



STRATA CORPORATION KAS 2662
Meeting Minutes

October 19, 2018

Present: Mickey Patryluk; Richard Thomson; Lee Hollaar; Mary Roberts; Dave Willis

Staff: David MacKenzie

Call to order at 1:08 pm

- 1) Motion to approve agenda: Moved: Willis; Seconded: Hollaar. Carried.

- 2) Motion to confirm electronic approval of minutes of September 18, 2018 meeting:
Moved: Roberts; Seconded: Thomson. Carried.

- 3) Review of Saturday morning owners' meeting, including exciting new venue

- 4) Presentation by Roy McClean, Custom Fit Communication, our website and social media marketing partner. Very interesting learning about strategies with search engines, advertising and timing, continuous measurements. The role of social media is growing, including greater use of video.

- 5) General Manager's Report:
 - a. Bathroom renovations are underway and on schedule. The example looked very good, and owners were positive about it on Saturday. Ten bathrooms have been done so far; work will continue until we reach the busy season for Christmas, then stop until after New Year's.

 - b. All bedrooms have been upgraded with new headboards and floating shelves on each side of the bed.

 - c. The café is enhancing the guest experience and making a nice contribution to revenue.

 - d. A new well-skilled maintenance lead has been hired (Barry), and the guest services manager (Tina) started earlier in October.

Meeting adjourned at 4:30.

Next meeting Dec. 10 in Vancouver to include budget discussion and dinner. Time/place TBD.

Respectfully submitted,

Mary Roberts