



**R-Ranch in the Mountains
Board of Director's
November 15, 2025
Agenda - Amended**

- I. CALL TO ORDER** – Monica Hunt, President
- II. OPENING PRAYER** – Jeffrey Kimmel
- III. PLEDGE OF ALLEGIANCE** – Lance Leuliette, Vice President
- IV. REVIEW/APPROVE/AMEND/ACCEPT AGENDA**
- V. SUSPEND READING October 2025 BOD Meeting Minutes**
- VI. APPROVE/AMEND/ACCEPT October 2025 BOD Meeting Minutes**

VII. REPORTS – Attached where submitted.

- a. **Executive Director's Report** – Paul Abrams
 - **Recap of October Departmental Reports**
 - Front Desk Monthly Statistics
 - Security Monthly Statistics
 - Housekeeping Report
 - Maintenance Report
 - Stables Report
 - Sales, Events, Marketing Report – Amanda Rivard, Director
 - Financial Report
 - **October Old Business Report**
 - Deed Back and Hardships Updated and Approved
 - Premium Storage Slots Increased and Approved
 - Work Camper Update
 - Stables Truck and Stables Update
 - **Upcoming/Ongoing Projects/Events**
 - Sunset Ridge and July 2026 Bride Letter of Concern
 - P&G's Question
 - Winter Projects and Quotes – Heating Options for lodge/Lawn Mower/Sprinkler System in Lodge/Lodge Siding
 - Bank Accounts Update
 - **Executive Director Request for Board Approval**
 - Upcoming Holiday Hours
 - December Board Meeting
- b. **President's Report** – Monica Hunt

STANDING COMMITTEE REPORTS – Attached where submitted.

1. **Finance Committee** – Kory Rody (Chair) (Board Liaison: Jeff Martin) – No report submitted.
2. **Covenants/Bylaws/P&G's Committee** – Miguel Rodriguez (Chair) (Board Liaison: Bill Collins) – No report submitted.
3. **Owner's Concerns Committee** – Tracy Hennessee (Chair) (No Board Liaison Required) – Nothing to report.
4. **Land Use/Fire Wise Committee** – Stacey Bailey (Chair) (Board Liaison: Lance Leuliette) – Nothing to report.
5. **Accommodations Committee** – Chris Deos and Johnny Hooper (Co-Chairs) (Board Liaison: Randy Mercier) –
 - The Chili Cook-off was a huge success.
 - A few new shower curtains have been installed and with the help of our staff the bath houses are getting painted.
6. **Events Committee** – Chris Forstbauer (Chair) (Board Liaison: Jeffrey Kimmel) – Nothing to report.
7. **Marketing Committee** – Tiffany Searcy (Chair) (Board Liaison: Larry Darmstedter)
 - 5-Year Strategic Planning Goals (**see attached**)
 - Planning updates and improvements in both our bathhouses and Rainbow Lake cabins.
 - We added a new page to our style guide outlining door colors, artwork, cabinet colors, approved hardware, faucet fixtures, and lighting.
 - We also approved the mural for the bathhouses as well to improve the decor - our new work camper Megan will be completing this project.
8. **Strategic Planning Committee** – Hope Merrill (Chair) (Board Liaison: Don Bouquet) –
 - Assessment interviews are currently underway by our committee members and are scheduled to be completed by the end of the year. We will then begin compiling the data and findings.
9. **Rodeo Committee** –Valorie Lottes (Chair) (No Board Liaison Required) – Nothing to report.
10. **Nominating Committee** – Ashley Spenner (Chair) (No Board Liaison Required)
 - 1st Call for Candidates! The opportunity to serve on the R-Ranch Board of Directors is here! We have three positions to be filled at the April 2026 Owners Meeting.
 - Three positions will fulfill a three-year term of April 2026- April 2029.
 - The requirements to run for a board position is to be an Owner in good standing (your name must be on the deed) and must be an owner for at least 1 year.
 - Voting will take place online and at the April Owners Meeting. You can request an absentee ballot by mail by contacting Judy Crofts at jcrofts@rranch.com or 706-864-6444 x104.
 - The sign-up sheet (to show you are interested in running) is at the office now. Once you sign up, you will be on the email list receiving communications about the upcoming events and process for candidates. You must attend the vetting meeting to officially be considered.
 - Timeline: February 7th, Candidates meet at 10:00am to review the Nominating Committee and Board of Directors Mission Statements, Code of Ethics, expected conduct of campaign, signage rules, complete a questionnaire and be photographed.
 - The list of vetted candidates will be presented to the BOD to be approved then announced to the Owners. Attending the “vetting” meeting is REQUIRED to be on the ballot. If you

opt not to attend this meeting, you can still be nominated from the floor at the Annual Meeting.

