



## **Interval International Negotiations Continue**

The Resort's management company has spent a year in discussions and negotiations with Interval International (II) concerning the possibility of Ocean East becoming a dual affiliated resort – that is, with **both** Interval and RCI.

Although there has been a meeting of the minds on the basic issues, the management company and Interval could not agree on certain legal provisions in the contract. The Association's Board of Directors recently decided that, unless the impasse is resolved with satisfactory compromises, it would be impossible to accomplish the Board's goal of being able to offer Ocean East owners the opportunity of selecting from two exchange companies. So, the negotiations continue. ■

## **RCI OUT OF, AND BACK INTO, CLASS ACTION TROUBLE**

A Federal District Judge has finally approved the proposed settlement of the long-pending class action against RCI. That suit had alleged that unit weeks deposited by RCI members ("spaced-banked") were often rented out by RCI or by its third party affiliates rather than being utilized for trading purposes.

Late last Spring, RCI and the Plaintiffs' attorneys reached a settlement of the action subject to Court approval; however, at that time concerns were expressed that the terms of the proposed settlement were too weak. Accordingly, the Judge postponed making a decision until a hearing was held at the end of November.

Prior to that hearing, Ocean East's Board of Directors issued a Memorandum to the Court opposing the settlement, but the Judge ended up deciding to approve it anyway.

**See Page 5 for Ocean East's Opposition Memo**

### **New Class Action Filed**

Meanwhile, RCI has been served with a new class action by a RCI Points member with similar allegations. The suit alleges that RCI engages in a "fraudulent, deceptive and unconscionable marketing scheme" by "skimming a large percentage of the timeshares from the (*exchange*) system, including many prime time timeshares, and renting them to the general public at a profit to RCI, or selling them to vendors who then rent them to the general public."

The class action plaintiff claims that, "no matter how meticulously (*Points members*) follow RCI's rules and procedures, and no matter how far in advance they begin looking for a desirable exchange, they simply cannot find available destinations." The plaintiff adds that RCI's actions frustrate the fundamental purposes of the Points program. ■

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## **Election Results – 2 New Directors and a New Captain**

November's Annual Meeting resulted in the election of two new members to Ocean East's homeowners association Board of Directors, Lisa Farrah and Constance Wagner. In January, the new Board elected Vincent Mazzurco as its 2010 President and the tenth in the Resort's history. ■



2010 Board members: Bottom l to r: Constance Wagner, Neil MacLeod, Bravard Helms; top l to r: Joe King, James Faulk, Lisa Farrah, Vincent Mazzurco, Richard Cooke. Missing: Tonya Leach.

## **COMMITTEE REPORT**

### **Sometimes, We Can Save Money by Being Innovative**

*By Operations and Facilities Committee of the Board of Directors*

Our Committee makes every effort to operate the Resort efficiently, but we also keep our minds open to new ideas. And this can pay off, as evidenced by two recent examples.

Last year we installed heat pumps as our main source of heating the pools. Heat pumps operate as reverse air conditioners by extracting heat from the air, and they are particularly effective in warmer climates such as ours. Our old gas heaters now serve only to supplement the heat pumps in cold weather. To our delight, the resulting saving in our gas bills was even greater than we had hoped, and with only a modest increase in our electric bills.

Also last year, it became very obvious that it was time to redo the pool interior, which had become discolored over the years. Instead, we undertook a four-day experiment (ordeal?) to hand-scrub the interior, and it now looks almost as good as new! The savings = \$20,000+.

## **What's New at Ocean East**



### **Condominium Units**

- ✓ Bathroom pocket door replacements completed in all two-bedroom units.
- ✓ New firm sofa cushions in all two-bedroom units.
- ✓ New living and dining room furniture being installed in all 1<sup>st</sup> and 2<sup>nd</sup> floor efficiency units.
- ✓ 30 mattresses replaced.
- ✓ More new carpeting on order.

### **Building and Grounds**

- ✓ Recreation room roof replaced.
- ✓ Sturdier pool deck umbrella stands installed.
- ✓ Two more security cameras added on property.
- ✓ Swimming pool interior cleaned and color restored.

### **Operations**

- ✓ Resort lands RCI Hospitality award for the year.
- ✓ New heat pumps bring significant dollar savings.
- ✓ Board declines Interval International affiliation – *for time being*.
- ✓ Board opposes RCI class action settlement – *but without success*.

