



Atalaya Towers Tower Talk

A Newsletter for the Homeowners of Atalaya Towers IOA

May 2015

Garden City, SC

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From your Board of Directors:

Happy Spring! It is finally here, at least at the beach! We know our owners who live up north are sure looking forward to some warmer weather (and no more snow until next winter).

The Board requires your help! Our Maintenance Fees are controlled by the amount of income coming in and the expenses going out. What you and I do to help increase income and hold down expenses makes a determines the outcome. Your Owner Association has a number of weeks in its control each year that are up for rent but remain unrented. To help with this, your Board has packaged a group of weeks together in the off-season so you or a friend can affordably rent a unit for 1-month up to 3-months for a "Snowbird Special." We have a list in the office if you are interested in participating in this offer. In September, we look at the off-season maintenance schedule and determine how many units can feasibly be put into the Snowbird rental pool. For more information and to add your name to the Snowbird waiting list, call 843-651-4566 and talk to Joe or Debbie.

We also have a limited number of available weeks in our Rental Program the rest of the year. These weeks belong to owners unable to utilize their week and alternatively placed it in the Rental Program. There are also Association owned weeks listed in the Rental Program. You may review the list online at: atalayatowers.com. Click on reservations to check the calendar. Please note the calendar changes frequently as new units are being entered into the program and others are rented. Always ask for other available owner discounts we periodically offer.

For your convenience, you may book a week online and take an additional 10% off the rental rate by entering Promo code "10 off." We also give 15% off to all military and veterans. Defender has access to their other Resort Rentals, including oceanfront and golf course resorts. I have stayed at 4 different Defender managed resorts myself and they are all well maintained. So, when you or your friends think about coming to Myrtle Beach, look on our website or call the Atalaya office at 843.651.4566 or call Defender's corporate office reservationist at 843.449.6500, ext. 229. You may find just what you are looking for. The Defender Office is maintained 5 days a weeks. Atalaya's' office is open 6 days a week in the summer season and 5 during the off season. Joe maybe in another part of the building so leave a message for a return call.

What can we do to control costs? If you desire to leave the glass door (s) open to listen to the ocean, please turn off your heat or air conditioning. The air conditioning labors needlessly with the doors open causes the A/C unit to freeze up and ultimately damages the unit. We all pay more for the electricity used and we will also pay for the additional service calls and replacement cost. We are installing 2 HVAC units with special switches that, if the door is left open, the unit will shut off. So when you arrive this summer if you have issues with the air, please check to see if you have one of the trial units. There are expenses out of our control, but please help us with the things that can be controlled! This is one cost are you can help control!
(Continued on page 2)

*****The Board of Directors Call to Nomination Form is inserted in this newsletter.**

If you are interested in serving the Association, please complete and return***

IMPORTANT NOTICE

**RESERVATION INSTRUCTIONS AND PROCEDURES
CAN BE FOUND ON PAGES 3, 4, and 5 OF THIS NEWSLETTER.**

(Continued from page 1)

Now, for some good news, every unit has a brand new sleeper sofa! During winter renovations, some units received new carpet where needed. One more unit was added to our Handicap Friendly Unit List. This unit has a walk-in shower in the Master Bathroom. As our owner base matures, we are doing our best to respond to their needs. If you are in a wheelchair or use a walker, please let us know when you make your reservation request and we will try to accommodate you in one of these Handicap Friendly Units.

Please always remember you have a floating week and when you receive your reservation request, please choose 3 weeks that you would be able to use. Each year we receive 3 to 4 times the requests for mid-summer weeks than we have units to fill for any one particular week. So, if all 3 of your choices are during the mid-June to mid-August, the odds are against you getting any of those weeks. If you do get a mid-summer week this year, you need to look outside of that time frame for next year. We do our best to accommodate everyone through rotation. If your first choice for a red week is anything other than mid-summer weeks, you have the best chance of getting the week you desire. This is also true with Holidays and Spring Break. If you are going to deposit your week, please mark that block on your reservation request. If you find you cannot come on your assigned week, remember, you can rent it yourself, place it in the Rental pool, or deposit it in an exchange system where you can travel up to 2 years in the future to different places. There are exchange companies out there that charge no annual membership fees and low exchange rates. We have published these before under owner resources at atalayatowers.com (check on the website for the May 2010 newsletter, page 2 for some of the exchange companies). Put your unused week to work for you!

We have over 80% of our owners in good standing and still returning to Atalaya each year. It is a wonderful place to relax, enjoy the spectacular views and soak up the sun.

