



# The Jewell



PACIFIC GROVE

SPRING 2011

CALIFORNIA

## Debra's Corner

I am pleased to announce that we have welcomed a good number of new owners to the Pine Acres Lodge family since last I wrote you. The benefits of timeshare ownership still outweigh the yearly hassle and concern over booking issues and price increases at hotels and we welcome you all. PAL still has available inventory for sale at very reasonable pricing, so please feel free to refer your family and friends if they perhaps are interested in sharing in the experience timeshare has to offer them.

According to ARDA, the American Resort Development Association, over the past twenty years vacation ownership with timeshares has experienced a double-digit growth rate annually. Owning a timeshare provides quality accommodations with consistency, flexibility and the ability to exchange with other timeshare resorts. In addition, 85% of those who own timeshares are satisfied with their experience and when you factor in the exchange power we offer at Pine Acres you really can't make a better choice.

The year is moving along swiftly and we have been working on new ideas for the rest of the year. Your Board of Directors continue to work diligently to provide you with the best possible service and lowest assessment fee's while encouraging growth and new membership. I think we are all very lucky to be part of such a caring and committed association.

Coming up on Saturday May 14th is our annual Homeowners meeting beginning at 11 A.M. followed by a light luncheon. Please contact our Staff during normal business hours to RSVP your attendance for this event. The meeting is a great way to network with other homeowners, share experiences and meet new people. We always encourage feedback and comment so your participation is encouraged.

In closing I'd like to mention we have a lot of available bonus time right now so please take advantage while you. Don't forget it's time to start looking out ahead at booking your 2012 use week(s). You can call us up to 365 days out from the date you wish to come. If your free this Spring and Summer call us about available rentals, we have a lot of time available and all at very good rates. If you refer your friends and family they are eligible for a 10% discount.



1150 Jewell Avenue  
Pacific Grove, CA 93950

Executive Editor: Hugh Burroughs  
Managing Editor: Debra Case

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## BOARD MEETING

May 14, 2011  
9:30 A.M.  
Pacific Grove  
Community Center  
515 Junipero Avenue  
Pacific Grove, CA 93950

## MEETING DATES

### Board Meetings:

August 27, 2011  
November 12, 2011  
February 4, 2012

### Annual Meeting:

May 14, 2011 @ 11 A.M.  
Pacific Grove Community Center  
515 Junipero Avenue  
Pacific Grove, CA 93950

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**Pine Acres Lodge Homeowners Association, Inc.**  
**Board of Directors Meeting Minutes**  
**February 5, 2011**

Call to Order: 9:30 A.M. by President Hugh Burroughs

*Board Members Present:* Hugh Burroughs, Audrey Bufalini, Anthony Jewell and Cathy Gillum. Also present were Debra Case, General Manager and Celeste Comings of Riverside Management.

*Homeowners Present:* Russ Gillum, and Joe Bufalini

Welcome & Introductions

Quorum Established – Dave De Smidt has sold his property at PAL so he is now ineligible to serve on the Board of Directors and was not present.

Approval of Minutes of November 6, 2010 Board Meeting: Cathy Gillum/Audrey Bufalini move to accept the minutes of November 6, 2010 as presented; All ayes, motion passed.

**Owner Communications:**

1/11 - **Bihler & Ryan** – Note to Riverside saying they would not pay their 2011 assessment.

Riverside informed them they could pay \$250 to transfer ownership of their week.

12/27/10 - **Steven Cheechov** wrote to say he wants to sell his week.

1/17/11 Riverside wrote to say if he cannot find a buyer he can transfer ownership for \$250. No response as of the meeting.

12/19/10 - **Shirley Fenton** wrote she would like to give back her week to PAL.

12/30/10 Riverside wrote to say she could transfer ownership for \$250

1/13/11 Fenton wrote she thought her attorney could do this for less and later said the attorney told her to pay the \$250

1/24/12 - **Michael Campbell** emailed David DeSmidt that PAL timeshare of deceased parents was not in their trust and requires an expensive probate process in Superior Court to put it into heir's ownership which they choose not to pursue. Riverside will respond with some options and if not taken PAL is forced to foreclose.

