbling asphalt and spots of constant water, need owners to help identify and understand things – we need to look at waste-water treatment – we need help on the things that are not glamorous, things you don't see.

Tony Fritchle - provided quick update on sewer treatment – final fixtures being put in the tank. Parts were being installed and tested as of 2/23/24.

Shawn McHugh – risk management is a vital part of everyday business, and nothing is ever discussed regarding limiting our risks.

Tiffany Searcy – our style guide – draft and edits to be done, 2016 last style guide, tried to identify commonalities. First phase that has to happen is with our new website. I have a 13-page document about our style. Cindy and I went through rainbow lake looking at 21 cabins – looked at doing phases on all vs individual projects. What to fix first – would be a meeting with accommodations (i.e. exterior, vs inside repairs and cosmetics etc.) The Lodge needs to be our showcase. We need the Front Office to help build that first impression. The brand identity starts there. Currently we have peeling paint, missing fans, cosmetic issues. We need to focus on that first impression.

Elizabeth Standard – trying to go back to the “R” in the ranch, that we are a recreational club, not just horses, not just cabins, not just rv’s, it’s a lifestyle.

Tiffany Searcy, we came up with 5 things – Recreation, Horses, Lodging, Community and Location.

We want to lean into the “R” – part of that will fall on Macie – what do you want to see here. Field trips, painting classes, not just music – its everything.

Design styles – will be shared with a focus group and board has to say yes.

Bill Poole – registered service mark – is the logo – (Tiffany Searcy asked – is it both??) **Bill Poole** - I don’t think both. Two registered marks – “R” and the rodeo. Valerie says don’t use much of the Rodeo Service mark. Only thing really have is the stickers and when we send out sponsorship agreement....”in the mountains” is verbiage that came out some time ago, technically we area a valley in the mountains.

Elizabeth Standard – recommendation we need to work on getting digital files.

Stacey Howley – mission statements – how many committees are currently working from their mission statements or have read their mission statements? The statements on the website are outdated. What is the process to revise and get approved>

Lance Leuliette: Process is that the Board sent out “here’s your mission statement” to each of the committees, let us know if you want to change. They should be reviewed every year.

Ashley Spenner – recommendation - suggests next Board Meeting request to the Board hey would y’all mind asking all of the committees to update their mission statements before they roll over in April, because when you get a new BOD its just going to bog the process done and won’t get done until fall when you get a bunch a new committee chairs.

Lance Leuliette – mission statements are supposed to be reviewed the month after they appoint the committee chair, so need to have the appointment so you can do what you are asking of us. And supposed to be reviewed once per year.

Chris Deos if you are talking about streamlining things shouldn’t you have a mission statement when you come into a committee? And say – this is your mission statement – so they don’t have to be revised every year?

Strategic planning vision currently on the website is in fact the ranch vision.

Elizabeth Standard – Internal Communications

Committees don’t need to work in silos but don’t want to blur the lines either. We need a better method for communications, so all of the side conversations stop, and we work better together and stop duplicating efforts.

Ms. P – golf cart wash -my sister put together the flier used, we got flier out had good attendance, didn’t ask any help from marketing committee, chili cookoff same process, now yard sale, April 14th, we

recognize marketing committee could be helpful to accommodations committee in the process. Jeff was going to be talking to Tiffany about promoting, talking about style guide, this is a good example of what should we do and then get out in a timely manner.

Elizabeth Standard – the organizational chart will help when becomes clear what duties are staff/ committee jobs.

Communication – do we zoom one per month. If ranch business, it should be chair to chair. It's an effort to streamline.

Contact sheet – does it exist? some say it does exist/ some said it does not.

Elizabeth Standard asked for email addresses for committees marketing@rranch.com so we are not using personal email addresses so as the committees turn over the email address is exactly the same.

Lance Leuliette– is there a cost to these email addresses?

Tony Fritchle - will check to see if there is an option.

Elizabeth Standard – alternative is Gmail email addresses for committees.

Cindy Simoes – Owners concerns has one – Cindy asked 2 years ago – and was told no for accommodations.

Miguel Rodriguez– don't know what systems we have – Salesforce already has the software built in – staff not trained in it. We have salesforce / it also has chat rooms for committees and will send emails through salesforce and its legally protected. A lot of info currently being put on Facebook and salesforce can maybe protect that.

Elizabeth Standard – I think it has modules to tie into fundraising.

Miguel Rodriguez – still subject to human error based on data put into it.