- March 14th-Meet the Candidate Evening Event -Time TBD
- April 24th-Wine & Cheese Social Time 7-9 pm
- April 25th-Election & Owners Meeting starting at 1pm
- If you have any questions, please email the Nominating Committee chair Ashley Spenner at aspenner@earthlink.net

VIII. OLD BUSINESS

- Chapel Hill Cabin Underpinning Status – Lance Leuliette
- *Deeds – Monica Hunt – Topic formally removed from the agenda and is to be discussed during Executive Session instead.*
- Sunset Ridge Concert Venue – Paul/Lance

IX. NEW BUSINESS

-

X. OWNER QUESTIONS/CONCERNS -

XI. ADJOURN GENERAL MEETING - Time: _____

The Board does not conduct a meeting during the month of December; therefore, the next meeting of the R-Ranch BOD will be held on January 17, 2026, at 9:30am in the Board Room.

XII. EXECUTIVE SESSION – Yes

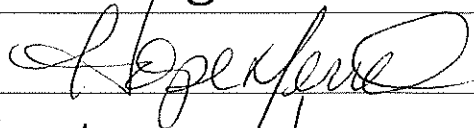
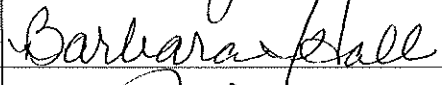
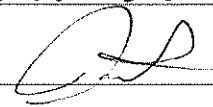
XIII. WORKING SESSION – No



DATE: 11/14/25

BOARD OF DIRECTORS MEETING AT:

ATTENDANCE SHEET

Print Name	Signature
Hope Merrill	
Barbara Hall	
Johnny Hooper	



Page 1 of 6

**R-Ranch in the Mountains
Board of Director's
November 15, 2025
Meeting Minutes**

Board Member's in Attendance:

Monica Hunt, President
Lance Leuliette, Vice President
Deborah Whitmire, Secretary
Jeff Martin, Treasurer
Randy Mercer
Jeffrey Kimmel
Bill Collins
Larry Darmstedter
Don Bouquet

Board Member's Absent:

N/A

I. CALL TO ORDER – Monica Hunt, President – 9:30am

II. OPENING PRAYER – Jeffrey Kimmel

III. PLEDGE OF ALLEGIANCE – Lance Leuliette, Vice President

IV. REVIEW/APPROVE/AMEND/ACCEPT AGENDA – *Randy motioned to accept the agenda with the removal of "Deeds" from Old Business, to be discussed during Executive Session, Don seconded, the Board voted, and the motion carried.*

V. SUSPEND READING October 2025 BOD Meeting Minutes – *Randy motioned to suspend reading of the BOD and Owner meeting minutes, Jeff seconded, the Board voted, and the motion carried.*

VI. APPROVE/AMEND/ACCEPT October 2025 BOD Meeting Minutes – *Lance motioned to accept the BOD and Owner meeting minutes as is, Randy seconded, the Board voted, and the motion carried.*

VII. REPORTS – Attached where submitted.

a. **Executive Director's Report** – Paul Abrams

❖ **Departmental Reports**

• **Front Desk Monthly Statistics**

- All areas remained steady, except for propane sales, it increased due to the cooler weather.

• **Security Monthly Statistics**

- Two – Citations Written: One for dog off leash and one for speeding in the stable area.

- One – Assisting Government Agency: Local police looking for an individual that was reported to possibly do self-harm, the individual was located later off property.
- One - Lighting Issues (Buildings, Lots, etc.): Topic was not addressed.
- **Housekeeping Report**
 - Cleaned 90 cabins this month.
 - Preparation for Dade County Firefighters event was conducted.
- **Maintenance Report**
 - 8/8 working vehicles. One riding mower requires constant repair and will be retired after this season.
 - Grounds prepped for the season - thermostats/timers have been adjusted, the pool closed and all chairs/tables have been secured, removal of multiple trees and shrubs from the water treatment facility area.
- **Stables Report**
 - Trail Rides for the month of October generated a total of \$905.00.
 - The herd count is now 22, with the goal being 18 by the first of the year.
 - 17 of 26 trails are currently green status, 9 are yellow status until more work is performed.
 - Reiterated the need to leash dogs and maintain posted speeds for the stable area.
- ❖ **Sales, Events, Marketing Director's Report – Amanda Rivard**
 - **Sales**
 - 1 Transfer, 1 Wedding and 1 Event
 - **Marketing**
 - We're currently utilizing Facebook, Instagram and added a Tiktok account on October 1st.
 - Will (Assistant) installed additional analytics onto our website, monitoring the Discover Dählonega Leads Program.
 - The Billboard campaign is ending due to a lack of results.
 - **Events**
 - The Chili Cookoff, Costume Contest and Pumpkin Carving Contest were huge successes. October Owner's weekend resulted in over 250-person participation.
 - Walmart hosted a private event for 200 / 20 year + employees at the lodge.
 - **Personnel**
 - Amanda announced that Will has resigned and his last day will be November 21st.
 - Jeffrey asked if there would be any way to contract Will to continue working on our website remotely? Paul/Amanda confirmed that he offered to help us on an "as needed" basis and this will be pursued after the first of the year when the existing contract with Brooks has expired.
- ❖ **October Old Business Report – Paul Abrams**
 - **Deed Back/Hardship Cases**: No new applications or requests.
 - **Premium Storage Slots**: Arena spots #17 - #23 are now approved.
 - **Work Camper Update**: The 4 Board approved positions have now been filled, and these individuals (along with their spouses) are contributing to all areas from the Front Office, Security, Stables, cleaning, painting, and more.
 - **Stables Truck**: Still searching, nothing firm yet. During Board discussion it was decided to look harder during the month of December due to the higher trade-in numbers during year end. Monica requested that Paul have a formal Purchase

