



Member News

August 29, 2003

Dear PLJ Beach Club Member:

Are you ready for the fall? Summer is almost over, and many things are happening with the Beach Club. What a better way to celebrate the fall, but to have a get together with your friends....

IT'S A PARTY!

"JAMAICAN" YOUR WAY BACK TO THE BEACH

Saturday, October 11th, 2003

4:00 pm at the pool/beach

Come join us in celebrating the end of summer and our return to the beach. Homeowners and guests are invited for volleyball and fun. ***Please bring a dish to pass and everyone will be responsible for their own drinks.*** We are in need of a volleyball set, tables and chairs. If anyone can bring these items, please let me know. We hope to see all of you, please let us know if you can make it - Sandy Weesner at sweesner@cutteraviation.com or Carla Reed at crr35@juno.com.

BANK TRUSTS

"The Beach Club has recently been informed by Danny Brown that he intends to terminate the Corporation known as Playa La Jolla S.A. de C.V., effective Nov 15th of this year. This Corporation which Danny Brown founded is the company that controls the master trust in La Jolla. Danny has communicated that anyone who doesn't have their trust by Nov 15th may find themselves with a much more difficult, and probably more expensive task of getting the trust. As a Board, we therefore STRONGLY encourage anyone who does not yet have your trust to contact board member David Livingston immediately for assistance on the process. Dave can help you understand the process and the costs involved.

Since the trust must be applied for and then finalized prior to Nov 15th, for those to whom this applies, it is imperative the process be started IMMEDIATELY. Please note: If you already have your trust, this upcoming transition will not affect your property in La Jolla.

The Board's position on trusts remains as previously stated: ***If you don't yet have your trust in hand, you have not yet finished the formal purchasing process on your land.*** For those persons in our community who have been waiting to "see what happens", the Board believes that NOW is the time to secure your property. Take the time to protect your investment!

COMMON AREA UPDATE

The Beach Club board has been working all year to formally get the common areas transferred to the Beach Club. While everyone had agreed on the goal, the legal process research and the resulting negotiations took quite a bit of time and effort. The board is pleased to report that we have formally begun the process and expect to have it completed by Oct 1. The pool & clubhouse power has been working all summer without a hitch – so the pool has been generally swimmable all summer (we're still working on chemical supplies getting delivered consistently). It sure is nice to see all that work paying off! Finally, the tile caps for the plaza area have been ordered and we hope to get the installation of those going soon.

BOARD ELECTIONS

The Board reminds everyone that half of the current Board seats will up for election at the upcoming annual Beach Club owner's meeting on Nov 29th. If you are interested on running for the Board, please contact any current Board member to learn more about the position. Board positions are open to any member in good standing with the Beach Club.

ROAD UPDATE

We received reports yesterday that the temporary sand bridge built a month ago has breached. While four-wheel drive vehicles are still able to get in and out, the problem is only going to get worse. Bill Robert has been actively working with the other association Presidents to come up with a fair cost sharing way to fund the needed improvements to insure this doesn't keep happening with each new rain. While progress has been made, we don't have an agreement yet. We hope to have something finalized by next week. Watch the Beach Club website for the latest updates. In the meantime, we recommend you not come to the beach without a four-wheel drive vehicle!

REAL ESTATE SALES

Grant, from First Mexican Investments, reports that he has been making great progress in both marketing and selling properties on our beach. His marketing activities include:

- A new billboard and signage on Fremont Blvd.
- The Sales office in the clubhouse has been furnished and flyers made for properties offered for sale.
- Approx Oct 1, the office will have a phone installed so that if a potential buyer comes by and the office is empty, they'll be able to reach Grant who will then come over to help.
- Running a ¼ page ad in the Rocky Point times the "East Beach Communities" in every issue.
- First Mexican Investment's website has been updated with La Jolla properties – check it out at www.firstmexican.net.

From a sales perspective, all this marketing is paying off. Grant reports that in the 2002-2003 timeframe, he had sold 33 properties. A year earlier, it was only 3! That's a 1000% increase in properties SOLD. Grant reports that the many positive actions by the Beach Club and its members has had a significant influence on buyer attitudes. You also should note that Grant makes a 1% contribution to the Beach Club on any individual property sold in La Jolla. This money is used mainly for use in common area improvements. So, if you are considering selling your lot or home, please give Grant a call (011-52-638-38-37811) or drop a note to: beachmagic@starband.net. Help yourself and the Beach Club at the same time!

PLAYA LA JOLLA BEACH CLUB BOARD

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