

Minutes of the White Bluff Property Owners Association  
Conference Center-White Bluff Resort  
Whitney, TX  
Tuesday, June 14, 2022

Call to Order

Jim Fletcher. President of the WBPOA Board, called the meeting to order at 9:00am.

A. Confirmation of a Quorum

A quorum of 7 board members was present. Board members in attendance:

Jim Fletcher, President

John Bass, Vice-President

Joe Manders, Secretary (held proxy of Trena Chagnon)

Jeff Williams, Treasurer (held proxy of Gerry Mayer)

Mark Hepworth

Teal Lang

Leonard Critcher

Bill Finney, General Manager, also attended.

B. Members Absent:

Gerry Mayer

Trena Chagnon

- 1 Review of the proposed IT contract in conjunction with the Castle Management transition- Sponsor Bill Finney  
Brian Street with Castle Management and John Long with Kinetix Solutions attended the meeting by phone. The POA Board reviewed a proposal by Kinetix Solutions for basic IT and ongoing support services to complement the transition to Castle Management. Under this contract, the POA would own and run the IT network and Kinetix would manage it for the POA. Kinetix would be responsible for all migration of data, setting up emails and setting up security features. Under the agreement the POA incurs a one- time sunk cost for Kinetix to make the transition and a monthly maintenance cost. The Kinetix contract sets the POA free from the ARCIS set up. John Long stated that 99% of POA IT problems can be fixed remotely. After further discussion by the Board, Jeff Williams moved to accept the bid from Kinetix Solutions for a fixed cost of \$10,082.50 and a monthly cost of \$1646,63. The Motion was seconded by John Bass. The Motion was carried unanimously by the Board
- 2 Progress review of bids for temporary limited Web services- Sponsors John Bass and Mark Hepworth

The Board conducted a detailed discussion comparing and contrasting the services and costs of three companies providing web services: “214 Interactive”, “Promote Your Website” and “P. R. Business”. One of the goals as stated by John Bass is to have White Bluff come up repeatedly in a Google web search. Mr. Fletcher noted that 214 Interactive and P.R. Business appear to be able to perform the services we want for the least cost. Teal Lang stated we should also focus on the company who can get the White Bluff website up to speed fastest and do an initial contract with them for a 6 months trial. Fletcher stressed that we need to compile a list of the services we want and have them comparatively priced by 214 Interactive and P.R. Business. Leonard Critcher stressed that changes to our website are necessary and we need to know what it will cost. Fletcher set the goal of selecting one of the referenced three companies at the June 20, 2022 work session.

- 3 Request to use White Bluff Resort photographs in a publication- Sponsor Leonard Critcher  
Mr. Critcher requested that the POA Board donate to him the use of certain photos of the White Bluff assets for the cover of his soon to be published novel. Upon questioning about the novel’s content, the Board decided not to release these photographs. Mr. Critcher thereafter withdrew his request.
- 4 Opening on the POA Board of Directors- Sponsor Jim Fletcher  
Mark Hepworth has submitted his resignation from the Board of Directors effective July 18, 2022. This will leave an opening on the Board with a term in excess of two years. Prior Board members were discussed as possible replacements as well as other individuals. As has been done in the past, Jim Fletcher will put out an email solicitation in the near future to property owners who might be interested in a Board position and asking them to submit qualification information for Board consideration.
- 5 Hotel Software, Hotel Occupancy and Group Sales Update- Sponsor Bill Finney  
Bill Finney reported total occupancy revenue for May 2022 (all lodging combined) at \$46,600 and projected total revenue (all sources) for June 2022 at \$59,000. He reported a 22% occupancy rate for all sources. He is unable to break out revenue amount or occupancy rate by lodging source (The Inn, the condos and log cabins). Finney explained the current problems with the Quorum software as more of a personnel issue than software issue. Finney is confident that he and Castle Management can develop a solution to the Quorum software problem and hope to have it operational within 30 days.  
Mr, Critcher questioned whether we are charging too much at the hotel.
- 6 Prepaid Hotel Reservations Policy-Sponsor Bill Finney

Bill Finney briefed the Board on the prepaid reservation system. Finney believes the system is currently needed because we do not have 24/7hour coverage over the hotel/lodging reservation system. As to lodging PO discounts, the Board has established the firm policy that to qualify for a room discount, the property owner has to actually pay for the room. Fletcher stated that we will revisit this issue and policy in the near future once Castle Management is firmly aboard,

- 7 Confidential Personnel Action-Sponsors Jim Fletcher and Joe Manders  
The Board was briefed by Mr. Fletcher and Mr. Manders about a confidential personnel action involving a White Bluff employee.
- 8 Resort Assets Insurance Proposal for 2022- Sponsor Bill Finney  
Discussion on this topic was cut short as Mr. Finney advised that he was meeting with the insurance advisor on June 15, 2022, to get all Resort assets on a policy schedule and properly insured.

The Board meeting was adjourned at 1145 am.

Joseph V. Manders  
White Bluff POA Secretary