



Country Club Villas

A NEWSLETTER FOR HOMEOWNERS OF COUNTRY CLUB VILLAS

COUNTRY CLUB VILLAS GETS A 'MAKEOVER'!

ACTIVITIES CENTER

We now have an onsite Activities Center!
The 'old' Resort Check-In Office has been transformed and now houses an Activities Center for your enjoyment.



Finally, an Exercise Room! (above)
We have received countless owner requests for an exercise area. Four machines have been purchased and we certainly hope you will take full advantage of this amenity.



As you see in the photo to the right, the layout of the interior of the building has been revamped to allow a more spacious area for new furniture and a flat screen television. Additionally, a Wii Gaming System is available for use in this area.



UNIT REFURBISHMENT

The Resort's Unit Refurbishment Project continues with seven more units having been upgraded in early 2010.

The two photos to the left show the new look of the interiors.

We are confident all owners will enjoy the more 'cozy' feel of the décor and the comfort of the new furnishings.



NEW CHECK-IN FACILITY

The duplex purchased by the Association in late 2009 was converted and now serves as the Resort Check-In Facility.

Located across from the Activities Center, you can see in the photos on the right that this building, both inside and out, is much more appealing, functional and makes a great first impression.





FROM THE BOARD ROOM.....

Dear Fellow Homeowners:

We hope this newsletter finds you well and as excited about the upcoming summer season as your Board of Directors. Many positive things have happened at our resort since the beginning of 2010 and we're confident that all owners will be pleased with the outcome of the projects undertaken in recent months. However, before getting into details of the projects, we would like to relay some words of appreciation.

Joy Korros, our Resort General Manager for many years, has recently been transferred to another SPM-managed resort and we want to thank her, on behalf of the Association, for all her hard work and dedication to Country Club Villas over the years. Joy has been replaced by Ryan Herr, who has many years of resort experience, and has already proven to be an asset to our Association. We wish Joy well and welcome Ryan to our 'home away from home'. Please stop by and say hello to Ryan the next time you're at the resort.

As you may have heard, we now have an onsite Activities Center, which is located in the building that previously housed the Resort Check-In Office. The interior of the building was completely overhauled in order to provide a more spacious layout. Inside, in response to many owner requests, you will find an Exercise Room equipped with a new treadmill, elliptical machine, recumbent bike and a universal weight machine. In addition, you now have access to an Owners Lounge. Inside the Owners Lounge, you can relax and read a book, bring your laptop and surf the web or, for those who have young children or grandchildren, challenge them to a game of golf or football on the Wii Gaming System that's been purchased and is now available for owners' use in the Lounge. The Wii system is hooked up to a newly installed large flat screen television.

In addition, as you are aware, the Board, on behalf of the Association, purchased a duplex late in 2009, which now houses a more spacious and attractive Check-In Facility. The Check-In Facility and Activities Center are directly across from each other.

Our Unit Refurbishment Project is still going strong with seven units having been upgraded in 2010. Six units were upgraded last year and all upgrades include new furnishings, paint, artwork and flat screen televisions for the living rooms. The next phase of unit refurbishments will begin in early 2011.

One last item that is important to mention is that the resort now has improved security, including cameras, and extra security measures will be taken during the busy summer season.

That all being said, please know your Board is aware that none of the aforementioned upgrades could have been done without the assistance and patience of all owners, and for that, your Board and Management are greatly appreciative. We realize, given the current economy, this may not have been the ideal time to undertake such projects; however, the improvements made will have a positive effect on sales, rental income, trading power and the overall vacation experience of all owners and guests.

In closing, please remember that all owner feedback is welcome. We hope you will stop by the Check-In Office and share your opinion on the 'new look' of our resort.

We look forward to seeing you at Country Club Villas in the very near future.

On behalf of your Board of Directors,
Charlie Edmonds, President

OWNERS OPINION POLL

At our January 22, 2010 Business Meeting, the Board and Management met with an Account Representative from the exchange company RCI to discuss points-based programs and how joining such a program would affect the resort and its' owners. After a lengthy presentation, it was obvious there are both positives and negatives to joining such a program.

That being said, and before moving forward with further research on points-based programs, we thought it best to reach out to you, the owners, and request your opinion on the resort becoming an 'RCI Points Resort'.

We ask that you kindly take a moment to e-mail your opinion to ccvownerinfo@spmresorts.com. If you wish, you may also share any personal experiences you have had exchanging via points, whether good or bad.

Once we review your comments, we will make a decision as to whether we should pursue this option further.

THANK YOU IN ADVANCE FOR TAKING THE TIME TO WRITE TO US!

Your Board of Directors



2010 ANNUAL MEETING REVIEW

The Annual Meeting for the Country Club Villas Homeowners' Association, Inc. was held at The Seamist Conference Center on Saturday, January 23, 2010.

Board President Jim Temple called the meeting to order at 10:02 a.m. Board Secretary John Stoudenmire verified that a quorum had been achieved. The minutes from the January 24, 2009 Annual Meeting were offered for review and unanimously approved as presented.

Board Director Rick Osnoe reviewed the 2009 accomplishments noting the refurbishment of six units, the purchase of the duplex located directly across from the [previous] Check-In Facility, the construction of a new Check-In Facility, deck replacements on five units, exterior painting of six units and the resurfacing of the hot tub. In addition, it was noted that the previous Check-In Facility would be used as an Activities Center.

