

Marriott Resort Hotel Condominium – Camelback Inn

Council of Co-Owners

2026 Report of the Communications Committee

Fellow Co-Owners:

The Communications Committee is responsible for keeping Co-Owners and other Contacts informed of news and events pertaining to Camelback Inn. We do this directly by managing various systems and, indirectly, Directors, Officers, Committees, Agents, and Partners with communication services pertaining to the Condominium and Co-Owners. We had a very busy 2026 and made significant progress in updating our systems while supporting special projects. 2027 will be a year focused on further improving content and access for Co-Owners as we integrate systems, procedures and support.

The mission of the Communications Committee is to:

- Maintain and update the content and organization of the Co-Owners website under the direction of the Board.
- Recommend to the Board, as appropriate, technical, design, or functional changes to the website.
- Coordinate with representatives of the Manager and General Partner, as needed, to deliver information to the Co-Owners via the website or other appropriate means.
- Assist the President and Secretary, as requested, with the delivery of information to the Co-Owners and others via electronic or other appropriate methods and with the maintenance of physical and electronic files including the updating of address records.
- Periodically review the communications needs of the Co-Owners and make appropriate recommendations to the Board.

2026 Overview

In October, 2025, I replaced John Simon as the Director of the Communications Committee. He and Jess Tanner, our Marketing and Communications Consultant, were invaluable to me in learning the expectations and realities of this position. They were instrumental in the By-Laws and Declarations Vote count, the changeover of our website, working to bring our database into alignment with that of Great Lakes Fund Solutions, Inc. (GLFSI), management of the Friends and Family program, development of standard operating procedures for Board and Committee Members, onboarding new Board members, and numerous Co-Owner communication needs.

Communications Staff and Support

In addition to Jess and John, Betsy Heath joined our committee mid-year and has been beyond helpful. I am still organizing communications tasks and look forward to her help as we move forward.

We still very much need volunteers for the Committee.

The work going forward into 2027 is mostly content – creating and updating the website pages, writing emails and news, and developing presentations, guides, and FAQs. Basic writing and editing skills using word processing, spreadsheets, and presentation applications are the only real technical skills needed and can be taught if you need a refresher course or initial training. I would greatly appreciate help in these areas as the database maintenance is a large job on its own. I know that the Communications Committee would benefit from having more members. In particular, I would love to hear from anyone who has more website acumen than I to be a support/back up for Jess Tanner as she takes care of EVERYTHING web related.

Consulting services expenses have increased from approximately \$38K in 2025 to approximately \$54K in 2026.

Our agreement with GLFSI has resulted in a very high level of paper mailing service for those Co-Owners unable or unwilling to use electronic communications, with minimal work required for the Secretary or the committee. Looking at the past year, we spent an average of \$362 per mailer. A huge portion of this cost was related to the vote so we will be much lower in 2027. I anticipate \$2000 or less for this in 2027. We do not charge for or limit paper mailings.

Encore Communications continues to provide us with audio and video services for the Midyear and Annual Meetings. We pay Encore for services that require extra staffing and equipment beyond that available from their on-site team. These services were not included in the encroachment settlement agreement with Marriott and will run about \$8K in 2025 and are estimated at \$9K for 2026.

2025 By-Laws and Declarations Update

The successful completion of the vote on the By-Laws and Declarations from the October 2025 Annual Meeting took a lot of time because we needed to track down Co-Owners who had not voted. Our old documents required a vote of 75% of the voting CEPI to either pass or fail the measure. In opposition to the common thought that, their vote was unimportant, in this instance every vote mattered. We used various means to re-contact Co-Owners from our previous appeals who had not yet voted. We ran email campaigns, a certified signature requested letter as well as phone calls to get the vote out. Once the votes were in, we then confirmed ownership, CEPI value, and counted, recounted, and counted again in various ways to cross check and verify the votes. As we are volunteers, time was always a

precious commodity so it didn't move as fast as we would have liked. We did get the vote across the finish line in May with the final count being 80.92%. Thank you to everyone who helped in this endeavor!

Systems and Services Update (The Website)

We did finally migrate from Q9 to Wix as our website host. HubSpot has been the host of our database, but we are in the process of creating and then uploading our clean Co-Owner list to Wix. Creating this list has provided more challenges than initially expected but, moving forward, we should be able to discontinue HubSpot sooner rather than later. GoDaddy is used for security, email, and office applications, and GoToWebinar for meetings. As stated in last year's report, we continually look for ways to reduce the number of systems and vendors for our needs while also simplifying our procedures. License expense in 2027 should be about \$7500, \$2600 less than 2026's \$10,172 due to dropping Q9 and some new security measures that only renew in 4 & 5 years. Systems license expense should stabilize or reduce from this level going forward.

We are always looking for ways to increase Co-Owner readership of our communications and Co-Owner involvement. When we ran our first email campaign off the unfinished yet updated database that we uploaded to Wix, we received communications from several Co-Owners who were very happy to receive that email, as they had not received an email from us in a long time. This is not from lack of effort.

CO-OWNERS: PLEASE BE SURE TO ADD US TO YOUR WHITELIST SO WE DO NOT GO TO SPAM. admin@camelbackowners.com

Currently, all the historical documents, minutes, and the new By-Laws and Declarations are available on the website. Anyone with any experience with websites knows that it is no small task to keep a website current and we work diligently attempting to keep ours up to date. We still have some information we are working on adding like the historical sales data and more helpful tabs and links for owners.

Database

It is impossible to successfully execute the duties of the Communications Committee without an accurate database. Some of the challenges we have faced is the fact that in the past, some Co-Owners may have transferred title of their unit(s) to a trust or other entity without realizing that they needed to go through the proper channels. The Camelback Inn is unique in its set up and administration; if you need a title change, PLEASE contact Scott Hunt sdhunt@mindspring.com. Beyond that, address, phone, and email changes are a fact of life. Sometimes we don't get them changed everywhere. Please don't forget to contact us when you have one of these changes. We are working to get appropriate links on the website.

If you get an email from me (admin@camelbackowners.com), I appreciate your response.

Friends and Family is now Marriott EXPLORE

2026 brought a big change to the Friends and Family program, not the least of which is the name, EXPLORE. Gone are the forms previously required for each stay. You simply register your name as it appears on your account and your Bonvoy number with one of our administrators, and the discounted rate shows up as an option in your Bonvoy profile. The hotel operators will see this when you check in. Please either fill out the form on the website or email me at admin@camelbackowners.com and I will be sure we get you registered.

Standard Operating Procedures and Onboarding of New Board Members

We have begun collecting standard operating procedures (SOPs) from current Board and Committee members. This is an effort to be sure that we are duplicatable and that new Board members can step in with comfort knowing what is expected of their position but more importantly, how to carry it out.

We have also been working to develop a new Board Member Onboarding Letter/Packet. For the 2026 new member, he will get our first version of this and then I would like to refine it more after getting feedback from him.

Thank You

This was my first year on the CBI Board. I have my feet under me now and look forward to helping facilitate some changes in procedures to help our Board work more effectively for you, our fellow Co-Owners.

Respectfully Submitted,

Maureen Cox

Chair, Communications Committee
admin@camelbackowners.com