



**R-Ranch in the Mountains  
Board of Director's  
February 21, 2026  
Agenda  
Board Approved Version**

- 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 January 2026 BOD Meeting Minutes**
- VI. APPROVE/AMEND/ACCEPT January 2026 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
    - **Old Business Report**
      - Storm Recovery
      - Radio Update
    - **Upcoming/Ongoing Projects/Events**
      - Chairs for the Lodge
    - **Executive Director Request for Board Approval**
      - None at this time.
  - b. **President's Report** – Monica Hunt
  - c. **Treasurer's Report** – Jeff Martin

**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) –
- Nothing to report.
- 6. Events Committee** – Chris Forstbauer (Chair) (Board Liaison: Jeffrey Kimmel) –
- Nothing to report.
- 7. Marketing Committee** – Tiffany Searcy (Chair) (Board Liaison: Larry Darmstedter) – Submitted by Larry Darmstedter -
- R Ranch participated in the Jonesboro RV Show held January 22–25. The Ranch was well represented by both R Ranch staff and several owners. A total of 124 leads were generated during the event. Follow-up emails were sent to all leads. As of February 4, 2026, a small number of emails were returned as undeliverable, and approximately 40 recipients had not yet opened the message. Phone outreach will be attempted for leads with undeliverable email addresses. To date, these leads have resulted in 17 scheduled tours of R Ranch. One tour had been scheduled but was postponed due to the recent snowstorm and is expected to be rescheduled. Beginning with the Jonesboro RV Show, we also initiated outreach to RV dealers by offering a \$200 gift card incentive to RV salespeople who refer new owner sign-ups. At this time, detailed tracking on the number of dealers contacted is not available.
- 8. Strategic Planning Committee** – Hope Merrill (Chair) (Board Liaison: Don Bouquet)
- Nothing to report. Assessments are still ongoing.
- 9. Rodeo Committee** –Valorie Lottes (Chair) (No Board Liaison Required)
- Rodeo will be held June 5th and 6th
  - Paul confirmed deposit for bleachers has been paid.
  - Accommodations for the rodeo staff has been reserved.
  - Amanda has updated the sponsorship packages and received several responses. She has several new sponsor prospects.
  - Judy and I discussed the accounting process and have a plan to make it less chaotic the nights of rodeo.
  - Holly has her vendors setup. NoFo is onboard.
  - Ashley discussed ways to encourage volunteers to sign up for some of the more difficult jobs.
  - The beverage trailer is being built by Pete Stokes. He is shouldering the cost, and he will own the trailer. We will rent it from Pete. We decided to move the funds of \$10,000 back into the rodeo account since we will not need it to pay for the trailer. If Amanda finds this trailer would be useful for Ranch events and weddings, Pete has agreed to build a sister trailer. Design and price to be discussed as needed.
  - Team will meet on Saturday, every month until the event.

- Valorie will check in with each team member every 2 weeks or as needed.
  - Valorie and Paul will have weekly calls on Wednesdays at 1:00.
- 10. Nominating Committee** – Ashley Spenner (Chair) (No Board Liaison Required)
- Currently there are 7 Owners that have signed up to run for the 3 available Board of Director positions.
  - The “Vetting” meeting was conducted Saturday, February 7<sup>th</sup> and 4 of those 7 candidates were in attendance. If all conditions are met, these candidates will sign a Code of Ethics agreement.
  - A list of the candidates will be shared at the February 21<sup>st</sup> Board Meeting.
  - Candidate “Meet & Greet” session will be conducted Saturday, March 14<sup>th</sup> from 6:00 to 7:00pm in the Lodge.
  - Another candidate “Meet & Greet/Wine & Cheese” session will be conducted on Friday, April 24<sup>th</sup> from 7:00 to 8:30pm.
  - The Owner’s meeting begins promptly at 1:00pm. Owners will need to present their ID and can vote in person (1 vote per Ownership).
  - Online voting will occur again in advance of the Owners Meeting as we have done in the past few years. More info on that process will be emailed to the owners next month.

**VIII. OLD BUSINESS**

- Owner Horse Agreement – Paul Abrams/Monica Hunt
- Declining Site Adoptions – Jeff Martin

**IX. NEW BUSINESS**

- Owner RV/Golf Cart/Trailer Storage Gate Lock – Paul Abrams

**X. OWNER QUESTIONS/CONCERNS –**

**XI. ADJOURN GENERAL MEETING - Time: \_\_\_\_\_**

The next meeting of the R-Ranch BOD will be held on March 21, 2026, at 9:30am in the Board Room.