2/11 - **Carla Visser-Vaughn** emailed Hugh Burroughs wanting to transfer ownership using part of the funds she had paid for 2011 dues. Hugh will inform her dues are non refundable and non-negotiable. In 2012 she can pay dues or pay \$250 to transfer ownership.

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## Quarterly Reports

**Debra Case, General Manager** – Under old business the Manager reported that a new administrative office assistant has been hired and that business is running smoothly. During maintenance week King Mattress sets for the Villa and Townhouses were delivered, the exterior wood doors were varnished; ceiling repairs in Unit 9 completed and all GFI code-compliance work was finished in all the rooms. Under new business the manager reports that a new ice machine was purchased for the property and that the bid for the countertop work in the Townhome kitchen was been accepted with the work being scheduled in March. Discussion also took place in regards to what was planned for the annual meeting and luncheon. Audrey Bufalini/Anthony Jewell move to accept the Manager's Report; all ayes, motion passed.

**Celeste Comings, Riverside Management** – The year-end December 2010 financial report showed that we had a loss to budget of \$2255 which was not bad when you consider that bad debt and foreclosure cost are over-budget by \$8685. In expenditures we were under budget in payroll, administration, landscaping and utilities. We were over budget in spa and maintenance costs. The bottom line to budget is a \$37, 966 positive variance. Riverside also reported that we have 29 non-producing shares owned by the Association as of 12/31/10.

**Cathy Gillum – Reserves** - The audited reserve balance as of 1/1/10 was \$228,565. During the 2010 year our reserve spending was \$73,033 with the big ticket items being: furniture for the 6 cottages, 3 townhouses and the villa; new LCD-TV/DVD combos for all units; dishwashers for the studios; king mattress sets for the townhouses and Villa; and exterior Z-flashings for the exterior of the 3 townhouses. During the year \$82,618 was budgeted to be added to the reserves and the unaudited balance as of 12/31/10 is \$238,149.

## Old/Continuing Business

The signature cards for the new Comerica Bank CD were presented for signature by the Board. Riverside reports that 6 shares are ready for foreclosure but that 2 of them are in bankruptcy so right now we could only lien the other 4.

Riverside offered the option to PAL members to apply credit card payments online via the Riverside website but the Board turned down this offer as they felt it was not cost effective to the Association to participate at this time. It is also reported to the Board under discussion of the PAL REO that a total of 11 shares had been sold. Guest's feedback surveys were reviewed by Hugh Burroughs and they are said to be positive and supportive of the property.

## New Business

**Confirmation of Meeting & Publications Dates:** Deadline for newsletter materials: March 10, 2011. Target mailing date: March 14, 2011. Future Meetings: May 14, 2011; August 27, 2011; November 12, 2011 and February 4, 2012.

There being no further business the meeting was adjourned at 11:48 A.M. President Hugh Burroughs. Executive Session to follow to discuss personnel issue.

## R.S.V.P.

### Calling All Owners!

**May 14, 2011 marks the date this year for the Annual Homeowners Meeting beginning at 11 A.M. followed by a light luncheon. All we ask is that you kindly respond to this invitation and let the Staff know how many will attend for lunch. Please respond no later than May 1, 2011 to 831/372-6651. We look forward to seeing you.**

### Booking Your Use Week

We cannot stress enough the need for you to reserve your use week early! PAL is located in a very desirable location, undoubtedly one of the reasons you purchased here. Our resort is small and every year the number of owners who actively utilize their week increases. Most stay right here; others exchange their time through various companies and a few others actually put their reserved units up for rent. In all cases, a written confirmation is required to assure everyone has a right to their vacation interval. There are just enough weeks to go around. If some of the weeks early in the year go wanting, that means there might not be a unit available for the folks who call when the year is half gone.

A common misconception among people is that timeshare is like booking a hotel reservation and the two could not be more different. Timeshare vacation ownership is exactly that, time-shared. Thus you must call us **one year out and plan your visit** with us. The longer you wait or if you wait until you are actually within the year you wish to travel, the less likely you are to get the time period you desire.

