

Owner Incentive Program

When an ownership to our Resort is sold directly by the Resort, not only do we add a new family member, the fiscal benefit is the revenue from the purchase price. The subsequent annual maintenance fees paid impact the financial health of Unicoi Springs in a positive way.

This positive injection of cash affects every owner. Your investment remains solid, your surroundings are maintained and improved each year with the proceeds; your recurring individual costs of camping are kept to a minimum.

As an owner, you know that you have the right to sell or transfer your deed to another individual – something that many similar resorts make difficult for their owners. Unicoi Springs has always understood that there may come a time when an owner needs to move on, can no longer camp or no longer wishes to pay the annual maintenance fees.

Fortunately, ownership in Unicoi Springs is desirable and those available turn over quickly thanks to the internet, newspapers and ‘word of mouth’. The opportunity to convey the ownership back to the Resort is also an option should your situation deem that necessary.

Golf Cart Liability Procedure Change

The Board of Directors has voted and implemented a change in the procedure and requirements of golf cart storage.

Previously, owners were required to provide proof of insurance to the Office in order to be issued a green pass

Summer Activities

As summer winds down, another wonderful Vacation Bible School season has ended. The Georgia Mountain Ministry and their sister groups from other churches have, once again, given unselfishly of their time, talents and fellowship.

The Resort has a marketing plan in place to sell a growing inventory of ownerships. Print advertising, a web presence, cooperative sales programs with RV dealerships, an owner incentive program and, for the first time this year, participation in a major RV and Camping Show.

To best utilize the marketing funds so they will result in direct sales by the Resort, an improved Owner Incentive Program has been created. Although, informing someone of a re-sale ownership is helpful to the prospective buyer, there is no monetary benefit to you as the ‘referrer’. For the past few years, Unicoi Springs has offered a \$100.00 cash incentive to any owner who referred a * bona fide buyer to the Resort.

The new Owner Incentive Program offers you a choice of one (1) incentive per bona fide referral that results in a sale by the Resort. The prospective buyer must identify the person who referred them prior to making their final purchase. The owner is welcome to bring the prospect to the office to make that designation, as well. Incentives will be disbursed upon final payment of the purchase price by the new owner.

allowing them to use their golf cart in the Park.

Effective 5/18/12, it is no longer mandated that documentation be turned in to the office, nor is a green sticker required to drive your golf cart in the Park.

The Unicoi Red Hat ladies have strutted their stuff and enjoyed some lovely luncheons. Elvis was the star of the Independence Day festivities. Country Breakfasts, Pot Luck Meals, Water Aerobics, Line Dancing and Walk Away the Pounds have picked up right where they left off.

Following are the choices available to you, so get busy!

1. \$300 cash bonus.
- OR
2. 1 year free maintenance fee (to be applied to the next year due – cash option not available)
- OR
3. A 3-year membership in Coast to Coast

**A bona fide sale is when an owner is responsible for bringing the buyer to the Resort through his/her own efforts and contacts. When that buyer commits, they will notify the Resort that this person referred them. i.e. Someone is here on a drive through of the Resort or staying with a complimentary reservation provided through the Resort’s marketing effort. An owner strikes up a conversation with the visitor, answers questions, etc. This is not a bona fide referral.*

REMEMBER: You can choose one of these incentives for EACH sale directly attributed to your bona fide referral so don’t stop after just one!

According to the current Rules and Regulations, **“GOLF CART INSURANCE COVERAGE: Unicoi Springs Camp Resort required owners to carry adequate insurance on their golf carts. Owners are required to display their U numbers on golf carts.”**

Dawn Woodward, our petite owner/artist-in-residence has revived the weekly arts and crafts gatherings. If you have any art supplies you would like to donate, please keep this group in mind and while you’re at it, why don’t you bring them in person and join in the fun!



The Springs Communicator

“An Official Publication of the Board of Directors”

2012 Annual Owners Meeting Set

The Annual Owners Meeting is scheduled for September 22nd at 1:00 p.m. Each board member will address the owners in regard to their area of responsibility and discuss any future plans for the

Resort. The highlight of the meeting will be the announcement of the results of the election. All ballots submitted by the deadline of 11:00 a.m. that morning will be verified, certified and tallied by the Election

Committee. After the new board goes into session following the meeting, they will post the new directors and areas of responsibility.

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Upcoming Election

Seven owners will be running for the three open positions on the Unicoi Springs Owners’ Association Board of Directors.