**XII. EXECUTIVE SESSION – Yes - Deeds**

**XIII. WORKING SESSION – No**





**R-Ranch in the Mountains  
Board of Director's  
January 17, 2025  
Meeting Minutes**

**Board Member's in Attendance:**

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

**Board Member's Absent:**

Jeffrey Kimmel

**I. CALL TO ORDER** – Monica Hunt, President – 9:29am

**II. OPENING PRAYER** – Monica Hunt

**III. PLEDGE OF ALLEGIANCE** – Lance Leuliette, Vice President

**IV. REVIEW/APPROVE/AMEND/ACCEPT AGENDA** – *Lance motioned to approve with the two requested amendments, Randy seconded, the Board voted, and the motion carried.*

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

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

- Monica shared a couple of “Actions Taken Following the November 15<sup>th</sup> Meeting”: 1) The Lodge heating system was replaced and 2) We purchased a new mower for the Maintenance Dept.
- Lance and Jeff shared that we are requesting quotes for the Lodge’s sprinkler system that is going to need replacement in the future.

**VII. REPORTS** – Attached where submitted.

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

❖ **Departmental Reports**

- **Front Desk Monthly Statistics**
  - All areas remained normal for this time of year.
- **Security Monthly Statistics**
  - Two – **Fires**: Unattended - Security extinguished them.

- **One – Noise Complaint:** Small group in RV 4 - they complied with the request to quiet down.
- **Two – Animal Complaints:** Local brown non-aggressive dog, will not allow anyone to approach him. Another “off-leash” dog – owner was reminded of the leash rule.
- Butch (Security) gave of his own time and replaced the oil, filters, sway bar bushings, and all new brake pads.
- Security monitored the temporary heat solution that was put into place during the cold nights leading up to Breakfast with Santa.
- **Housekeeping Report**
  - Deep cleans in all 3 Cottages and 4 Duplexes, the pavilion bath house and cabin 808.
  - The 2004 Honda Odyssey van was sold in December for \$500 to an individual on Facebook Marketplace.
  - Ann, our last tenured employee, resigned yesterday. Currently there’s no one in housekeeping. We have two applicants that are currently going through background checks, and we will be utilizing our Camp Workers in the interim.
- **Maintenance Report**
  - 7/7 working vehicles. New Bad Boy Zero Turn mower was purchased in December.
  - The Wastewater Treatment Plant had some issues that required two replacement blower motors, belts, grease fittings and two trolley wheels.
  - The Water Tower required a new float switch, and the pump house had a new chlorine injector pump installed.
  - Uninstalled and removed the Lodge boiler.
  - Bathhouse 3 AC unit had a new internal defrost board installed.
  - Putt-Putt area improvements.
- **Stables Report**
  - Trail Rides for the months of Nov./Dec. only generated \$585.00.
  - The herd count is still at 22, the goal was 18 by the first of the year. Paul stated that 4 of the horses are owned by 3 owners. Herb had a “tentative” conversation with these owners already and believes they will be receptive to a \$150.00/month fee to keep them on property. Group conversation ensued. Monica instructed Paul to have a new program document/agreement created (with input from Herb and Hope Merrill) for owners to sign/adhere to. The board is to review this document and vote to approve before the February BOD meeting.
  - The barn is now going to be closed in February for the deep cleaning project.
  - The barn recently passed its State Inspection with a good report.

❖ *Randy motioned for a Stable Committee to be approved and to be implemented April 2026, Jeff seconded the motion, the Board voted and the motion carried.*

- **Sales, Events, Marketing Director’s Report – Amanda Rivard**
  - **Sales**
    - 3 New, 3 Transfers, 4 Weddings and 5 Events
  - **Marketing**
    - Social Media - We’re planning to work with the Marketing Committee on our TikTok account to get our calendar upgraded.