For example if you want to visit us each April, call us in April of this year and book it. If you seek time periods that are more popular such as the summer months, holidays or special events then pre-payment and more advance booking may be the way to go. Each Owner depending upon what they seek to obtain from their timeshare ownership should call us to discuss what will fit your needs the best.

Any owner in good standing with the Association may call up to 365 days in advance to reserve their vacation time. If you should desire to reserve time beyond the 365-day limit, you may ask for a date up to 730 days in the future provided that you pay an equal amount of the current year's assessments as a deposit against the next year's billing. In making your reservation requests, please have several dates in mind and be flexible. While we will make every effort to accommodate all reservation requests, we cannot guarantee that every first choice request can be confirmed.

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## The Last Word

Dear Fellow PAL Owner:

I am delighted to share the good news with you that PAL continues to be well directed by its Board and well managed by its managers. At our February Board meeting, we learned that the unaudited numbers showed that PAL actual expenses for 2010 were within the budget set by the Board. We expect to see these numbers confirmed by our auditors. We still face our usual challenges as a time share; however, Board and staff are doing the best we can to deal with them.

The staff has been particularly busy in January and February, our maintenance months, as they work to replace furniture, worn out items and paint as well as undertake code compliance work. This is a time dedicated to updating our property so that it has a fresh, clean look as spring time rolls around.

We hope you are planning to attend our next Board and Owners' meetings on May 14. These are important meetings where you will be electing three new Directors and be afforded an opportunity to interact directly with all Directors. It should be a lively meeting and a good setting for you to learn more about your Association and the people who run it on your behalf.

I continue to read the feedback forms that we get from our guests, and I am pleased to report that the feedback is largely positive. The Management and I pay close attention to the requests of guests that would enhance the PAL experience for all. If you have suggestions that you would like us to consider I invite you to let us know.

In the meantime, I am looking forward to greeting you at one of our meetings on May 14.

With best wishes from your Board,

Sincerely,

Hugh Burroughs, President  
PAL Board of Directors  
March 2011

## **Tough Economy = Opportunity for PAL Friends and Family**

As described by General Manager Debra Case: The Studio is a 300 square foot unit with a King-size Murphy Bed, TV/DVD player, small gas fireplace, roomy sitting area, shower and kitchenette. Perfect for two or just for you if you're traveling alone. Really a quiet, cozy corner of our property.

The Association has accumulated a number of Studio shares. Some of these have come to us through foreclosures, and some have been deeded back to the Association in lieu of foreclosure. Pine Acres Lodge holds title to these Studio units.

It is in the best financial interest of all association members to have these Studio shares owned by individual, dues paying members. With that in mind, the association is offering the sale of the Association owned Studio shares at a price of \$1250. This offer is good for current PAL owners and their family members and friends. The \$1250 will pay for the escrow costs and all unpaid property taxes.

### **WHY BUY A STUDIO?**

#### **Pine Acres Lodge has Fantastic Trade Value!**

*Listen to what PAL owner and former Board President Russ Gillum has to say about the TRADEABILITY of the Studio he and his wife Cathy own:* "My wife and I purchased two studio weeks about 12 years ago from her parents who were original owners of PAL. We have opted to keep the weeks as fixed weeks as they are weeks 33 and 34 in August. We also purchased a cottage week about 5 years ago. We are amazed at how much trade value PAL units have and by far the best bang for your buck are the studios. I have traded our studio weeks for 1, 2 and bedroom; Gold Crown rated units, through RCI for many years. Usually my studio weeks are scooped up within a week or two from the time that I bank my weeks with RCI by someone wanting to visit the beautiful Monterey Peninsula. The law of supply and demand is what makes PAL weeks valuable. I have found that even though I prefer to travel in the spring and fall RCI gives **extra trading** power to PAL summer weeks.