Request form created so that the Board can approve all purchases going forward and that the President and Treasurer (at a minimum) must approve.

- *Jeff motioned to implement a “pre-signed” check for any large purchase so that we don’t have a time constraint (since trucks move quickly for on-line ads for truck sales), Lance seconded, the Board voted and the motion passed.*
 - **Sunset Ridge and July 2026 Bride Letter of Concern:** After extensive Board discussion, it was confirmed that the 2026 Bride’s concerns have been handled and Amanda was requested to send out a “Mail Chimp” asking owners where they prefer the Sunset Ridge stage to be erected, the original “on-the-grass” wedding location, or on the existing concrete pad in front of the Lodge. If the concrete pad, work could begin immediately, if the “on-the-grass” area, it would be after July 2026.
 - **P&G’s Question:** An owner asked if the 3 consecutive nights off property could be modified. The Board had an extensive discussion about “when” during the reservation the owner could take their 3 days away from the Ranch. Paul is to share the recommendation with Miguel Rodriguez and, after his approval, ensure the office staff are made aware of the modifications.
- *Jeff motioned to approve the owner suggested verbiage, with Miguel Rodriguez’s approval, Randy seconded the motion, the Board voted and the motion passed.*

❖ Winter Projects and Quotes

- **Heating Options for Lodge** – Paul gave some historical information, provided quotes for the 4 possible repairs/replacements. Repair the existing boiler for \$7,060.29 or replace the whole system for \$79,555.00. There is nothing in the current budget specifically designated for this project. However, due to the season and scheduled events it was decided that we must approve the boiler repair for now.
- *Lance motioned to approve the boiler repair, Jeff seconded the motion, the board voted and the motion passed.*
- **Lawn Mower** – Board discussed and Jeffrey initially recommended purchasing a new mower as opposed to a used one. He then shared the costs for refurbishing a used one and the cost was a lot less than purchasing a new mower.
- *Jeff motioned to allow the purchase of a used mower and have the engine replaced, Larry seconded the motion, the Board voted and the motion passed.*
- **Sprinkler System in Lodge** – Still trying to obtain 3 quotes for replacement for the 2026 budget year.
- **Lodge Siding** – Paul shared that the cost to finish purchasing the cedar shake siding would be approximately \$10,000. Randy requested clarification that this project is in the current budget, Monica confirmed that it is.
- *Randy motioned to approve the purchase of the siding, Bill seconded the motion, the Board voted and the motion passed.*

❖ Bank Accounts Update

- Paul is working with Positive Financial (the Ranch’s accounting firm) to downsize the number of bank accounts from 7, to create 3 core bank accounts. Paul stated that with

the FDIC limits/regulations this would be a wise insurance move, plus allows the Ranch to realize the best interest in our savings and money market accounts.

❖ **Executive Director Request for Board Approval**

- Holiday Hours – Lance requested that Thanksgiving, Christmas and New Year’s closure days/times also be emailed to the owner base for those who do not have access to social media. Paul stated that the “arm” will be left up and Security will also be working.
- December Board Meeting – Deborah already has this listed at the end of the agenda.

❖ 11:15am – Break

❖ 11:20am – Meeting Resumed

❖ **Financial Report**

- The Owner in good standing count is currently 501 (from 473 last month) due to some assessments being paid.
- Amanda Tolbert of Positive Financial will be providing our year end report in December, Paul will provide these numbers at the January BOD meeting.
- Jeff questioned the increase cost of our Insurance and Paul confirmed the annual premium increased 10% but that our current insurer is one of the only companies that will insure the Ranch due to the horses. Paul has been given other providers names and will investigate their viability next year. Monica asked the name of our provider and Paul stated that it was formerly McGriff Insurance which was sold to Marsh McLennan (MMC) last November 2024.

b. **President’s Report** – Monica Hunt – N/A

STANDING COMMITTEE REPORTS – Attached where submitted.