The terms of Gary Bryan, Aileen Connor and Doug Waters are coming to an end.

Enclosed with this newsletter are the resumes for the candidates. Please read both sides of each resume. Gary Bryan has chosen to run again after three years on the Board; Ricky Carter, Bob Harbor, Steve Henson, Huel Pass, David Stover and

David White are also on the ballot.

Each of the seven nominees gave a short introduction and speech at the ‘Meet the Candidates’ meeting in the Clubhouse on July 21st at 1:00 p.m. These owners have stepped up to take on a tremendous responsibility. They deserve your appreciation and your support.

Also enclosed in this newsletter is the Official Notice, Ballot and Certification Form. Complete instructions and a self-addressed

envelope are provided for your convenience in returning your votes to the Resort. Ballots must be submitted by 11:00 a.m. on September 22, 2012.

The future of Unicoi Springs lies in your hands. Your vote puts your future, your decisions, wants and needs in the hands of seven individuals. It is your responsibility to make sure that you choose wisely. Please remember ... NOT voting silences your voice in the community.

In Memoriam

To the family and friends of these owners, we send our condolences. Please help us recognize anyone whose name has been inadvertently omitted.

- Dr. Joseph Bishop
- Ralph Boatwright
- Olivia Philip Brown
- C. O. “Bucky” Coggins
- Betty Cook
- Stella Head
- Dorothy “Dot” Jackson
- Billy L. Johnson
- William N. Kay
- Larry King
- Sara Phillips
- William Shanks, Jr.
- Shirley Sorrow
- Lyle Strater
- Vernon Walters

You are missed...

Storage Cost Savings Opportunity

The Board has made the decision that monthly invoices for golf cart and rv storage will no longer be mailed out. It will be your responsibility to keep your storage fees current.

You can save both time, concern and money by paying your storage fees annually. RV storage is \$32.50 monthly and only \$325.00 annually—a savings of \$65.00. Paying your golf cart storage

annually will also result in savings. Uncovered, no electric storage is \$10.00 monthly or \$110.00 annually. Spaces with electric are \$15.00 monthly or \$165.00 annually.

Gentle Reminders

♦For the safety of all swimmers, the enjoyment of those wanting to use the facilities and the adherence to health and safety regulations, protective swim diapers "swimmies" must be worn by toddlers in the pools. Please be aware that any accidents occurring in a swimming pool will result in that pool being closed so that chemical shocking can take place until the correct balance is maintained. This is not an arbitrary action on the part of the Park—this is the law. Disregard for these mandates would result in monetary fines and closure of the pools.

♦Once you have occupied a site, you may not move to a different site before your reservation ends unless the site is not functional for your camper. If you want to move, there is a \$50.00 charge to do so.

♦Temporary parking permits expire at 9:00 a.m. the morning after they are issued.

♦Children on scooters and bicycles must wear helmets and have an owner number displayed on their bike or scooter.

♦URGENT REQUEST

Should your address and/or telephone number change, please make the Office aware so that your records can be updated. Also, please provide your cell phone number if you have not already done so. Having viable contact information is for your benefit should you or a family member need to be contacted in an emergency.

♦Stop signs must be recognized. Even though you are not riding or driving on the open highway, the Resort traffic can be just as perilous and running a

Stop sign can cause the same damage to a child on a bicycle, a person driving a golf cart or to another owner in a car or truck, not to mention someone with a large camper in tow.

♦Check-in procedure is to sign in upon arrival. If the Office is closed when you arrive, please come down and pay any fees due when the Office opens the following morning.

♦The posted speed limit within the Resort is 10 miles per hour. For your own safety and that of other owners, please use care in not exceeding this speed limit.

♦If you wish to remove your camper from storage either permanently or temporarily, you must contact the Office prior to 3:00 p.m. on the day of removal or wait until the following day.

Q and A's For The Board

The following questions were asked during the "Meet the Candidates" meeting. Most were not answered because the intention of that meeting was to get to know the new candidates rather than answer Board questions.

1) **Do we have two signatures on all Unicoi Springs checks?** Yes, the Business Manager's and either the President's or Treasurer's.

2) **Why not have the upper tent sites used for winter temp storage?**

The board has gone one better than that. An owner submitted a suggestion to add an additional golf cart storage area just prior to the June meeting. The board voted "Yes" to this additional permanent storage in June. The location will be in, and adjacent to, the present trailer storage area. You will be noticing the clearing of the area, laying of gravel, and marking off of sites in the future.