We always look at another ways to cut our costs in the effort of avoiding increases to Maintenance fees. There is an article below about printing and postage cost, which largely deals with the expense of printing and distributing newsletter. Of course this figure includes billing and annual meeting mailings as well. This being the electronic age, if you will give us your preferred email address, we can cut postage associated with mailing the newsletter to you by sending it via email notification. Go to atalayatowers.com, click on "contact" and send our office your email address.

As most of you know, Debbie and Joe do their best to contact you at least a week prior to your arrival date to remind you of your scheduled week. Having your email address will allow them to remind you and give you any updates on the week you will be here. Examples: the roof is being replaced, there are repairs to the outside of the building or parking lot, etc. You can also use this contact to let your Board know of anything you want to bring to the Board's attention along with how well your vacation went. Your Board wants to know your thoughts and desires as we look to how to improve your vacation here at Atalaya. I will try to address all concerns. The Defender Management team and your Board of Directors want to make your vacation the best it can be!

Lynn Harmon, President IOA

Information for Owners **That Rent Their Unit**

If you rent your unit and receive a rental income check, please keep the check stub for future reference when filing your taxes at year-end. The 1099's that are issued, as required by law, issued to all owners who receive over \$600 in rental income, list the gross amount of rental income that was received.

The amount on the 1099 will not match the amount paid to you on your rental check.

We must report the gross rental income; this is required by the IRS. You can report the commissions and fees that were paid when filing your income taxes. These fees are listed on the check stub. Please consult your tax professional to determine the best method for reporting this on your taxes.

May We Have Your Email Address

In previous issues of this newsletter, the Association asked you to consider providing an email address which would allow us to have a more technological and economical way to communicate with you. In 2014, we spent about \$4,200.00 in printing and postage cost.

We ask that you provide the resort with an email address which would allow you to have immediate access to account information and alerts to the latest news for the resort. In the future, you will be able to receive and pay your maintenance fees online.

Don't be offended when the Front Desk Staff asks for your email at check-in. That will be a normal part of our check-in procedures.

We understand that many people hesitate to provide a personal email address for fear of spam, so we recommend you set up an email account (maybe with Google) just to receive your correspondence from the resort.

The Association nor Defender Resorts will sell or use your information in any way.

Dear Atalaya Towers Interval Owners:

Your Board of Directors and Management Company would like to take this opportunity to provide you with helpful guidance in requesting your 2016 week(s).

There are only 19 timeshare condominiums at Atalaya out of the 80 units in the building. Atalaya is a floating timeshare system, not a fixed week system. The obligation of the Board is to assign you a week within the color season you own. As you may know, getting exactly the week you want is sometimes impossible, even though we strive to meet as many requested weeks as possible.

White Season: Spring White Season are weeks 9-14.

Trade Red Season: Trade Red Season are weeks 15-19 and 37-43.

Prime Red Season: Prime Red Season weeks are May 18th (week 20) to September 14th (week 36). This season is totally sold out, and all "Prime Red Season" owners must fit into this time frame. Many owners are now asking for multiple weeks in peak prime red season (week 24-30). Those owners must be more flexible and realize that these requests cannot be granted at the expense of other owners.

Here are some helpful hints and reminders to help with this process.

- ◆ If you are requesting back-to-back weeks or multiple units in the same week, please stay away from the most popular time periods and provide multiple choices of when you are willing to vacation.
- ◆ Use a minimum of four (4) weeks for your choices on the reservation form. Many people just provide one choice, and that gives us no options to help you.
- ◆ If you intend to space bank your week(s), please **mark it** clearly in the space provided on your form.
- ◆ Notes made on the reservation form are read, and will be taken into consideration if applicable.

NOTE: The General Manager does not assign the interval weeks. In order to maintain the integrity of the process, assigning of weeks is done by an independent group.

We sincerely hope you have a wonderful vacation at Atalaya, and trust these examples and guidance will assist you in making your choice.

Reservation Instructions

Reservation requests shall list **four** choices for a requested use period in descending order of priority. Reservation requests not having your choices listed may, in the discretion of the agent, be treated as an invalid request. If you require a week for space banking purposes only, please indicate this in the space provided and refrain from marking a specific week. This will be of great assistance to other owners who intend to enjoy their week at Atalaya.

No reservation requests will be accepted, for purposes of honoring reservation request, if received by the agent after October 15th of the year before the calendar year of use, regardless of the postmark date.

During the afore described reservation period of June 1st through October 15th, the agent will send out confirmations of reservation requests on a weekly basis or such alternate period as deemed appropriate by the agent.

After October 15th and up to October 31st of the year before the calendar year of use, the agent shall assign a specific use period to owners who have not submitted a reservation request, or for whom all the four listed choices have already been assigned. Confirmation of these assigned use periods will be mailed no later than December 1st.