1. Finance Committee – Kori Roddy (Chair) (Board Liaison: Jeff Martin) - No report submitted.

2. Covenants/Bylaws/P&G’s Committee – Miguel Rodriguez (Chair) (Board Liaison: Bill Collins) - No report submitted.

3. Owner’s Concerns Committee – Tracey Hennessee (Chair) (No Board Liaison Required) – Nothing to report.

4. Land Use/Fire Wise Committee – Stacey Bailey (Chair) (Board Liaison: Lance Leuliette) – Nothing to report.

5. Accommodations Committee – Chris Deos / Johnny Hooper (Co-Chairs) (Board Liaison: Randy Mercier) –

- The Chili cook-off profited the Committee/Ranch \$800.00.
- A few new shower curtains have been installed and with the help of our staff the bath houses are getting painted.

6. Events Committee – Chris Forstbauer (Chair) (Board Liaison: Jeffrey Kimmel) – Nothing to report.

7. Marketing Committee – Tiffany Searcy (Chair) (Board Liaison: Larry Darmstedter) –

- 5-Year Strategic Planning Goals (**see attached**)
- Planning updates and improvements in both our bathhouses and Rainbow Lake cabins.

- We added a new page to our style guide outlining door colors, artwork, cabinet colors, approved hardware, faucet fixtures, and lighting.
 - We also approved the mural for the bathhouses as well to improve the decor - our new work camper Megan will be completing this project.
- 8. Strategic Planning Committee** – Hope Merrill (Chair) (Board Liaison: Don Bouquet) –
- Assessment interviews are currently underway by our committee members and are scheduled to be completed by the end of the year. We will then begin compiling the data and findings.
- 9. Rodeo Committee** –Valorie Lottes (Chair) (No Board Liaison Required) – Nothing to report.
- 10. Nominating Committee** – Ashley Spenner (Chair) (No Board Liaison Required)
- 1st Call for Candidates! The opportunity to serve on the R-Ranch Board of Directors is here! We have three positions to be filled at the April 2026 Owners Meeting.
 - Three positions will fulfill a three-year term of April 2026- April 2029.
 - The requirements to run for a board position is to be an Owner in good standing (your name must be on the deed) and must be an owner for at least 1 year.
 - Voting will take place online and at the April Owners Meeting. You can request an absentee ballot by mail by contacting Judy Crofts at jcrofts@rranch.com or 706-864-6444 x104.
 - The sign-up sheet (to show you are interested in running) is at the office now. Once you sign up, you will be on the email list receiving communications about the upcoming events and process for candidates. You must attend the vetting meeting to officially be considered.
 - Timeline: February 7th, Candidates meet at 10:00am to review the Nominating Committee and Board of Directors Mission Statements, Code of Ethics, expected conduct of campaign, signage rules, complete a questionnaire and be photographed.
 - The list of vetted candidates will be presented to the BOD to be approved then announced to the Owners. Attending the “vetting” meeting is REQUIRED to be on the ballot. If you opt not to attend this meeting, you can still be nominated from the floor at the Annual Meeting.
 - March 14th-Meet the Candidate Evening Event -Time TBD
 - April 24th-Wine & Cheese Social - Time 7-9 pm
 - April 25th-Election & Owners Meeting - starting at 1pm
 - If you have any questions, please email the Nominating Committee chair Ashley Spenner at aspenner@earthlink.net

VIII. OLD BUSINESS

- Chapel Hill Cabin Underpinning Status – Lance Leuliette – Still an open topic.
- Sunset Ridge Concert Venue – Paul/Lance – Amanda to send a mail-chimp asking owners preference between the current hill-top wedding area vs. the concrete pad in front of the lodge.

IX. NEW BUSINESS

- Jeff suggested erecting another fence around the lift station in RV 1, possibly adding murals of nature scenes. Paul made a notation of the suggestion.

X. OWNER QUESTIONS/CONCERNS –

- Randy offered information on another commercial contractor for the heating and cooling system for Paul to consider.

XI. ADJOURN GENERAL MEETING - Time: 11:40am

The Board does not conduct a meeting during the month of December; therefore, the next meeting of the R-Ranch BOD will be held on January 17, 2026, at 9:30am in the Board Room.