We have traded our studio weeks and have travelled to the following places with the smallest unit being a one bedroom and many times we trade for a 2 bedroom: Marbella, Spain; Rockport, ME; Atlantic Beach, NC; Branson, MO; Manhattan, NY; Vancouver Island, BC; Avila Beach, CA; Carlsbad, CA; Lake Tahoe, CA; Clear Lake, CA; San Francisco, CA; Honolulu, HI; Princeville, HI; Lihue, HI; and one of our favorites is a very large two bedroom in Sedona, AZ.

**Any questions or comments you can contact me at [rgillum@pacbell.net](mailto:rgillum@pacbell.net)**

### **I WANT TO BUY A STUDIO-WHAT DO I DO?**

Mail your check for \$1250 made payable to Pine Acres Lodge, 1150 Jewell Avenue, Pacific Grove, CA 93955. Upon receipt of your check the Association will open an escrow with Stewart Title Guaranty Company, Stewart Vacation ownership. Stewart will prepare a Grant Deed for signature by the Board President. Once the deed is signed, it will be recorded. You will then be mailed your newly recorded Grant Deed.

While there is very little time left to book in 2011, you may want to pay your 2012 dues of \$528 so that you can reserve space for 2012 now or book the time with your exchange company to secure your 2012 reservation. You can pay the dues by credit card by calling the Lodge at (831) 372-6651.

If you have any questions about this process please call Celeste Comings, Association Manager, at (916) 394-3160.

The Association asks that you remit your check ASAP if you would like to purchase a Studio. Naturally, sales will be transacted on a first check received, first sold basis.

In closing, the Board of Directors would ask all PAL owners to seriously consider this truly beneficial offer!

Sincerely,  
Pine Acres Lodge  
Board of Directors

**Pine Acres Homeowners Association publishes Classifieds as a service to homeowners. The Association does not verify the submitted information nor vouch for the integrity of the offer or sale. It is the responsibility of the buyer and seller to make sure that all information is authentic and the transaction is legal.**

Cottage week for sale. Contact aljoan@comcast.net or (415)456-3068  
Studio fixed week for sale. Contact Randall Smith (530) 891-2025  
Townhouse fixed week for sale. Contact Steve Cheechov @ 650-992-1053  
Villa week for sale. Contact Tim Saddler (916) 847-3047 or toolman1712@sbcglobal.net.  
Townhouse week for sale. Contact Salvador Rodriguez at (559) 892-3031.  
Townhouse week for sale or trade for Cottage. Contact Bob or Peggy @ 650-691-0444 or peggysb@mac.com  
Cottage & Studio week(s) for sale. Contact Michael & Mauri O'Brodo (330) 208-2353 or Mauri@neo.rr.com  
Studio week for sale. Contact Bernie Caguiat (510) 995-7012 or caguiatb@yahoo.com

## **EXCHANGE INFORMATION**

Resort Condominiums International (RCI) (800) 338-7777	Interval International (II) (800) 843-8843	San Francisco Exchange (SFX) (800) 739-9969
Trading Places (800) 624-1618	Platinum Interchange (800) 854-2324	

## **CONTACT INFORMATION**

Lodge Staff: Reservations (831) 372-6651 Office (831) 372-7863 Fax 1150 Jewell Avenue Pacific Grove, CA 93950 palmanager@yahoo.com	Accounting Information (Assessments): Riverside Management & Financial Services, Inc. PO Box 697 Roseville, CA 95661 (916) 740-2462 Office (916) 740-2463 Fax
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## **BOARD OF DIRECTORS**

Hugh Burroughs, President (650) 722-3039 hcburroughs@sbcglobal.net	Anthony Jewell, Vice President (559) 638-6126 jewell3pal@yahoo.com	Audrey Bufalini, Treasurer (408) 264-5514 jbfalini@hotmail.com
Cathy Gillum, Secretary (408)866-1372 Cathy229@hotmail.com		

## SPECIAL EVENTS

**Apr 9 – 10.....Pacific Grove Good Old Days**  
Come to "America's Last Hometown" for an old-fashioned celebration with Pacific Grove's Good Old Days Festival. This small town shows off its big heart with the largest event of its kind in Monterey County. There's a parade, live entertainment on four separate stages.