- Website - The web developer contract is not being renewed due to budgetary constraints, but we will still utilize his services on an as needed basis.
- Print and Billboard – We’re running a half-page ad that is being shared with various RV dealers, Welcome Centers and campgrounds throughout the state.
- **Events**
  - Owner - The Thanksgiving potluck and New Year’s Eve events, resulted in approximately 150-person participation for each event.
  - Private – 1) Miami-Dade County had close to 400 attendees and have already booked their 2027 reunion. 2) Annual Dahlonega-Lumpkin Chamber dinner and they have booked their 2027 dinner. 3) Lumpkin County Sheriff’s Dept. Breakfast with Santa resulted in nearly 350 attendees.
  - New Business – Shared that a future Equine Leadership Training is to be conducted during weekdays when very little is happening on property. Plans are that this “offering” will generate additional revenue by utilizing our lodging and other possible amenities.
- **Personnel**
  - Amanda introduced Melissa, her new assistant from Unicoi State Park.
- ❖ **2025 Old Business Report – Paul Abrams**
  - New-to-the-Ranch Stable Truck was purchased. The old one was sold to a stable employee for \$750.
  - The lodge had 6 commercial grade mini splits units installed for the upper level and a new 5-ton unit, with all new duct work, was installed in the lower level.
  - The number of Banking Accounts were reduced from 7 to 3 with an additional 2% increase to the current low variable interest rate of .06%.
  - Held a meeting with Kinetic to discuss possible services to have their Fiber installed, however, it would cost \$2,740 per month and this was not budgeted. Both Interstate (our current provider) and Kinetic agreed that due to location and internet availability, we are getting all we can. Paul shared an “individual” possible remedy, C. Crane CC Vector RV Long Range Wi-Fi Receiver System 2.4 GHz, Item #VEC2, for \$279.99, a onetime purchase. This unit would operate as a receiver for the current internet service that is in use at the Ranch.
- ❖ **Upcoming/Ongoing Projects/Events**
  - Conducted management level meetings to review budgets and goal expectations.
  - Investigating exclusive partnerships, i.e., Mountain Top Lodge for more weekday exposure. More information to follow.
  - The Putt-Putt area upgrades are being done for approximately \$800 in paint and materials, with additional signage, lighting and shrubbery planned for the Spring. The Basketball hoop/net on the concrete pad was in storage, and we only spent \$40 on concrete to secure it.
  - With the assistance of Judy and Amanda, Paul shared a listing of guaranteed emails that will be sent on a monthly basis, as an assurance to the Owner base that communications will improve.
- ❖ **Magic Number**
  - 520 - currently 633 owners, 2 are Option Program and 111 are in Suspended status. Monica read some of the 2025 YTD Financials – Contributing and Reducing Activities from the Ranch’s outside accountant, Positive Financial.
- ❖ 10:49am – Break
- ❖ 11:00am – Meeting Resumed

- ❖ **President's Report** – Monica Hunt
  - Proposed having a Job Description created for board members to be reviewed by next board meeting. She will be working on this, with the assistance of owner Bill Poole, former attorney and member of the Covenants/Bylaws/P&G's Committee.
  - Stated she wants the Board Meeting Packet sent to the Board, and all owners, by end of business day, on Friday, the week before the next scheduled board meeting.
- ❖ **Treasurer's Report** – Jeff Martin
  - Per a request from Tiffany Searcy, he suggested networking/partnerships (canoe/kayak/Iron Mtn./festivals) with local businesses, we promote their business and they promote the Ranch. Group discussions ensued with many ideas and suggestions.

**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. Monica volunteered to acquire an update to share with the Board members prior to the February meeting.
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) – Lance presented:
  - Fuel Reduction Burn – We've teamed up with Lanier Technical College to perform the next controlled burn either February 12<sup>th</sup> or 19<sup>th</sup>. Exact dates will be announced later.
5. **Accommodations Committee** – Chris Deos and Johnny Hooper (Co-Chairs) (Board Liaison: Randy Mercier) – Paul presented:
  - Crystal Lake – We purchased feed for the 750 DNR donated catfish and Maintenance is assisting with feeding them. Jeff suggested getting a Chewy subscription and Monica shared that Petco would also be an option for future fish food orders.
  - Horse Support Initiative – We sold approximately 30 calendars for \$20 ea., which generated enough to purchase 4 or 5 saddle pads.
  - Artwork & Winter Projects – Due to weather, projects have slowed, however, work has begun on the well cover close to the Maintenance Ship.
  - Putt-Putt Project Support – Artificial grass was purchased and delivered for the project.
  - Stable House – New to the Ranch leather/reclining sofa and love seat were purchased for \$200 and Kent Bliss worked the deal.
6. **Events Committee** – Chris Forstbauer (Chair) (Board Liaison: Jeffrey Kimmel) – No report submitted.
7. **Marketing Committee** – Tiffany Searcy (Chair) (Board Liaison: Larry Darmstedter) – No report submitted.
8. **Strategic Planning Committee** – Hope Merrill (Chair) (Board Liaison: Don Bouquet) – Monica presented:
  - Interviews with key leadership individuals continue.
  - Data gathering to be completed by end of January, then we'll begin to compile evaluations and recommendations.
  - If anyone has any key insights that you would like to share, please contact Hope to discuss, email, call or text 770-851-4225 (cell). All information is pertinent, including your thoughts regarding improvements and where you see the Ranch in 5 years.