Shawn McHugh – future owners are technology minded – easier to be engaged 3 to 5 hours away and easier to stay engaged through technology

Elizabeth Standard – recommendation – that we try to funnel as much inter committee discussions through the chairs so that we can have those discussion within our committee meetings to report back and cut down on extra conversations.

Lelsie Harbin– salesforce – do we have access needs to be training.

Tiffany Searcy – Brooks (IT website) any time someone goes to website he can track it to someone hitting submit form – that form goes straight into sales force as a lead.

Tony Fritchle – everything that comes in as a lead comes to me currently.

Elizabeth Standard – meeting calendar – there is a website calendar not being used – not sure who is maintaining. We are recommending one calendar – on our website that has all of our events. It can be

open to everyone to see. It also shows to the public all we have to offer. Mountain lakes has their calendar is full. Ours is blank.

Tony Fritchle – my impression – this position does operations/ facilities and everything else – what I'm seeing is after operations left, he and someone else in sales were working the calendar, when operations left that went away. All of that needs to be synchronized. That is something I am working on.

Elizabeth Standard – we would love to see everything on the calendar.

Macie Cleveland – Blaine and Vincent were the only ones that had access to add anything to the website. I was told I would get access but never did. That's why the website calendar has not been updated.

Lance Leuliette – control had been pushed into one domain.

Elizabeth Standard – there should never be an organization where only one person has access.

Tiffany Searcy – working with Macie on a calendar link that will update itself. That will keep things streamlined.

Cindy Simoes – bylaws in the front office are not even updated – still show 1/2400 ownership and it changed to 1/1200 years ago. Its still shows in the bylaws printed in the front office and no addendum provided.

Tiffany Searcy – **external communication** – Facebook, social media, emails - so much already talked about, currently don't have access to Facebook profile, how do we get this information out – we have 9000 followers. Tiffany discussed with Stacey (wedding planner)sound muffled out here...

Elizabeth Standard – no social media policy?? **Sue Burton** – yes in P & G's deals with behavior. Elizabeth Standard is looking more at crisis / contingency plan – i.e. tornado – how do we respond or major announcement (who's responsibility is it to mitigate the fallout by following proper communication channels)

Tony Fritchle – I had the opportunity to address that in the executive session – I raised the issue – what is our critical information requirement in a crisis – if something happens – active shooter – do we have the contingencies in place...I've written those before, I have some frameworks we can use. But in talking with Iris, I said I need to know what that is, what is that chain of responsibility, the crisis happens, what's the call and how are we going to communicate. Who is supposed to be onsite mediating. All of those kinds of things. I already have that down on my list of things to do, but it's not in process yet. **Elizabeth Standard** it may not be as big as active shooter, it could be something that happens on social media page, who takes it down.

Randy Mercier – that's social media, that's P & G's – social media conduct

Sue Burton – no "tree/ chain of command" does not exist.

Tony Fritchle – no it doesn't exist.

Elizabeth Standard – executives handle if true emergency – should we have something in there about PR issues?

Tony Fritchle – yes, there should be, especially if have PR team. If not, it would be me because it's in my job description.

Elizabeth Standard – last 2 months – how do we handle – blow up on social media b/c Blaine leaving –

Tony Fritchle – should have been president but he was gone, so maybe Iris.

Sue Burton – the president will have access to the official page – if Executive Director not there the president of the Board can respond. The OUR ranch – is not ours to handle so no mitigation.

Cindy Simoes – when announcement regarding Blaine was made it should have not been on Facebook b/c we have people not on Facebook. Should have been mail chimp.

Elizabeth Standard - I want to pull back a bit – instead of specific instances of what already happened revise/add to P&G's social media policy to state that these individuals/roles are responsible for handling these types of situations.

Sue Burton – not sure if that's P & G's or SOP's. Because even employees need to know who to call

Cindy Simoes– when tree fell on Shawn McHugh's cabin an official call was not made – it was an owner that reached out to him.

Shawn McHugh – no official business on social media whatsoever, can't control what people post and can't monitor 24/7. P&G's or SOP that no official business on social media whatsoever.

Tony Fritchle – that's separate from crisis management – it has to fall under technology / website.

Elizabeth Standard – should we roll out separately as a marketing committee to see where we might go with this?

Shawn McHugh - you can have your Facebook set so that every time someone wants to post good bad or indifferent you get the chance to look at it before its posted.

Randy Mercier – posts on the official page do get a chance to look at just can't do on OUR page.

Elizabeth Standard – if word gets out about the policy it may prevent some of what is being posted.

Tony Fritchle – We are going to have problems regardless, but we need to have something set – which we are working on.

Elizabeth Standard -if we do have it written, we know who will help calm things down. All non-profits have a social media policy and I think ours can be developed a little bit better.