Mr. Ridenhour then gave a brief overview of the Association's financial position, in which he reported that the 2009 budgeted collections ratio of 72.3% had not been achieved, mainly as a result of the economy. He stated that the Board and Management became aware of probable Revenue shortfalls early in the year, and therefore, offset the Operating shortfall by way of savings in Operating expenses, whenever possible. The Association ended the year with an Operating surplus of \$6,355.

Lanse McColl, Regional Vice President of Operations for SPM Resorts, Inc. presented the 2010 Budget during which he reviewed the Association's Operating Revenue and Expenses. He noted that the Board had taken steps to properly fund the Reserve for Replacement Account by increasing the Annual Contribution from 8% to 10.3% of maintenance fees collected. Total Net Operating Revenue was budgeted to be up by \$23,509 compared to 2009.

Mr. Temple reviewed planned projects for 2010 noting there would be a continued emphasis on expense control. The continuation of the unit refurbishment project would continue with seven units scheduled to be upgraded during the year. In addition, the completion of the Activities Center was planned; the Board expected this to be complete prior to the summer season.

During the Election of Directors, Mr. Temple stated that the terms of Rick Osnoe, Gene Ridenhour, John Stoudenmire and Lorraine Phillips would expire at this meeting; all agreed to serve if re-elected. A Call for Nominations yielded none. A Motion was made and carried unanimously to re-elect the current Board Members by acclamation.

Under Unfinished Business and New Business, the Board and Management addressed various questions posed by the ownership.

As there was no other business brought before the Board, the meeting adjourned at 12:09 p.m.

**LOG ON TO YOUR RESORT'S
WEBSITE TODAY!**

www.spmresorts.com



LONG-TERM RENTALS

Have you, as an owner, ever thought about being able to stay at your home resort for a month, two months or perhaps even three?? If so, you're in luck.

Country Club Villas is now offering long-term rentals for those owners who wish to take an extended vacation away from the snowy winter weather. Long-term rentals are available only during the months of January, February and March. Stay for one month, or all three....it doesn't matter. Either way, you will get a TERRIFIC RATE. In addition, sales tax is not charged on three-month stays, which allows for even more savings. For more information, please contact the resort at (843) 238-5229. Hurry—we don't want you to miss such a great opportunity!

Dear Owner,

We need your e-mail addresses immediately to offset the expense associated with the mailing of annual fee statements and newsletters. The Board asks that, right now, you take a minute to send your e-mail address to cvcownerinfo@spmresorts.com. Please be certain to note your resort name and your full name as it appears on your account.

SPM Resorts is currently undergoing a complete redesign of its primary website. We are constructing a separate SPM website, which will be used to market rentals of owner week(s) to be rented. The site will also be used to rent weeks of seriously delinquent owners to recoup some of the monies owed to the Association.

The new site, which is being combined with a new search engine, will be in place as an asset to your Association. Therefore, we are requesting that you provide your e-mail address ASAP! We assure you that we do not share private information, such as e-mail addresses, and have the proper procedures in place to safeguard these records.

There is considerable interest in this new development, so help us by e-mailing your address now. It will keep the new information site on a schedule to be live during 2010.

Thank you for helping us.

Sincerely,
Your Board & Management



Unable to get away to Myrtle Beach this year?

If so, place your unit week in the resort's Rental Program. We have enhanced our marketing and promotions in an attempt to attract more rental business.

If you would like to place your unit in the Rental Program, please contact the resort at (843) 238-5229 for more information.



A NOTE FROM YOUR RESORT MANAGER

by Ryan Herr

I would like to take a moment to introduce myself. My name is Ryan Herr and I am the new General Manager for Country Club Villas. I was most recently the General Manager of Schooner II Beach & Racquet Club located in Myrtle Beach. For over 15 years, I have worked for timeshare companies including Sheraton, Hilton, Embassy, and for the past 5 years, SPM Resorts. I call New Jersey my home state and am an avid golfer. We, the staff, have been very busy finishing up and creating some new projects to enhance the beauty of Country Club Villas, not only in the units, but around the property itself. Your new Activities Center is complete and includes an exercise room with all new equipment, round-the-clock surveillance, new furniture and TV, and other new amenities to make your new "Owner Meeting Place" enjoyable. Our Unit Refurbishment Project has finished Phase II with 13 units complete to date and more on the way.

The next time you're at the resort, please stop in and introduce yourself. I look forward to meeting each and every one of you!

WE'RE HERE FOR YOU! IMPORTANT CONTACT INFORMATION

BOARD OF DIRECTORS

PRESIDENT

Charlie Edmonds

SECRETARY

John Stoudenmire

DIRECTOR

Rick Osnoe

VICE PRESIDENT

Jim Temple

TREASURER

Gene Ridenhour

ALTERNATE

Lorraine Phillips

To contact the Board of Directors, please write to:

Country Club Villas Homeowners' Association

Attention: Board of Directors

1550 Fawn Vista Drive

Surfside Beach, SC 29575

YOUR MANAGEMENT TEAM

RESORT GENERAL MANAGER

Ryan Herr: (843) 238-5229

E-Mail: rherr@spmresorts.com

SPM RESORTS' CORPORATE OFFICE

Main: (843) 238-5000

Fax: (843) 238-5001

OWNER SERVICES

Kathy Dickinson, Account Representative

Tel: (843) 238-5000 ext. 3081

OPERATIONS

Lanse McColl, Regional VP of Operations

Tel: (843) 238-5000 ext. 3090

NEWSLETTER



Professionally
managed by:

Country Club Villas Homeowners' Association, Inc.
1550 Fawn Vista Drive
Surfside Beach, SC 29575