**9. Rodeo Committee** –Valorie Lottes (Chair) (No Board Liaison Required) – Paul presented:

- All rodeo committee team members are returning for 2026 and everyone’s responsibilities and assignments were discussed during our December 30<sup>th</sup> phone conference. Timeline will be updated at our meeting on 1/31.
- Beverage trailer is being discussed and possibilities of using the one that Pete and Holly are building for their personal use at “Pistol Pete’s”. If we are happy with the operation, we can proceed and have a sister trailer built for 2027. If this works out, we can free up the \$10,000 earmarked in the rodeo budget from last year’s profit.
- Dates are set for the 5<sup>th</sup> and 6<sup>th</sup> of June.
- Confirmation and expectation of contract coming from “4-L” during this month.
- We also discussed the change in alcohol distributors for NOFO and how that might impact Big Creek. Amanda had agreed to reach out to Big Creek.
- Amanda also has a plan and list of targeted sponsors.
- Bleachers have been confirmed and deposit will be paid shortly. Asked for a change in our contract to ensure delivery date.
- Paul is securing R-Ranch accommodations for rodeo staff.
- We will meet monthly for the next 3 months and then biweekly phone meetings for April. Weekly phone meetings for May. As needed, we will add more phone meetings and status checks.

**10. Nominating Committee** – Ashley Spenner (Chair) (No Board Liaison Required) –

Monica presented:

- No changes from last months report, except to report that we now have 6 names on the “CANDIDATE’S SIGN-UP SHEET”!

**VIII. OLD BUSINESS**

- Sunset Ridge Venue Location – Amanda Rivard
  - The concrete pad would be the preferred location for this venue. We have almost \$5K collected so far. Jacob in Maintenance will be assisting with the electrical requirements.

➤ *Jeff motioned to put the Sunset Ridge stage on the concrete pad, Bill seconded, the Board voted, and the motion carried.*

❖ 12:01pm – Break

❖ 12:07pm – Meeting Resumed

**IX. NEW BUSINESS**

- Declining Site Adoptions – Jeff Martin
  - June of 2025 there was one site that rolled over and this was the first time this had happened that anyone could remember. Then there were 14 sites that rolled over from December 2025 to January 2026, and again from January to February there were 14 sites that rolled over. This is very concerning due to the impact to our budget.
  - Jeff asked for suggestions on how we could get owners interested in the lottery again. Possibly offering a 2-year lottery, an off-season 6-month lottery, a one-month lottery or something else. Group discussion ensued and a vote was taken as follows:

➤ *Lance motioned to open up one-month lotteries for available spots that are not already taken during the regular lottery draw at \$275.00 a month, electricity included, Randy seconded the motion, the Board voted and the motion passed.*

- Marketing – Larry Darmstedter & Jeff Martin
  - Presented a proposal to incentivize RV dealers to promote the R-Ranch. Group discussion ensued and a vote was taken as follows:

➤ *Jeff motioned to implement the RV Dealership Incentive Program, Lance seconded the motion, the Board voted and the motion passed.*

**X. OWNER QUESTIONS/CONCERNS – N/A**

**XI. ADJOURN GENERAL MEETING - Time: 1:00pm**

The next meeting of the R-Ranch BOD will be held on Saturday, February 21, 2026, at 9:30am in the Board Room.

**XII. EXECUTIVE SESSION – Yes**

**XIII. WORKING SESSION – No**



# February 2026 Board of Directors Meeting Executive Director Agenda

As of February 07, 2026

- 1. Recap of 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. Old Business Report:**
  - a. Storm Recovery
  - b. Radio Update
- 3. Upcoming/Ongoing Projects/Events**
  - a. Chairs for the Lodge
- 4. Executive Director Request for Board Approval**

-None at this time
- 5. Executive Meeting – Yes**

## **FRONT OFFICE REPORT**

2025 Monthly Office Statistics	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.
RV Moves	10	5	15	12	13	2
Gate Counts	4122	2344	2709	2316	2404	1396
Work Orders	21	30	13	13	9	10
Gate Cards Issued	2	5	6	6	0	0
Rainbow Lake Cabins owner / guests /CTC	27/29/ 19	24/10 /14	30/30 /8	60/1/ 40	36/3/ 1	23/7/ 0
Chapel Hill Cabin Owner Rentals	7	1	4	2	2	0
Chapel Hill Cabin Guest Rentals	14	1	9	2	3	0
Merchandise Sales	18	3	0	15		4
Food & Beverage Sales	1141	856	805	633		\$857
Owners Signed In	529	396	436	418	331	103
Guests Signed In	450	142	221	156	125	52
Amenity Sign Outs	41	31	14	26	8	17
Ice Sales	75	38	33	44		7
Firewood Sales	29	5	39	83		8
Propane Sales by Gallon	65.1	73.1	212.3	581.3	228	750 G
Events	2	2	4	4	1	1
Weddings	3	3	6	3	1	1