An owner's failure to pay special assessments, maintenance fees or any other charges within 30 (thirty) days of the date due shall cause the agent to reject any reservation request or cancel any confirmed assignment/reservation of a use period for the owner. Upon payment of the assessment, the owner may request use of a unit during a use period within the owner's season; however, such requests shall then be granted solely on the bases of availability of use periods which have not been assigned, rented, or otherwise reserved for occupancy. An owner's inability to receive an assignment of a use period, as a result of late payment of assessments, shall not allow the owner to seek a refund of assessments paid. Cancellations will be sent out by Certified Mail.

Owners desiring to exchange their rights to the use of a unit through an exchange company should be certain to first receive a confirmed reservation request, pursuant to these procedures, prior to seeking to trade within an exchange system. A specific unit is required to effectuate an exchange; therefore, the agent, upon notification of this fact by the owner, shall assign a unit at the time of confirming an assigned use period.

Please indicate in the space provided if you have need of a handicapped friendly unit.

If you require help or have any problem understanding the reservation procedure, call the General Manager, Joe Trincheria, at 843-651-4566 for assistance.

If you have not received your confirmation letter by August 31, 2015, call the resort office.

Board of Directors
Atalaya Towers Interval Owners Association

**ATALAYA TOWERS INTERVAL OWNERS
ASSOCIATION, INC.**

**RESERVATION PROCEDURE
May 1, 2015**

RESERVATION SYSTEM FOR FLOATING TIMESHARE DEED

NOTE: YOUR DEED CONTAINS A WEEK NUMBER AND A UNIT NUMBER; THIS IS NOT YOUR RESERVED WEEK. Your Reservation Request Form is included with this newsletter.

YOU MUST REQUEST A WEEK WITHIN YOUR COLOR GROUP UNDER THE FLOATING TIMESHARE SYSTEM. The same procedure applies to all color groups. Please review the week colors on the calendar to the right of this page.

PROCEDURES FOR RESERVING USAGE

ALL VACATION FORMS WILL BE MAILED OUT THE FIRST WEEK IN MAY FOR THE FOLLOWING YEAR VACATION PERIOD. WHATEVER COLOR YOU OWN, YOU MAY REQUEST ANY WEEK OF THE SAME COLOR FROM THE CALENDAR ON THE RIGHT OF THIS PAGE.

- BLUE Weeks 1 to 8 inclusive, 48 to 52 inclusive
- WHITE Weeks 9 to 14 inclusive, 44 to 47 inclusive
- TRADE RED Weeks 15 to 19 inclusive, 37 to 43 inclusive
- PRIME RED Weeks 20 to 36 inclusive

*****Please be aware that the calendars from both major exchange companies differ from the one used by Atalaya to make float week reservations.**

Atalaya’s calendar is the only one recognized for the reservation procedure.

ALL REQUESTS POSTMARKED JUNE 1, 2015 OR EARLIER WILL BE RANDOMLY SELECTED AND WEEKS ASSIGNED AS REQUESTED, IF AVAILABLE.

ALL REQUESTS RECEIVED AFTER JUNE 1, 2015 WILL BE ASSIGNED DAILY. GROUPING WEEKS TOGETHER OR REQUESTING MULTIPLE UNITS IN A CERTAIN WEEK IS NOT GUARANTEED, AS EACH WEEK OWNED IS TREATED INDEPENDENTLY FOR RESERVATION PURPOSES.

Please indicate on the reservation request if you need a handicapped friendly unit and we will make every effort to assist you.

Please note: If you are requesting a week with the sole purpose of space banking with RCI or II, please indicate that on your request form.

If you are in arrears, your request form will have a notification of the past due amount. You must send in this amount with your request form, or your reservation request will not be honored.