XII. EXECUTIVE SESSION – Yes

XIII. WORKING SESSION – No

ACTIONS TAKEN FOLLOWING THE NOVEMBER 15, 2025 MEETING:

NOVEMBER 21, 2025

- Paul submitted a request, with justification, along with a quote of \$9,929.00 from Anderson Feed & Hardware for the purchase of a new mower for the Maintenance Department.
- *Deborah motioned to proceed with the purchase of the new lawn mower; based on the quote from Anderson Feed & Hardware, Randy seconded the motion, the Board voted and the motion passed.*

NOVEMBER 24, 2025

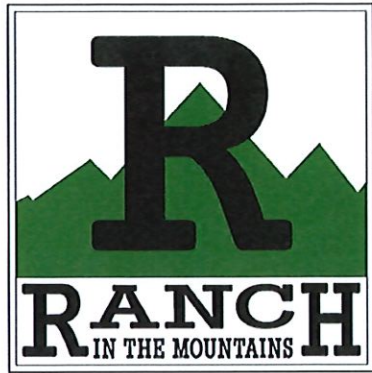
- Amanda emailed the Board asking if approval had been given for the RV Extension Program, stating that she had had several inquiries about it and needed our approval in order to publish the rules/guidelines.
- *Jeff motioned to approve the RV Extension Program request from the Mktg./Accommodations Committees and Sales Dept. to allow RV owners to lock in their existing adopted site for an additional year for a donation, plus the current adoption fee, with the donations to be applied to improvements for the Rainbow Cabins, Jeffrey seconded the motion, the Board voted and the motion passed.*

NOVEMBER 25, 2025

- Marketing/Accommodations proposed a program for a maximum of 3 rental Chapel Hill Cabins be made available for adoption for a one-year term at the same prevailing rate as an RV site, with profits applied to Chapel Hill maintenance/upgrades.
- *Jeff motioned to allow up to 3 of our Chapel Hill rental cabins to be adopted for one year at the prevailing RV adoption rate, currently \$2,260.00, Jeffrey seconded the motion, the Board voted and the motion passed.*

DECEMBER 2, 2025

- Jeff Martin reminded the Board of the quote to address each aspect of improving the 3 lodge heating issues. Also, that to apply a “band aid” fix to the existing boiler would only drain another \$7,060.00 from our budget. Therefore, the entire upgrade would now be under the desired \$80K, at \$79,555.00.
- *Deborah motioned to proceed immediately to have Lawson Air Conditioning & Plumbing install the new systems in the lodge, Bill seconded the motion, the Board voted and the motion passed.*



November 2025 Board of Directors Meeting Executive Director Agenda

As of November 07, 2025

1. Recap of October Department Reports:

- a. Front Desk Monthly Statistics
- b. Security Monthly Statistics
- c. Housekeeping Report
- d. Maintenance Report
- e. Stables Report
- f. Sales, Events, Marketing Report
- g. Financial Report

2. October Old Business Report:

- a. Deed Back and Hardships Updated and Approved
- b. Premium Storage Slots Increased and Approved
- c. Chad Knott Documents
- d. Work Camper Update
- e. Stables Truck and Stables Update

3. Upcoming/Ongoing Projects/Events

- a. Sunset Ridge and July 2026 Bride Letter of Concern
- b. P&G's Question
- c. Winter Projects and Quotes – Heating Options for lodge/Lawn Mower/Sprinkler System in Lodge/Lodge Siding
- d. Bank Accounts Update

4. Executive Director Request for Board Approval

- Holiday Hours Upcoming
- December Board Meeting

5. Executive Meeting - No

FRONT OFFICE REPORT

2025 Monthly Office Statistics	June	July	Aug.	Sep.	Oct.
RV Moves	11	5	10	5	15
Gate Counts	3785	3998	4122	2344	2709
Work Orders	32	24	21	30	13
Gate Cards Issued	1	5	2	5	6
Rainbow Lake Cabins owner / guests /CTC	42/38 /2	44/34/ 5	27/29/ 19	24/10 /14	30/30 /8
Chapel Hill Cabin Owner Rentals	5	10	7	1	4
Chapel Hill Cabin Guest Rentals	15	13	14	1	9
Merchandise Sales	42	15	18	3	0
Food & Beverage Sales	1204	1420	1141	856	805
Owners Signed In	408	630	529	396	436
Guests Signed In	300	532	450	142	221
Amenity Sign Outs	48	48	41	31	14
Ice Sales	117	155	75	38	33
Firewood Sales	103	10	29	5	39
Propane Sales by Gallon	17	88.4	65.1	73.1	212.3
Events	3	3	2	2	4
Weddings	2	0	3	3	6