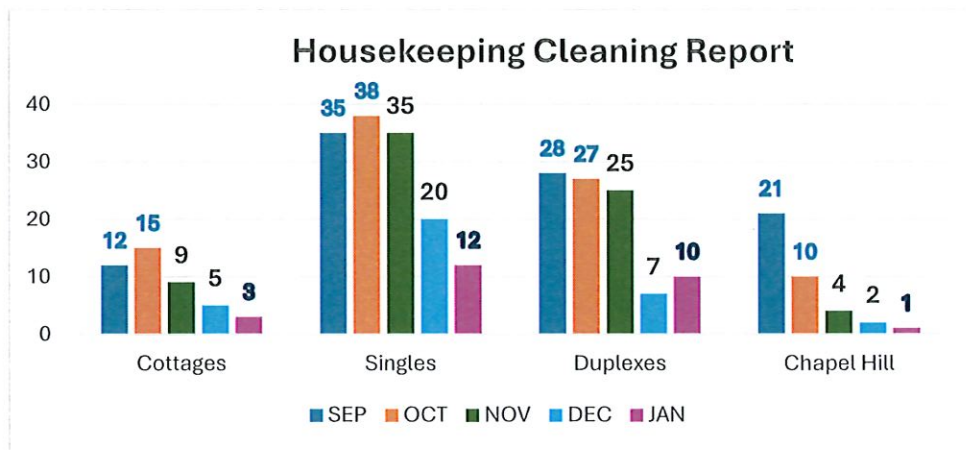
## **SECURITY REPORT**

2025 Security Monthly Stats	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.
Patrol Miles	739	546	696	926	1100	1030
Owner Involved Incidents	1	2	0	0	0	2
Fires	0	1	0	1	2	0
Trespassing (Fishing, Common area, etc.)	1	1	0	0	0	0
Auto Accidents (Cars, RV's, etc.)	0	0	0	0	0	1
Property Damage (Common Areas, Trees, etc.)	1	0	0	0	0	0
Assisting Government Agency	0	0	1	0	0	0
Medicals	0	1	0	0	0	0
Unsecured property/Open Doors	0	0	0	1	0	1
Lodge/Wedding Incidents	0	0	0	0	0	0
Citations Written	1	1	2	0	0	0
Noise Complaints	0	0	0	1	0	0
Animal Complaints	0	0	1	0	2	1

Lighting Issues (Buildings, lots, etc.)	0	0	1	0	0	0
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- The Owner involved incident was an owner who had made staff feel uncomfortable at the Stables and Front office. Security was provided the information, and a plan was given to the staff, should they need it.
- The auto accident was a golf cart that had flipped over by the stable house. No injuries reported and no damage to the property.
- Security closed and secured an open hatch on an RV
- The animal complaint is still the stray brown lab seen wandering around RV 3 & 7
- Security also helped Amanda with an event as well as checked on owners staying during the snow and ice storms and helping with flooding and damage response.

## **HOUSEKEEPING REPORT**



- Ann had resigned from her position a week after we had our individual managers meeting for the 2026 year.
- Two new full time employees have been hired and have already completed their initial two weeks of training. They both seem to be working out well and we will be looking at ways to better this department for them as well as the owners.
- Deep Cleans were conducted in 1600, 814, and 834. Bathhouses were done completely 12 times and checked daily.



## **MAINTENANCE REPORT**

**Vehicle Status:** Overall Status: We have 10/10 working vehicles.

Maintenance Projects:

- WWTP froze up during the cold evenings which didn't allow it to move the trolley back and forth. This caused some electrical components to burn out.
- Currently working on Mini Golf
- Replaced several spigots from cold temperatures. Preparations for the ice and snow storms took a good amount of time and dozens of propane tanks filled.

Maintenance Budget Items:

- \$2,000 for gravel and road repairs due to the heavy rains in January
- \$300 for the Waste Water Treatment Plant, Electrical Components
- \$1,300 for the daily/routine items such as plumbing items (spigots, pvc, and couplings), car battery, salt, etc.