2016	<i>Week</i>	Saturday to Saturday
<u>BLUE</u>	1	Jan 2 – Jan 9
	2	Jan 9 – Jan 16
	3	Jan 16 – Jan 23
	4	Jan 23 – Jan 30
	5	Jan 30 – Feb 6
	6	Feb 6 – Feb 13
	7	Feb 13 – Feb 20
	8	Feb 20 – Feb 27
<u>WHITE</u>	9	Feb 27 – Mar 5
	10	Mar 5 – Mar 12
	11	Mar 12 – Mar 19
	12	Mar 19 – Mar 26
	13	Mar 26 – Apr 2
	14	Apr 2 – Apr 9
<u>TRADE RED</u>	15	Apr 9 – Apr 16
	16	Apr 16 – Apr 23
	17	Apr 23 – Apr 30
	18	Apr 30 – May 7
	19	May 7 – May 14
<u>PRIME RED</u>	20	May 14 – May 21
	21	May 21 – May 28
	22	May 28 – Jun 4
	23	Jun 4 – Jun 11
	24	Jun 11 – Jun 18
	25	Jun 18 – Jun 25
	26	Jun 25 – Jul 2
	27	Jul 2 – Jul 9
	28	Jul 9 – Jul 16
	29	Jul 16 – Jul 23
	30	Jul 23 – Jul 30
	31	Jul 30 – Aug 6
	32	Aug 6 – Aug 13
	33	Aug 13 – Aug 20
	34	Aug 20 – Aug 27
	35	Aug 27 – Sep 3
	36	Sep 3 – Sep 10
<u>TRADE RED</u>	37	Sep 10 – Sep 17
	38	Sep 17 – Sep 24
	39	Sep 24 – Oct 1
	40	Oct 1 – Oct 8
	41	Oct 8 – Oct 15
	42	Oct 15 – Oct 22
	43	Oct 22 – Oct 29
<u>WHITE</u>	44	Oct 29 – Nov 5
	45	Nov 5 – Nov 12
	46	Nov 12 – Nov 19
	47	Nov 19 – Nov 26
<u>BLUE</u>	48	Nov 26 – Dec 3
	49	Dec 3 – Dec 10
	50	Dec 10 – Dec 17
	51	Dec 17 – Dec 24
	52	Dec 24 – Dec 31
	53	Dec 31 – Jan 7

General Manager's Corner

Dear Homeowners,

We have been very busy at Atalaya Towers since the newsletter published last fall. We have a small window of opportunity to take care of your units after a hard year of use, but we have a feeling of accomplishment and are prepared for the upcoming year.

Several improvements have been made with the 2015 Refurbishment Project and include:

- ◆ *We converted another Master Bath from tub to a custom-built tile walk in shower. We now have four handicap friendly custom showers.*
- ◆ *We have moved the hall bath hair dryers to the backside of receptacle wall.*
- ◆ *Due to your positive feedback of the carpet squares we have begun replacement of bad carpeting in units and rooms throughout the timeshare units. Over the next couple of years we plan to have all carpeting replaced with the squares. The longevity and maintenance will be the cost saving points.*
- ◆ *We have replaced all sleeper sofas with locally made custom sleepers.*
- ◆ *Our maintenance department worked hard on patching walls and repainting for a fresh look.*
- ◆ *We have revised the registration card to protect owners from previous occupants abusing their stay in your unit. Please look it over well.*
- ◆ *Your Board of Directors has decided to re-do one sample living room floor in a heavy vinyl plank style I flooring. The floor will be monitored over the season and the results of wear will be used to determine future applications.*
- ◆ *The HOA has worked on the "presence" at the entrance and awning area with fresh paint as well as a new frame for the awning. All decking and fencing has been pressure washed and stained. This helps the first impression for owners and guests.*

*Please read the information contained herein involving the **reservation request process** as it will help you with your plans for a less stress reservation process for 2016. Once reservations are made, it's nearly impossible to move them especially the Prime Red season. The committee takes two weeks to read special notes on the requests in order to assign weeks. Once set, it's complete.*

*As always, we welcome your comments and suggestions and encourage you to be sure to **fill out your Comment Card** when staying at the resort. It is with your feedback that we can continue to improve your vacation experience.*

*Mark your calendars to give the office a call after the budget meetings in September to see what units will be **available for monthly rentals** in January, February, and possibly March of 2016. For \$1200 you could have a unit for the entire month of January or February (includes all utilities). March monthly rentals are a more limited quantity and are available for \$1300 for the month.*

*Joe Trincheria,
General Manager*

**ATALAYA TOWERS INTERVAL OWNERS ASSOCIATION
BOARD OF DIRECTORS
NOMINATION APPLICATION FORM**

The Atalaya Towers Interval Owners Association Board of Directors request owners who are interested in providing service to the Association on the Board of Directors to advise the Board of their interest by providing the following information:

This form must be received no later than September 01, 2015.

Name: _____ Telephone: _____

Unit/Week(s) Owned: _____

Address: _____

Education: _____

1. What do you consider to be the short term needs of Atalaya Towers Interval? _____

2. What do you consider to be the long term concerns of Atalaya Towers Interval? _____

3. What do you feel you will contribute to Atalaya Towers Interval as a member of the Board of Directors? _____

Signature: _____ *Date:* _____

Each category should be limited to no more than 25 words.

**Mail to: Attn.:
Atalaya Towers Interval Owners Association
c/o Defender Resorts, PO Box 3849, Myrtle Beach, SC 29578**

**Or
Fax to : 843.449.9469**