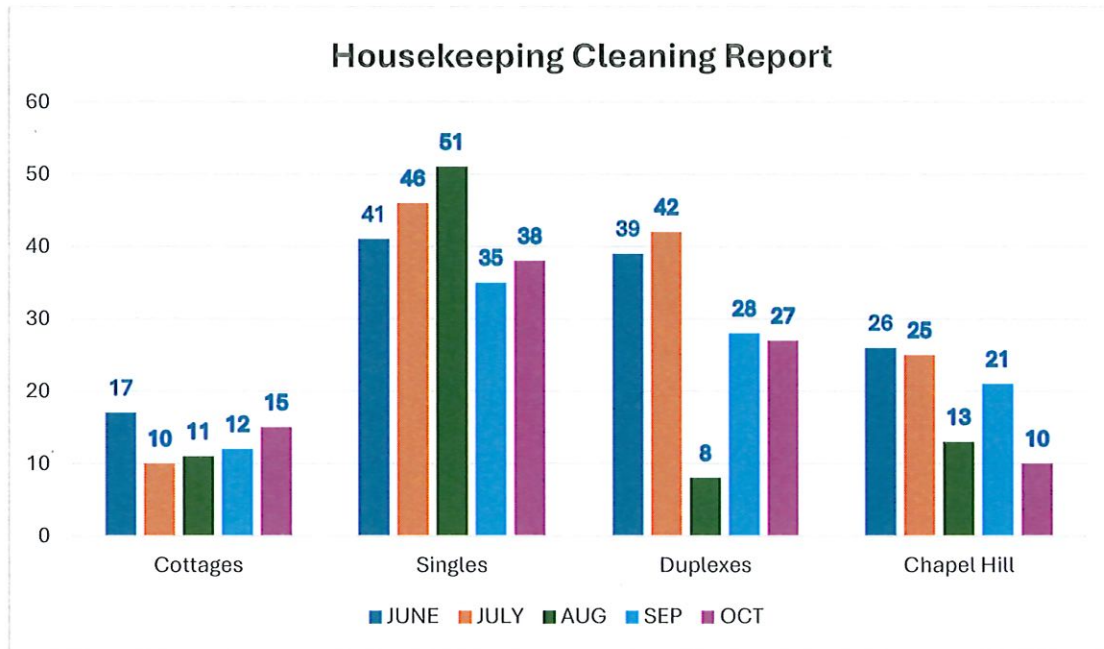
SECURITY REPORT

2025 Security Monthly Stats	May	June	July	Aug.	Sep.	Oct.
Patrol Miles	785	637	882	739	546	
Owner Involved Incidents	1	2	1	1	2	
Fires	0	0	0	0	1	
Trespassing (Fishing, Common area, etc.)	1	0	1	1	1	
Auto Accidents (Cars, RV's, etc.)	0	2	1	0	0	
Property Damage (Common Areas, Trees, etc.)	1	1	1	1	0	
Assisting Government Agency	1	3	1	0	0	
Medicals	0	1	0	0	1	
Unsecured property/Open Doors	0	0	0	0	0	
Lodge/Wedding Incidents	1	0	0	0	0	
Citations Written	0	0	2	1	1	

Lighting Issues (Buildings, lots, etc.)	0	0	1	0	0	
---	---	---	---	---	---	--

- The owner involved in the incidents was an owner who got locked out of their RV, and the other was a disgruntled owner who refused to sign their guest in.
- The citation was written to the owner who was belligerent to the front desk.
- The trespassing was an unknown vehicle pulled off the side of Stone Pile gap and was two unknown people were seen “messaging” with the horses and were told to leave.
- The fire was a fire left unattended and discovered by Security at 1:00 a.m. so they put it out.
- The medical was a seizure by a wedding guest prior to the start of the wedding.

HOUSEKEEPING REPORT



- There was a total of 90 cabins cleaned this month compared to 96 last month.
- Preparation of Dade County Firefighters arrival was conducted towards the end of the October.

MAINTENANCE REPORT

Vehicle Status: Overall Status: We have 8/8 working vehicles. One of the riding mowers are still requiring constant repairs and we may be retiring it after this year.

Maintenance Projects:

- Grounds: All in good shape and preparing some structures with winter weather approaching. Thermostats around the ranch have been changed over to heat.
- Pool: Closed and will be maintained for the coming months. Chairs, tables, and trash cans have been tucked away.
- Clearance of multiple trees and shrubs posing an issue near the water treatment plant.
- Timers around the ranch have been adjusted to reflect daylight savings time.

STABLES REPORT

Type of Riding Pass	Sold	Net Sales
Riding Pass - Trail	19	\$855
Riding Pass - Corral	2	\$50.00
TOTAL	21	\$905.00

Horses Update:

- Our herd count is now down to 22 horses. Priority is to retain the horses that are most useful to the Ranch. If they are a lease horse priority goes toward Owner owned horses.

SALES, EVENTS, & MARKETING REPORT

Sales

YTD Leads 30Sept25	693	October Leads	48
YTD Total New Sales	1	October New Sales	0
YTD Total 1 yr. Option	2	October 1yr Option	0
YTD Transfers	29	October Transfers	1

October was a slower lead month but an extremely busy month for events. We only had one transfer. It's also a month we see higher delinquent owners which I think go hand in hand as we cannot process a transfer for someone who is not up to date on their assessments.