Tony Fritchle – there are a lot of systems that are antiquated, a lot of SOP policies – some are good some are not. I'm working through these.

Elizabeth Standard – Membership lifecycle pipeline – build our pipeline lifecycle – potential owner, owner, or a past owner, doesn't mean they won't start cycle over at some part – need to engage each part of that ownership cycle – what this speaks to is building culture of philanthropy that we have this lifecycle, will increase owner engagement and satisfaction.

Cindy Simoes – engaging owners is huge part of retaining owners. I was going to leave and someone talking me into staying.

Elizabeth Standard – if we educate leadership and everyone at the ranch then we can increase buy-in and this is where the annual giving fund exists.

The question is – who would maintain these contacts, exit interviews/ it's a matter of whose job is it, as marketing can we assist?

Tiffany Searcy – recommendation exit interviews should fall under owners concerns committee – as to why folks are really leaving the ranch.

Cindy Simoes – deed back they just put your name on a list. Many folks won't be honest why they are leaving.

Elizabeth Standard – if handled by policy we may get the reasons – it needs to be captured.

Shawn McHugh – may need to rethink staffing structure and the way owner's relations and events are handled – and that's all I'm going to say about that. It's a higher-level thing.

Tony Fritchle – I've been analyzing that since day one.

Shawn McHugh – I'm speaking terms of in 22 years here there is a business side of things that has to go on, a seen not heard type of thing, and then there's the public view, the owners' events, owner relation and concerns and both sides of that business are worthy of paid highly qualified individuals. We've never had that. I'm talking a structural change to carry us through another generation. Owners can only carry so much.

Elizabeth Standard – are we nurturing those that want to leave? Even those that are aging out or moving away – they can still be a part of our lifecycle – we want them to feel like their experience may have been short lived but a lifetime experience.

Recommendation Need to find out if we can have bequest program -from CPA – leaving money to ranch in will.

Sue Burton – hit nail on head regarding owners being involved – 40 years ago, back in the day – the ranch was very owner involved – in late 90's early 2000's it shifted, it went from country lodge to resort type lodge – so it became more of a resort and owners started to expect things to be done for them.

Cindy Simoes – that's why we need a volunteer program.

Sue Burton – volunteers burn out, so we need consistency between owners and staff.

Elizabeth Standard– new owners need to know what's needed. Can we have a volunteer committee – for example....if you know sales force, can you do spreadsheets – do you speak another language – we have talent right here at the ranch – the 501 c 7 is the people, it's not the grounds.

Tiffany Searcy - Housekeeping wants to be a part of the style guide.

Elizabeth Standard – the more we integrate and have on paper the less we blur the lines.

Recommend – we go to the board and suggest volunteer program and it becomes a part of the sales process.

Elizabeth Standard - We need to house/store all of the volunteer and committee information.

Tiffany Searcy – we've been researching and having meetings behind the scenes. Never so far found a place to keep all of this information – logins, volunteers, responsibilities, printers, vendors, etc.

Shawn McHugh – whole reinvention with businesses around the world – that's what is needed.

Tiffany Searcy – using AI for work with Brooks.

Shawn McHugh– we have to treat technology is part of infrastructure.

Elizabeth Standard – we've been using it – it hasn't hampered us. Having data of who is using the ranch and when will help us with our annual giving plan.

Shawn McHugh – you may find out – with a quality salesperson – may look at separate type of ownership. Look at how much money folks are spending per year and how much time per year
Elizabeth Standard – if we gave it up our ownership what would we be losing – its not the cabin, it's the community – we bought into the lifestyle.

Shawn McHugh – we are 3 hours away and I'm up 100 days per year.

Cindy Simoes – if your deed is valued more – you'd be more inclined to be here – adding weight on whether to stay or go. There needs to be other things for people to do other than drinking or things with children. If we have other things like field trips, field day, art class, line dancing...wreath making – more participation in that a couple of years ago – 20 some women redid 40 wreaths, great participation.

Elizabeth Standard – need people taking pictures and posting them – we miss the ranch when we know what's going on and it makes us want to come up here more.

Stacey Howley – we need to take advantage of low-cost perks of ownership – the 35 miles of trails on our property – hiking/walking – organizing groups to utilize the trails – not going to cost the ranch and utilizing our property. Reminded of crafting weekend at the lodge

Elizabeth Standard – bus field trips.

Tony Fritchle – drove – not road worthy – not for field trips to vineyard – only 16 on bus.

Cindy Simoes – looked into it - insurance would not allow to do it – ranch staff would have to drive – it does not require CDL.