

JULY NEWSLETTER.....

The week of July 4th is always the biggest test for Myrtle Beach area resorts, so we waited to file this newsletter until we had received a few guest reviews on our many renovations and improved operational systems. We are pleased to report that the resort appeared to be near 100% occupancy, with many owners joining us for the celebration of our nation's independence. It was, perhaps, the smoothest holiday weekend in our thirty-year history. We received many compliments on the upgrades, the improvements to our amenities, and the courtesy of our staff. We are also pleased to report we experienced no injuries or incidents that often accompany such large weekend celebrations.

We are now going forward with the replacement of our main entrance and entrance doors. We will also be renovating the exterior awnings and storm drainage and new railings will soon be installed on the main parking garage to match those on the unit balconies and oceanfront. We will also begin installation of the security peepholes in the unit doors. All owners will now receive these at no charge.

\$20 PARKING ADMINISTRATION FEE MAY END..... At it's upcoming meeting this month, the Board will consider ending the current \$20 parking administration fee, which currently goes to the HOA to cover the cost of parking assistance and administration. The concept of the fee was to have these costs paid by those using the garage in proportion to their usage. Some owners using third party rental companies have objected and find it inconvenient. Owners and family are not charged. If the fee is ended, the Board will have to find other funds within the budget to cover these expenses. We will announce the result directly following the meeting.

UNIT KEYS.... We have experienced some confusion with owner keys on off-site rental units. When an owner requests a new key or keys to replace a "lost" key, the new keys receive a new code to prevent anyone finding the old key and using it to enter that unit. The first time you use one of the new keys, the old keys automatically become useless. They will not work.

Entry keys for rental agents and cleaning staff are available at the HOA office on-site. When obtaining such keys, please make certain you give authorization to your agent and Do Not request replacement owner keys, as this will void your existing keys. Reliability of the new system has been fantastic. In the past we often had to deal with card-key locks not working, third party rentals getting locked-out with no way to re-enter, and an inability to always know who had entered a unit and when. That has all been solved and guest inconveniences due to such matters are nearly non-existent. Many thanks for a good choice by our Board of Directors and Management staff.

VIDEO SURVIELANCE.... Several months ago our Board made significant improvements to our video surveillance of all hallways and public areas, resulting in far better protection for owners and guests. We've had two recent incidents of theft that were "caught on camera" and resulted in apprehension of the person committing the theft and return of the stolen property. It's always sad that these events take place, but it is comforting to know we now have better protection. Plans include an even greater expansion of the system and the hope that word will spread; Sands Ocean Club is not a safe place for thieves!

ELEVATOR INTERIORS..... Mr. Shultz (Director of Engineering) has now completed fabrication of the new elevator interiors and installation should begin this week, occupancy permitting. The design is clean and modern, and compliments to new common area décor. In the Fall, a matching refurbishment of the elevator call stations on each floor will complete the upgrade.

FACEBOOK COMMENTS.....

A "Facebook" page has been established by one of our new owners, listing herself and a Lynn Sherman as administrators. Lynn claims to be an owner, but is not listed anywhere among our owner records. Further, Lynn claims to have attended the last Annual Meeting as an owner. However, her signature appears nowhere on the required owner sign-in sheet. The page appears to exist as a forum for certain owners who are disgruntled with some of the decisions and services of our Board of Directors and Property Management. Unfortunately, many, if not most, of the statements made in those comments are simply incorrect or at the least grossly misrepresented. Some comments listed as "fact", actually contradict the true facts, which have been published AND are available to any interested owner. They propose a silly lawsuit against OURSELVES! They invite you to send money to this Lynn Sherman that nobody can identify, and promise to get you great returns from the HOA money – that's us, our own money! Further it would lower property values, all but destroy anyone's ability to sell a unit, and cost us all in legal fees. It's hard to imagine that's a good solution to any problem.

We realize, that with nearly 600 condominiums and commercial venues, universal agreement on all issues is highly unlikely. Further, we realize that some rules and policies do not fit with every owner's personal wishes, and those affected want an opportunity to express their views. All Board of Director meetings provide an open forum for interested owners to attend. Those unable to attend in person are free to submit questions and comments to the Board via mail or email. Doing so actually gives your elected Board an opportunity to address the issues presented and consider each owners needs. All Directors have also published their contact information and are willing to accept emails and telephone calls.

We have also noticed that none of the negative comments have included suggestions on how to do things better in a way that benefits all owners, or even how to do things better – period. Getting things off your chest, advocating your own personal agenda, or just exercising

free speech may be fine, but is it making anything better, or is it just hurting the reputation of our resort and the interest of ALL owners ?

This years renovations, policy changes, and other matters were all presented at last year's Annual Meeting, and were strongly advocated by the candidates elected to the Board with an overwhelming majority. The Board even presented a sample lock for everyone to inspect and use, together with other samples and descriptions. Accordingly, the Board believes it is acting in the best interest of a majority of owners, and Management is acting at the direction of the Board. Over the past three decades, which has included numerous different directors, many of us, this owner included, have disagreed with some of the Board's decisions, only to find ourselves in the minority. On par, the record of our many directors has been incredible. We have weathered storms, economic collapse, building booms, and social changes, all within a structure that is now over forty years old. We did it together, even when the path was not our personal choice or the most convenient one. There is no "I" in team, and as part of a building that often houses over 3000 inhabitants, we owe it to ourselves and our neighbors to work together in constructive ways and with a genuine team spirit.