### **Cautions!**

#### **Bikers –**

**No parking for tow vehicles available onsite or nearby.**

#### **Smokers –**

**\$200 cleaning fee for smoking inside the building.**

#### **American Express Holders –**

**American Express cards no longer accepted.**

## **Ocean East Helps Make Breast Cancer March \$325,000 Success**

The Daytona Beach area held its 19th annual breast cancer march several months ago, in which almost 10,000 people participated in the three-mile walk, raising a grand total of \$325,000.

Among the walkers was Vicki Premo, who heads Ocean East's in-house Coral Title Company. Vicki marched in memory of her friends Debbie and Jo, and in honor of her friends Irene and Kathy, who have survived

the disease. Vicki was sponsored by Mike Bader, who

heads the Resort's management company, Lisa Wesner, our Business Manager, and Cecelia Hunter-Fincke, wife of our attorney (in memory of her high school friend Dawn).

Among the walkers were approximately 250 breast cancer survivors – two of whom were each still around 40 years after diagnosis. *The most recent survivor in the group joined the march only 12 days after her operation!*

## **Owner Spotlight**



### **Christmas Couple**

Owners of eight unit weeks, the Lemoine's have been spending Christmas at Ocean East for 20 years. Hailing from Bloomington, Illinois, both are retired school teachers whose hobbies include traveling and playing golf, as well as networking with their 11 grandchildren.



*Vicki Premo at Finish Line*



# ***Daytona Beach Pier Closed for Major Rehabilitation ... and Hopeful Expansion***

The City of Daytona Beach plans a major rehabilitation of the historic Daytona Beach Pier. The City recently terminated its lease of the Pier to a private company which had run out of steam (meaning money) in the course of its redevelopment and operation of the facility. The City expects that its access to government grants will enable it to rebuild major components of the Pier such as the outer walls, windows and facade of the "Casino Building" and to replace many more of the old pilings.

The Daytona Beach Pier is on the Historic Register and is believed to be the only Victorian style pier in the United States. Its Casino Building now houses a restaurant, gift shop and fishing department, but was once the showcase of famous entertainers (see article on next page).■



## **A Visit to the Daytona Beach Pier (before it closed for improvements)**

*By Lisa Wesner*

Arriving at the Daytona Beach Pier, I first passed through the new park at the base of the Pier where there were water spouts for children to play in, benches for the parents and even a volley ball court.

Stepping onto the Pier itself, the first thing you see is the SkySurfer that travels the full length of the Pier and seems to have been there forever. Next to it is the equally-old, 180 foot high Space Needle, but that ride is worn out and scheduled to be torn down.

Fishing is at the end of the Pier from 6:00 A.M. until 11:00 P.M., except on Saturday nights in the summer when fireworks are launched from there. (The fireworks can be seen as far away as Ocean East). And once or twice a year migrating whales can be seen passing by.

The sea food in the restaurant was delicious. I'm told that, if you're lucky, you can watch dolphins jumping in the ocean while you're dining on the outdoor deck.■

## HISTORY PAGE

# ***The Pier – Almost a Century Old ... But Still a Youngster Compared to England’s West Pier***

Built in 1925, the Daytona Beach Pier was for many decades the social hub of the Daytona Beach area. Originally 1,000 feet long, the Pier became shortened by several hundred feet in a 1999 hurricane; however, its “Casino Building” has survived over the years – despite even the triple hurricanes in 2004 (that temporarily closed down Ocean East).

Over the years the ballroom hosted famous entertainers and big bands, such as Gypsy Rose Lee and the Dorsey Brothers. The Allman Brothers broke into show business in the Casino Room, and many charity balls were held there. It is not known whether the Casino Room also hosted illegal gambling operations, or whether that was simply a carry-over name from an earlier, shorter pier on the site which

lasted from 1900 until it was destroyed by fire in 1919.

The two signature amusement rides on the Pier – the Sky Ride and the Space Needle – were added in the 1960’s. The Space Needle now faces demolition to be replaced with a more modern ride.