Event (1)	10/2/2025	-	Walmart 20yr Celebration	Chamber of Commerce	Paid in Full	Q4-2025	Sales Department	\$1,000.00
Subtotal								\$1,000.00
Transfer (1)	10/9/2025	0626	Lindsey Bray	Owner Transfer	Transfer Complete	Q4-2025	Sales Department	\$350.00
Subtotal								\$350.00
Wedding (1)	10/10/2025	-	Christine Clark	Owner Referral	Wedding Booked	Q4-2025	Sales Department	\$6,000.00
Subtotal								\$6,000.00
								\$7,350.00

Marketing

Social Media Our overall content interaction is up both with Facebook and Instagram. We are launching a social media campaign Oct 1 that is adding new daily content on our platforms. We are seeing some additional traction on our social media channels. We saw a spike in link clicks with our Fenceposts newsletter going out mid-month. We launched a R Ranch Tiktok account on Oct 1 and so far we are at 3,258 views. We are being followed locally by Wolf Mountain and Monteluce Wineries.



Website Will has installed additional analytics onto our Discover Dahlonga leads in clicks leading to our website. Currently they have a very large ad campaign up and down 75 between Georgia and Florida capturing the fall leaf lookers.

Print and Billboard Our contract for the billboard is up 11/19 and we will likely not renew. We are not seeing impact we had hoped for. As far as print, we had an add go out in the Moonshine Festival reaching nearly 100K people.

Events

Owner Events

October owners' weekend was a huge success. I set the room for 144, we added 3 more tables in the beginning and still had people standing plus more trickled in fashionably late. We had 23 pumpkins entered for the pumpkin contest and tons of contestants for the costume contest. Best group costume went to a group of owners dressed as the Gnome Road. The Chili cookoff was great to enjoy the cooler weather. I would say over the course of the night we probably had 250 people in total in the lodge.



Private Events

Walmart Hosted their appreciation luncheon for staff members in this district who have served 20 years or more. We had 200 people come from NC and as far south as the Cumming store to join in on the fun.



Current weddings report:

We are experiencing a ton of wedding inquiries since adding Zola (\$150 for 3 months). It is a website a lot of brides are moving to as it handles many aspects of weddings. Many brides want to see the venue around the time of year they want to get married and fall is our peak.

Oct-25					
	Wedding Wire	HCTG	Zola	Website/Phone	Total
Inquiries	0	8	20	3	31
Tours	0	2	2	4	8
Bookings				1	1
Meetings with Booked Brides					5
Total price for weddings					\$ 6,000.00
Deposits Collected					\$ 1,800.00
	October Weddings	5			
	Final Balance Collected	\$ 13,525.00			

EXECUTIVE DIRECTOR REPORT

October Old Business Report:

- a. **Deed Back and Hardships Updated and Approved** – No new applications or requests since the last board meeting.
- b. **Premium Storage Slots Increased and Approved** – This initiative has proven to be a success and the board has released new/more premium spots in the Arena to fill. They will be spots 17-23
- c. **Chad Knott Documents** – The board has been sent the recommendations from our real estate attorney to update the covenants and bylaws as it pertains to the deeds and the ability for them to be return backed to the ranch. I have also attached the document on the following page. The deed to secure debt and sale agreement are both internal documents that can be changed if the board were to approve. Let’s discuss
- d. **Work Camper Update** – All 8 have successfully arrived and have started working. Please make sure to introduce yourself to them if you see them around. Some small tasks like cleaning of signs, painting of common posts and signs, and other accommodations have been started.

- e. **Stables Truck and Stables Update** – This has been pursued, and a few options have been entertained, but we learned we have to move quickly if one comes across. Herb and Paul will make this a priority in the next weeks.

Upcoming/Ongoing Projects/Events

- f. **Sunset Ridge and July 2026 Bride Letter of Concern** – A letter was sent in expressing the timeline of this project and the bride is concerned it will ruin the view and was not properly disclosed.

- g. **P&G's Question** –

I'd like to propose that the 3 nights away can be taken at any point as long as the owner does not stay longer than the mandatory 14 (peak) or 21 (winter) nights at a time. This better supports the spirit of the rule, while allowing out-of-state owners who come here to explore and enjoy the area to have more flexible 3-night periods of time instead of being forced to take 3-nights during times that are not always realistic.