## **STABLES REPORT**

Type of Riding Pass	Sold	Net Sales
Riding Pass - Trail	5	\$225
Riding Pass - Corral	2	\$50
TOTAL	7	\$275.00

**Horses Update:**

- Our herd count is now down to 22 horses.
- The stables team lost some time with normal duties due to the rain, snow, and ice storms. Thank you to all the staff that have stayed on property during these events to help respond in the event of an emergency and to feed and check on the horses daily.
- Herb has spoken to the two owners that have horses on property regarding the monthly fee to offset the cost of having these horses. They are still in talks.
- A new lease agreement has been drafted and shared with all parties involved as well as the attorney, and we are waiting for final confirmation.
- We are preparing for the stables to close from Feb. 15<sup>th</sup> – 28<sup>th</sup> to allow the stable crew to do the maintenance items they have been putting off, and to help prepare them for the spring and summer.

## **SALES, EVENTS, & MARKETING REPORT**

### **Sales**

YTD Leads 31Jan26	<b>143</b>	Jan Leads	<b>143</b>
YTD Total New Sales	<b>0</b>	Jan New Sales	<b>0</b>
YTD Total 1 yr. Option	<b>0</b>	Jan 1yr Option	<b>0</b>
YTD Transfers	<b>0</b>	Jan Transfers	<b>0</b>

We had zero sales in January. Looking back on 4 years of board reports this seems to be usual, although historically we have had transfers during that time. We did have some that really weren't transfers as much as they were people adding or removing someone from their deed.

We went to the Atlanta RV Show and had good response. Huge thanks to my volunteers who came with a HUGE thank you to Jeff Martin, Lisa Martin, Tiffany Searcy, & Larry & Irene Darnsteder. Jeff even stayed later because he lived further south so I could get out ahead of the ice storm. Out of 143, 133 of them were from the RV Show. 20 of the emails bounced making 123 a true lead count. Melissa was gracious to give most of them a follow-up call while I was on vacation and initiated what would be a new sale. Just waiting on all their paperwork to be completed. We also have a few transfers in process and some of this has been slowed by the weather the last few weeks.

### **Marketing**


**Social Media** Our overall content interaction is up both with Facebook and Instagram. Our content also had a large boost on both platforms after our January 9 POV Video. On TikTok, our horse videos capture the most views.

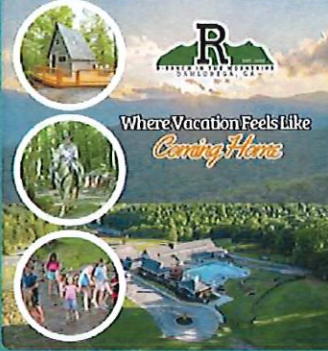


**Print and Billboard** The GoCampGeorgia state directory for the Georgia RV Association launched and we currently have a half page ad near the front, as well as a directory listing in the mountain section.

**Blue Ridge Scenic Railway**  
211 Depot St. Blue Ridge, GA 30713

This scenic train ride takes visitors through the North Georgia mountains along the Tobacco River. It is a relaxing way to experience mountain views and charming small towns.






**Where Vacation Feels Like Coming Home**

Nestled in the scenic North Georgia mountains and a stone's throw from downtown Dalton, Georgia, R-Ranch in the Mountains offers something for everyone. From the outdoors enthusiast to the leisurely vacationer, over 800 acres of campsites, lodging, trails, stables, a swimming pool, lakes and more are yours to explore. As a member, not only do you own a piece of R-Ranch, but you also invest in creating unforgettable family memories in a naturally picturesque and relaxing destination.

[www.ranch.com](http://www.ranch.com)


**Tybee Island Beach**  
602 Butler Ave. Tybee Island, GA 31328

Tybee Island offers sandy beaches, ocean views and a laid back coastal atmosphere. Visitors can enjoy swimming, fishing, biking, and fresh seafood near Savannah.




**Helen Bavarian Village**  
728 Bucken Drive, Helen, GA 30245

Helen is a unique mountain town designed in Bavarian style architecture. It is known for Oktoberfest celebrations, tubing on the Chattahoochee River, and spa-themed shops and dining.




**Providence Canyon State Park**  
8393 Canyon Rd, Lumpkin, GA 31798

Often called Georgia's Little Grand Canyon, this state park features colorful canyon formations and scenic hiking trails. It is a favorite stop for nature lovers and photographers.




**Jekyll Island Historic District**  
375 Riverside Dr, Jekyll Island, GA 31327

The Jekyll Island Historic District showcases restored mansions from the Gilded Age along with bike paths, beaches, and museums. It combines coastal beauty with rich American history.