Some folks believe that the architecture of the Daytona Beach Pier was a deliberate attempt to mimic the most famous pier in the World at the time – the West Pier in Brighton England’s south coast. The West Pier was built in the Victorian era (1866), closed down during the German bombing raids on England in World War II, and survived for a total of 137 years until it was destroyed by arson in 2003.■



*The West Pier in  
it's heyday*



*and at its tragic end*



## CAPTAIN'S CORNER



### Ocean East Meets Special Vacation Needs

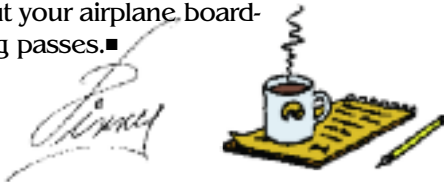
The Resort tries extra hard to meet the special vacation needs of our owners and guests – like supplying those little items that you forgot to bring with you ... or those big items that were impractical to bring along.

Almost no one remembers to bring postage stamps for letters back home. No problem – they're for sale at the front desk ... as are first aid kits. Of course, you don't need to bring a BBQ grille on vacation because the Resort has grills here. But how about the utensils? Well, they are available at the front desk too. Although all of the units have DVD players, VCR's are also available at the front desk.

Beach towels are of course available from Housekeeping. And, if you're traveling with a baby or young child, Housekeeping can provide you with a high chair and a crib; plus, we have swimmie diapers at the front desk.

For those with physical challenges, aids available at the front desk include wheel chairs, portable tub rail/safety bars, visual fire alarms and smoke detectors, telephone closed caption decoders, disposal containers for hypodermic needles, raised toilet seats, a bedside toilet, a shower stool and a shower chair with a back.

Finally, when it's time to leave for home, the Resort can help you print out your airplane boarding passes.■



## LOCAL NEWS

### 2010 Special Events Schedule

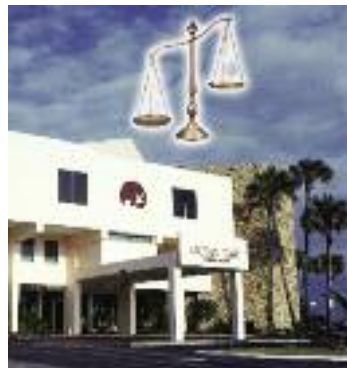
<b>Speed Weeks</b> - Jan. 30 - Feb. 14	<b>Coke Zero 400</b> - July 1 - 3
<b>Daytona 500</b> - Feb. 14	<b>Biketoberfest</b> - Oct. 14 - 17
<b>Bike Week</b> - Feb. 26 - Mar. 7	<b>Turkey Rod Run</b> - Nov. 25 - 28
<b>Spring Break</b> - Mar. 7 - 31	

### Ocean East Issues Memo to Federal Judge Opposing RCI Settlement

#### But Judge Rules the Other Way

Prior to the settlement of the long-standing class action against RCI's rental of unit weeks which are deposited with it for trading, Ocean East's Board of Directors took the action of registering formal opposition to the settlement.

In a memo to the Court, Ocean East's Board stated that "RCI has taken advantage of the trust placed in it by RCI members to fraudulently utilize their properties (*i.e., unit weeks*) for purposes other than the purpose for which the properties have been entrusted to it through space banking..." The memo



suggested that the class action settlement be modified to require RCI to permanently get out of the business of renting its members' unit weeks – rather than just curtailing RCI's rental activities for a two-year period as per the proposed settlement. Nevertheless, the Judge went the other way and approved the settlement – although RCI did agree to change the two-year term to three years (perhaps after it received Ocean East's memo?).

Ocean East's complete legal Memorandum may be found on [www.OceanEast.com](http://www.OceanEast.com).■

### Mystery Photo Contest \$25 Award



**Where, and on what day of the year, is this parade held?** All correct answers will be eligible for a drawing to determine who will receive the \$25 Mystery Photo award. Call in your answer to the Business Office – 386-677-4183.

#### Previous Winner

A total of 16 entries correctly identified the Pebble Beach area on the Monterey Peninsula in California as the location of this photo that appeared in the previous edition of the *Tidings*. After a drawing, Wanda Cantrell of Canton, Georgia, won the \$25 jackpot.■

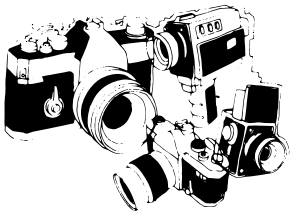




# OCEAN EAST RESORT

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## Surfside Snaps



October



January