3) **Why not have all purchases over \$10,000 OK'd by the entire membership?**

Presently purchases over \$100,000 need owner approval. Smaller amounts such as winter projects do not require this.

However, we would like to thank all of the owners on the Five Year Plan committee who have submitted suggestions for the upcoming two years of winter projects. The board went on a 'field trip' after the last meeting to look over your suggestions for this upcoming winter. They were excellent suggestions. We are presently in the process of determining the cost of these suggestions to see if they will fit into the budget as this winter's projects.

4) **Owners have asked about solutions to the problem caused by torrential rains on the Holey Board court.**

We have looked at the problem and come up with a plan. We are pricing out the cost of the materials at this point.

5) **What about more activities for the children?**

Since hiring an Activity Director is just not in the budget (we are striving to keep expenses down) . We had gone to the local college for volunteers in May. Unfortunately we did not arrive on a timely basis, so we will be going back when school reconvenes.

6) **Owners asked for additional handi-**

cap golf cart parking near the Clubhouse in June.

Please notice the three new spaces marked off in back of the Lower Pool.

7) **We are presently looking for volunteer owners who may be interested in adding their names to the By-Laws and Covenants Committee.**

Since this committee will probably be meeting weekly for an extended period of time, the number of volunteers will be limited. Committee members will be chosen from the list. So if you have the desire and the time to devote to this undertaking, please submit your name, U#, phone number, and email address to the office who will then forward this information to the Board. Thanks in advance for your willingness to help.

8) **If you would like to volunteer your time we have a flower gardening committee, activity committees, and even a group that would like to do small deck repairs. Labor day is coming soon and we certainly will need lots of help. We also know of some brown gates that need to be painted. Join in the fun - volunteer!**

Seven Day Super Sale

To celebrate our upcoming 30th Anniversary, Unicoi Springs Camp Resort is offering an amazingly affordable opportunity to become an owner at Northeast Georgia's Premier Private RV Resort. Many of our owners who want to spend more time here and/or allow family and friends to join them will also find this a very desirable solution.

If you have friends or family who have listened to your stories of good times at the park, this might just be the deciding factor that will let them join in the fun,

so spread the word.

(Note: *There is no monetary owner incentive for this special sale, but the enjoyment of sharing it with special people in your life is priceless.*)

DON'T LET THIS OPPORTUNITY SLIP THROUGH YOUR FINGERS!

\$1600.00

Price includes the first half of the 2013 maintenance fees. Once the sale period has ended, on October 1, 2012, the price returns to \$3500.00

WHEN?

9/23/12 through 9/30/12 ONLY
9:00 a.m. until 4:00 p.m.

HOW?

Purchases can be made by telephone or in person. All business will be conducted as usual, including reservations. First come, first served. Be sure to have all of your information ready to assure your purchase before they are gone. You will be given your new "U" number immediately and can make reservations on your new ownership daily from 9:00 a.m. to 4:00 p.m.

Pros and Cons of Ownership Sharing

Several owners have decided to purchase an ownership and share both the cost and the benefits with other owners. The purpose of this transaction is to give each owner those extra few days needed to remain in the Park on a continuous basis rather than having to leave at the end of a month for a few days.

This arrangement can be beneficial to all parties, however; with the extra benefit comes extra responsibility for everyone sharing the ownership. Here are some things to consider if you are contemplating an arrangement with another owner.

All ownerships containing the names of owners on a shared own-

ership will now be linked together and subject to Rules and Regulations in regard to reservations and outstanding fees owed to the Resort.

If there are any outstanding balances due on a shared ownership, every linked ownership will be affected. No reservations or benefits of ownership will be allowed until the past due balance is paid.

If a site has been reserved by one owner, none of the other owners can reserve that site using any linked ownership until 60 days has elapsed.

If an owner is using the actual shared ownership to make a reservation, they must be aware that

two reservations may not be made at the same time on one ownership. One reservation can be made as far ahead as 60 days, but the second reservation can only be made 24 hours in advance. Keeping this in mind, each co-owner might want to arrange to take their extra needed time at different times of the month to avoid the conflict in dates.

Advance preparation and communication between co-owners is most important when making reservations, especially on busy reservation days. The time it takes to coordinate the reservation numbers and times may well reduce your chances of getting the site you want while another owner fully prepared will be booking it.