**Top 5 RV-Friendly Snacks for the Road**

- **Treat mix** (because everything's better with chocolate and nuts)
- **Instant oatmeal!** (fast mornings made easy)
- **Fresh fruit** (apples and oranges travel well)
- **5 more supplies** (because campfires aren't optional)
- **Jerky or cheese sticks** (protein on the go)



**MOUNTAIN VIEW CAMPGROUND**  
 487 Parkway, Frankfort, KY 40601  
 705-970-7112 | mountainview-camp.com

**R-RANCH IN THE MOUNTAINS**  
 818 R Ranch Rd, Parkersburg, GA 30133  
 705-684-6444 | ranch.com

**RIVER FALLS AT THE GORGE**  
 4933 Highway 117, Lakeford, GA 30552  
 (706) 764-0282 | riverfallsatthegorge.com

**SCENIC CITY RV CAMPGROUND**  
 20 Grass Ln, Ringgold, GA 30278  
 423-488-8254 | sceniccityrvcampground.com

## Events

Booked 5 private events officially for 2026 including the return of the All-Nashville Roadshow, 3 Lumpkin County Chamber Events, and the Intelligence Unit moved their Feb Marriage Retreat booking to May and booked a Chapel Hill singles retreat Mon-Fri the end of March beginning of April. Total \$6,180 not including the percentage of ticket sales on Nashville.

Event (5)	1/27/2026	-	Lumpkin County Chamber	-	Paid in Full	01-2026	Sales Department	\$1,000.00
	1/27/2026	-	Lumpkin County Chamber	Word of mouth	Paid in Full	01-2026	Sales Department	\$1,000.00
	1/27/2026	-	Lumpkin County Chamber	-	Paid in Full	01-2026	Sales Department	\$1,000.00
	1/18/2026	-	480 ISRG	-	Deposit Paid	01-2026	Sales Department	\$1,680.00
	1/27/2026	-	All-Nashville Roadshow	-	Deposit Paid	01-2026	Sales Department	\$1,500.00
<b>Subtotal</b>								\$6,180.00
Wedding (2)	1/3/2026	-	Sagastume-Bratford Wedding	-	Wedding Booked	01-2026	Sales Department	\$5,000.00
	1/15/2026	-	Myers-Smith Wedding	Webste	Wedding Booked	01-2026	Sales Department	\$3,000.00
<b>Subtotal</b>								\$8,000.00
								\$14,180.00

## Current weddings report:

The new website we added Zola seems to be our most bang for the buck generating more leads than all resources. Many are kicking tires with other venues but we are seeing success with the ones we get to tour.

Jan-26	Wedding Wire	HCTG	Zola	Website/Phone	Total
Inquiries	2	6	33	5	31
Tours		1	4	2	8
Bookings	0		2	0	2
Meetings with Booked Brides					3
Total price for weddings					\$ 8,000.00
Deposits Collected					\$ 3,600.00
	January Weddings	1			
	Final Balance Collected	\$ 3,450.00			

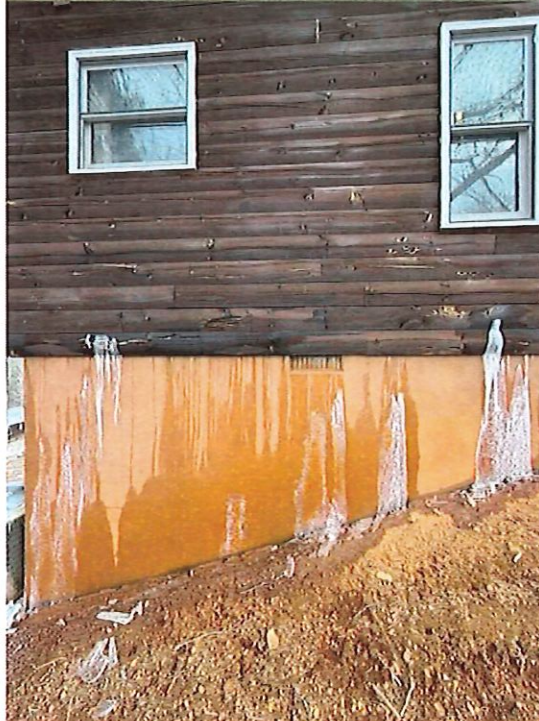
## **EXECUTIVE DIRECTOR REPORT**

### **Old Business Report:**

- a. Storm Recovery – The Ranch overall faired pretty well from all three weather events in January. The rainfall event caused staff to quickly move some RVs out of danger from rising waters. A few other items were blown around. The snow and ice storm was a similar overall result to the Ranch with a few pipes bursting and several hose spigots busting and needing replaced.

Snow and Ice storm caused a pipe in the storage closet of the Lodge to burst. It was quickly spotted by maintenance and any/all standing water was cleaned up quickly and repairs were done internally.