**Apr 9-10.....The Monterey County Spring Home Show**  
805-772-4600 The Monterey County Spring Home Show features over 100 local home and garden professionals. The event is free and parking is provided at the entrance of the Monterey Pine Golf Course on Garden Road. Free educational seminars, a live band and great food make this home show a must attend event! 10:00 AM - 6:00 PM Salinas Room & Monterey Room through Gate 3

**Apr 14 – 17.....Sea Otter Classic**  
This will mark the 21st anniversary of the largest cycling festival and consumer trade show in North America. Sea Otter also marks the start of the "season" for the cycling industry. Over four days, it includes a wide variety of bike races and fun rides for every kind, level and age of rider, an expo with more than 250 exhibitors, club zones, a product demo area, a ride zone, stunt shows.

**Apr 15 – 17.....Wildflower Show**  
Pacific Grove (831)648-5716 Don't miss this rare opportunity to view over 600 species and varieties of Central Coast wildflowers. The Monterey Bay Chapter of the California Native Plant Society partners with the Pacific Grove Museum of Natural History .

**Apr 28 - May 1.....4th Annual Pebble Beach Food & Wine Event**  
Various Locations in Pebble Beach 866 907-3663 Celebrity chefs and wineries in lunches, dinners, cooking demonstrations, wine tastings.

**May 1.....Big Sur International Marathon**  
Big Sur, CA This marathon, consistently named the "Best Marathon in North America" by the Ultimate Guide to Marathon.

**May 12 – 15.....Carmel Art Festival**  
Now celebrating its 18th year, the Carmel Art Festival is a public benefit event held to educate and inspire people of all ages.

**May 20 – 22.....Monterey Rock n' Rod Festival**  
Monterey Rock & Rod Festival will be held at the Monterey Fairgrounds in Monterey, California. This classic and custom car show and oldies rock festival benefits Gateway Center of Monterey County, Inc., a non-profit, 501(c)3 organization serving disabled adults.

**May 21 – 22.....Ferrari Challenge at Mazda Raceway Laguna Seca**  
Mazda Raceway Laguna Seca – Monterey 800 327-7322 Few automobile marquees evoke images of style, speed and sports than the Prancing Horse of Ferrari. Fortunately for motorsports fans, Ferrari North America aims to please its popular Ferrari Challenge race series by returning to Mazda Raceway Laguna Seca May 21 and 22. The races that comprise the Ferrari Challenge are the all-new Ferrari 458 Challenge.

**Jun 10 -11.....Monterey Wine Festival**  
Monterey With over a thousand wines offered for tasting, wine lovers will find an embarrassment of riches awaiting them at the Monterey Wine Festival. June 10th , 2011 5 - 8 p.m. Monterey Hyatt & Monterey Museum of Art at La Mirada. June 11, 2011 Noon - 4 p.m. The Monterey Custom House Plaza & Monterey History & Maritime Museum June 11th, 2011 Noon - 3 p.m. The West Coast Chowder Competition Cook - off & and wine pairing.

**Jun 11.....Monterey Beer Festival**  
Monterey Over 70 breweries will offer their beers during the 2010 Monterey Beer Festival at the Monterey Fairgrounds. The Monterey Beer Festival includes live music, great food, and the first ever beer-themed short film festival. Tickets are \$30 in advance and include all beer. Contact: 831-372-3047 Will be broadcast live at the Monterey Bay Race Place! Hours: 7:00 AM - 11:00 PM

**Jun 18 – 19.....Monterey Bay Summer Fest Arts & Crafts Faire**  
Monterey 831 622-0700 The faire will be held at Monterey State Historic Park, Custom House Plaza between Scott and Decatur Streets (at the top of Fisherman's Wharf) in Monterey from 9am-5pm. Jim Webber at 831-622-0700 ext 106

**Jun 24 – 26.....Monterey Bay Blues Festival**  
831-394-2652 Monterey Fairgrounds Open to the public for dancing, food raffles and it's peoples choice, The audience votes for the best blues bands. Proceeds benefit the Monterey Bay Blues Festivals music educational programs.