

VOA President's Message - June 2015

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Aloha From Kauai



Aloha! It was such a pleasure being at Hanalei Bay Resort for the 2015 Annual Owners Meeting and having the opportunity for many VOA owners to visit and reconnect with our extended resort family.

Mary Motsenbocker, a longtime owner and president of International Tourism Marketing, has joined the VOA board of directors in place of John Mullen, who decided not to run this year. Our thanks to John for his hard work and dedication on behalf of the association! His particular interest in the finances of the association brought a valuable added perspective as the rental program matured and the resale program is launched.

At the May 13th VOA meeting, Scott Pacer did a great job giving the owners updates on the association financials as well as projects completed and planned for the future. The pool wristband program has been implemented to support monitoring pool use to owners and guests, and has been a success thus far. The KABA keycard system has been installed on the front doors of all 77 VOA units and 10 individually-owned units. Feedback from owners on property was unanimously very positive. The keycards will also allow us to move forward with additional secure access decisions with respect to parking and common area buildings, as the cards can be specifically programmed for that purpose.

Our rental program continues to be very successful



creating revenue that offsets any loss of maintenance fees from defaulted weeks. The success of the program has kept occupancy rates high in the VOA units, so we again encourage you to make your reservations as early as possible. Staff continues to add activities and events for our owners to enjoy while they are here. Movie Night is well attended by owners and guests and a "Massage by the Minute" has been added at the Mai-Tai party. "Bless your Soul Shrimp and More" is now a part of the food truck line-up parked by the pool on Saturday nights and has been a big hit.

The grounds associates have been doing a great job identifying new ways to work together to tackle the resort grounds. The entire team now works together in the same area and rotates through all sections of the resort. This has greatly reduced noise levels across the property by concentrating the work before moving on to the next site. The sod project is complete with the new sod planted along the new walkway up from the pool to the clubhouse and along the pool filter area. The Orchid Program is now over 700 orchids strong around the resort. When in bloom, they are a color spectacle to behold.

Due to the efforts of the resort staff, Hanalei Bay Resort was recognized with an RCI Green Award for their efforts in making Hanalei Bay a leader in their recycling and sustainability programs. I'd like to extend a special thank you to Jim Braman for all his work in submitting the necessary paperwork to obtain recognition of this important program. Also in keeping with these sustainability efforts, new recycling containers are now available at the main collection area. Guest and Owner satisfaction remains high as indicated by our excellent RCI, II, and TripAdvisor scores. These scores will be a positive influence as we launch the recently finalized sales and marketing plan with Grand Pacific Resorts. We anticipate having the resale office up and running in late June so we can commence the sales of HOA-owned intervals. As mentioned by Mike Rembis, the AOA is currently evaluating the need for a nominal maintenance fee increase and a possible future assessment. The VOA Board will work collaboratively with the AOA on this important consideration to determine the impact to the VOA owners. We will share any updated information with you as soon as it is available. The VOA Board is committed to evaluating all options once the level of funding need is determined.

As with any property, funding long term maintenance and development projects is critical. As many owners expressed at the Annual Meetings, a walk around the property makes it clear that these efforts have been worthwhile and that the property has once again been returned to its status as a jewel on Kauai. We have all been involved in this renaissance as members of the Hanalei Bay Resort family, and the Board continues to thank you for your confidence and support.

As always, it is a pleasure to serve as the VOA President at our beautiful resort. Please let me



know if you have any questions, comments, or suggestions.

Mahalo!

Deborah Fraga-Decker
VOA President
Hanalei Bay Resort

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