Cabin 1701 – Suffered a busted pipe under the kitchen sink. The heating unit was on, but we suspect a power surge had cut it off and made the cabin freeze in the cold temps. This was so much water on the floors, deck, A/C duct work, and A/C unit that we will be filing an insurance claim. Serv Pro responded immediately and started the water mediation.



- b.** Radio Update – We have proposed the purchase of radios for staff to use internally and while on duty during the course of their jobs. We have held off on this initiative for the time being.

### **Upcoming/Ongoing Projects/Events**

- c.** Chairs for the Lodge – Roughly two months ago a venue was getting rid of banquet chairs and offered it to us for \$20 a chair. They had 125 in total. Amanda and I agreed that it was too costly and not in budget. A few weeks ago, they had approached the Ranch again and I said the best we could do is \$10 a chair. They agree and we now have 125 banquet chairs for indoor use only. These chairs are heavily desired in wedding venues and retail for approximately \$35 a chair.



**Executive Director Request for Board Approval**  
-None at this time

**Executive Meeting – Yes**





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## Financial Reporting

January 2026

1. YTD Financial Results: Overall
2. YTD Financial Results: Contributing Activities
3. YTD Financial Results: Reducing Activities
4. Appendix

**Prepared by**



## YTD Financial Results: Overall

Through January, net income is down, compared to plan, by \$3K. The variance is mainly driven by more contributing activities than plan (\$6K), offset by additional expenses (\$9K). Cash balances in the bank total \$391K.

Financial Category	NET Results									
	YTD Actual	YTD Plan	YTD Variance	YTD % of Budget	Full Year Proforma	Full Year Budget	Full Year Variance	Full Year % of Budget		
<b>Contributing Activities</b>										
Adoptions	15,960	23,118	(7,158)	-31%	270,253	277,410	(7,158)	97%		
Assessments	17,258	-	17,258	-	1,431,286	1,414,028	17,258	101%		
Facilities Rental	13,550	15,338	(1,788)	-12%	182,263	184,050	(1,788)	99%		
Front Office Sales	3,399	746	2,653	356%	11,603	8,950	2,653	130%		
Non-Member Events	(87)	(6,877)	6,790	-99%	29,790	23,000	6,790	130%		
Other Income	2,167	1,321	846	64%	16,698	15,852	846	105%		
Ownership Sales	101	325	(224)	-69%	3,676	3,900	(224)	94%		
Reservations	6,274	18,202	(11,929)	-66%	206,498	218,427	(11,929)	95%		
<b>Net Contributing Activities</b>	<b>58,621</b>	<b>52,172</b>	<b>6,449</b>	<b>12%</b>	<b>2,152,066</b>	<b>2,145,617</b>	<b>6,449</b>	<b>100%</b>		
<b>Reducing Activities</b>										
Capital Improvements	(78,755)	(16,667)	(62,088)	373%	(262,088)	(200,000)	(62,088)	131%		
Horses	(1,674)	(3,628)	1,954	-54%	(41,581)	(43,535)	1,954	96%		
Member Events	(1,553)	(2,667)	1,114	-42%	(30,886)	(32,000)	1,114	97%		
Operating	(12,363)	(29,791)	17,429	-59%	(340,066)	(357,494)	17,429	95%		
Other Expenses	(3,342)	(3,094)	(248)	8%	(37,376)	(37,128)	(248)	101%		
Payroll	(63,006)	(70,051)	7,046	-10%	(833,570)	(840,616)	7,046	99%		
Property Taxes	-	(9,625)	9,625	-100%	(105,875)	(115,500)	9,625	92%		
Repairs & Maintenance	(7,758)	(19,564)	11,806	-60%	(222,960)	(234,766)	11,806	95%		
Utilities	(17,437)	(21,700)	4,263	-20%	(256,136)	(260,398)	4,262	98%		
<b>Net Reducing Activities</b>	<b>(185,887)</b>	<b>(176,787)</b>	<b>(9,100)</b>	<b>5%</b>	<b>(2,130,539)</b>	<b>(2,121,437)</b>	<b>(9,101)</b>	<b>100%</b>		
<b>Total</b>	<b>Net Income (Loss)</b>	<b>(127,266)</b>	<b>(124,615)</b>	<b>(2,651)</b>	<b>2%</b>	<b>21,527</b>	<b>24,179</b>	<b>(2,652)</b>	<b>89%</b>	

\*Note that these contributing and reducing activities numbers shown are net of income and expenses. See appendix slides for additional details.

\*\* Immaterial inconsistencies are possible due to rounding.