- For example, I have been personally affected by this rule over the years and it has cost me a good deal of money in hotel stays in Dahlenega when I was forced to take 3 nights at the end or beginning of a reservation while I had just returned from a spontaneous trip that had just covered more than 3 days days away before my reservation had even ended, culminating in not just 3 days away, but 7 or more days away.
- Many times, I have chosen to pack up and put my RV in storage and leave the area for elsewhere altogether because it was more appealing and economical than paying for a hotel for 3 nights where I didn't really want or need to be. Owners choosing to vacation elsewhere due to the inconvenience could be impacting the Ranch's profits. This all seems unnecessary and burdensome.

Given that all owners must check in and check out with the office who records it from the book into the system, and given that a majority of owners are local and do not have need of reservation extensions to the degree that non-locals do, it would appear that this adjustment would not be burdensome for the office staff and would only require that they have a knowledge of the maximum allowable stay and corresponding reservation periods. This may also help increase rental income for the Ranch because of the flexibility to make multiple reservation extensions that correspond better with owners' schedules as previously stated.

Below in red I have made suggestions for the verbiage to include:

- Three days away at any point as long as owner does not stay longer than the 14 or 21 consecutive days
- A contrast between "stay" and "reservation."
- Reservation extensions/new reservations cannot exceed the owner's maximum allowable stay, so that some reservations/extensions will be necessarily shorter than others. **[I felt that this might make it easier for the office staff to enforce, but if not, you could eliminate this]**
- Consecutive reservation extensions remain in place in accordance with the above.
- I also added some consistency where the 'tents' are concerned for those who are true 'campers' and want to do that.

Section 3.4 TERMS OF RESERVATION and RESERVATION EXTENSIONS

Owners may occupy/**stay in** a Chapel Hill cabin/RV/tent site for a period of **no more than** fourteen (14) nights-per reservation-~~during peak season [April 1 - November 30], and twenty-one 21 consecutive nights during off-peak season [December 1 - March 31]. After fourteen (14) consecutive nights~~ Owners must physically leave the R-Ranch for

three (3) consecutive nights following every **corresponding** 14-night **or 21-night stay**.

Owners may choose to leave for the three (3) consecutive nights at any point during their reservation as long as they do not occupy/stay in a cabin/RV/tent site for longer than the corresponding 14 or 21 consecutive nights.

~~During the winter months (December 1— March 31), Owners may make a reservation for a Chapel Hill cabin/RV/tent site for twenty one (21) days. Within 48 hours of an initial reservation ending, an owner may call/go by the office to see if their current site/Chapel Hill cabin is available for an extension up to an additional 14 or 21 days. If the~~

~~site/cabin is available, the reservation may be extended for up to 14 or 21 days. [optional? —>>] Reservation extensions cannot be made for longer than the owner’s maximum 14- or 21-night stay. For example, owners who choose to leave for 3 nights during their prior reservation cannot make a new reservation or extend their reservation for more than 14 or 21 days beyond their return date if they return during their prior reservation period. This means that some reservation extensions cannot be 14 or 21 days long and must correspond with the owner’s maximum allowable stay.~~

~~For each reservation extension, the owner must physically leave the R-Ranch for 3 consecutive nights at the end of~~

~~each reservation/reservation extension, but their the owner’s RV, or items in the cabin/tent items can stay. (Note: The~~

~~three (3) nights off property are included as part of the 14-day extension the reservation or extension).~~

~~Consecutive reservation extensions are allowed as long as the site or cabin is available, and~~

~~owner is in good standing and has met the 3 consecutive nights absence requirement per every 14 or 21 nights stay-at-the-end-of~~

~~each extension. Reservation extensions can only be made within 48 hours of the current~~

~~extension expiring. For reservation extensions, if the site/cabin is not available due to another reservation having~~

~~already been made, the Owner can reserve another site/Chapel Hill cabin, if available, up to~~

~~another 14 or 21 days. Again, the Owner must leave the R-Ranch for 3 consecutive nights at the end of each reservation extension.~~

h. Winter Projects and Quotes –

- **Heating Options for lodge** – Lawson Quote is Provided and offers a few solutions:
 - Boiler Repair - \$7,060.29
 - Kitchen of Lodge - \$9,413.00
 - Main Room/Ball Room - \$56,288.00
 - Activity Center – \$13,854.00
- **Lawn Mower** – Looking for a used one and would like to keep it around \$10,000
- **Sprinkler System in Lodge** – Pending two more quotes for the 2026 budget year.
- **Lodge Siding** - \$10,000 to finish replacing the cedar shake siding and this will also include the pavilion by the mini golf.

- i. **Bank Accounts Update** – In December I will be downsizing our bank accounts in conjunction with positive financial to create three core bank accounts that the Ranch holds. With the FDIC limits this is a wise insurance move, plus it will allow us to get the best interest in our savings and money market accounts.

Executive Director Request for Board Approval

- Holiday Hours Upcoming
- December Board Meeting