



# *Atalaya Towers Tower Talk*

## *A Newsletter for the Homeowners of Atalaya Towers IOA*

May 2017

Garden City, SC

### **IMPORTANT NOTICE**

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

***The Board of Directors Call to Nomination Form is on page 6 of this newsletter.***

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#### ***President's Message***

With the recovery from Hurricane Matthew still going on, the Board would like to thank everyone for your understanding that all things are not back to normal at this point.

It is unbelievable the amount of bureaucracy involved in getting the permits to rebuild the deck. We do have steps and access to the beach. The HOA Board will be placing extra lounge chairs around the outside pool for sunning. Garden City is scheduling the beach renourishment project for this Fall and we hope that by then, the new deck will be put on the building. When the new deck is started, it will be a 10-week project. The indoor pool glass on the ocean side will be replaced after the new deck has been completed. You can check on progress of the HOA repairs by logging onto [atalayahoa.com](http://atalayahoa.com) and as projects start or are completed, our Manager, Joe Trincheria, will update the information. This can help you stay informed of what is going on around the building during your visit.

We are very happy to report that one additional unit received a makeover this winter. Unit 1504 now has the walk in-shower and all stainless steel appliances, along with new flooring. We now have the new TV's up in the all master bedrooms. Each unit has a Blu-ray DVD player in the living room. We need everyone to know that during your stay this year, there may be some additional noise in the building and you will have to work around the beach front deck not being there. Remember as stated above, there will be steps and access to the beach, just no decking to lay out on. Extra lounge chairs will be on the outdoor pool deck to help you get your suntan!

We have advised everyone about the fact that you are now a member of Defender Flex and Beyond® where you can exchange a week internally for \$89 or anywhere in the world for \$119. This is powered by DAE and, of course is based on availability. There are several other exchange companies you might belong to, and all of these are accepting our deposits. So if you feel, for any reason, the work going on this year would keep you from coming down, consider trying an exchange. (Though it is hard to find a unit like our 3 Bedrooms/2 Baths to exchange into.) The size and convenience of our units is why we still have a very high occupancy rate of our owners each year.

(Continued On Page 2)



President's Message (Continued from Pg. 1)

We want to thank all that have already mailed in the Hurricane special assessment and to remind those that may have forgotten to do so. Along with this newsletter, you have been given your reservation request for 2018 and those requests will not be honored until after your account(s) is current. Nor will you be allowed to use or deposit this year's assigned week(s) until your account is current.

One of the ways your Board has held down the maintenance fee has been to discontinue the room phone service. Please give the office your cell number at time of check-in. If you have an email address and would like to be able to receive updates, please share that as well. Our staff has been trying to contact everyone at least a week before you are to arrive as a reminder. If you know you will be arriving late we will give you the information on how you can get your keys.

Our housekeeping staff is now leaving their name on an envelope in your unit. If you feel they have done a good job preparing your unit for you and would like to leave a monetary tip, they would appreciate the recognition. If you feel they fell short, please let the office know on your evaluation sheet. On Sunday mornings, housekeeping still knocks on every door to find out if you are happy with your unit and are willing at that time to get you what is needed to make your stay a better vacation. The Board would like all to complete an evaluation sheet for each stay as this is one of the things each Board member looks at to determine whether you are satisfied with your "home away from home". These give the Board a snapshot of our owner concerns and can guide the Board to look at better ways to serve you.

We want to wish everyone a wonderful summer, no matter where your summer may lead you.

Lynn Harmon  
Atalaya Interval Board President

***PLEASE NOTE:  
IMPORTANT CHANGE***

In an effort to reduce mailing costs and to contribute to worldwide efforts in "Going Green", Atalaya will begin emailing owners their Reservation Confirmations this year.

Those owners with email addresses on file will receive their confirmation by email this year. If you have changed email addresses recently please make certain we have your current email address on file.

We also encourage all owners to supply us with their email address for this purpose. To protect your privacy, we will not share your email with any unaffiliated third parties

Contact the Atalaya office to update your account at 843-651-4566.

**Myrtle Beach Summer Events**

**36<sup>th</sup> Annual World Famous Blue Crab Festival**  
May 20-21 (Little River, SC)

**Carolina Country Music Festival**  
June 8-11

**July Fourth Boat Parade**  
**Murrells Inlet Marsh Walk**

**Mustang Week**  
September 4-10

**FREQUENTLY ASKED QUESTIONS**

 Many of your questions about your timeshare week can be answered by visiting the Defender Resorts website at [www.defenderresorts.com](http://www.defenderresorts.com) and clicking on FAQ's on the Home Page.



# Atalaya Towers



ATALAYA TOWERS INTERVAL OWNERS ASSOCIATION, INC.

## RESERVATION PROCEDURE

April 28, 2017

### RESERVATION SYSTEM FOR FLOATING TIMESHARE DEED

NOTE: YOUR DEED LISTS 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, 2017 OR EARLIER WILL BE RANDOMLY SELECTED AND WEEKS ASSIGNED AS REQUESTED, IF AVAILABLE.

ALL REQUESTS POSTMARKED AFTER JUNE 1, 2017 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.

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.

2018	Week	Saturday to Saturday
<b>BLUE</b>	1	Jan 6 – Jan 13
	2	Jan 13 – Jan 20
	3	Jan 20 – Jan 27
	4	Jan 27 – Feb 3
	5	Feb 3 – Feb 10
	6	Feb 10 – Feb 17
	7	Feb 17 – Feb 24
	8	Feb 24 – Mar 3
<b>WHITE</b>	9	Mar 3 – Mar 10
	10	Mar 10 – Mar 17
	11	Mar 17 – Mar 24
	12	Mar 24 – Mar 31
	13	Mar 31 – Apr 7
	14	Apr 7 – Apr 14
<b>TRADE RED</b>	15	Apr 14 – Apr 21
	16	Apr 21 – Apr 28
	17	Apr 28 – May 5
	18	May 5 – May 12
	19	May 12 – May 19
<b>PRIME RED</b>	20	May 19 – May 26
	21	May 26 – Jun 2
	22	Jun 2 – Jun 9
	23	Jun 9 – Jun 16
	24	Jun 16 – Jun 23
	25	Jun 23 – Jun 30
	26	Jun 30 – Jul 7
	27	Jul 7 – Jul 14
	28	Jul 14 – Jul 21
	29	Jul 21 – Jul 28
	30	Jul 28 – Aug 4
	31	Aug 4 – Aug 11
	32	Aug 11 – Aug 18
	33	Aug 18 – Aug 25
	34	Aug 25 – Sep 1
	35	Sep 1 – Sep 8
	36	Sep 8 – Sep 15
<b>TRADE RED</b>	37	Sep 15 – Sep 22
	38	Sep 22 – Sep 29
	39	Sep 29 – Oct 6
	40	Oct 6 – Oct 13
	41	Oct 13 – Oct 20
	42	Oct 20 – Oct 27
	43	Oct 27 – Nov 3
<b>WHITE</b>	44	Nov 3 – Nov 10
	45	Nov 10 – Nov 17
	46	Nov 17 – Nov 24
	47	Nov 24 – Dec 1
<b>BLUE</b>	48	Dec 1 – Dec 8
	49	Dec 8 – Dec 15
	50	Dec 15 – Dec 22
	51	Dec 22 – Dec 29
	52	Dec 29 – Jan 5

## Reservation Instructions

Reservation requests shall list **four** choices for a requested use period in descending order of priority. Reservation request 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 15<sup>th</sup>, 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 15<sup>th</sup> and up to October 31<sup>st</sup> 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 1<sup>st</sup>.

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 based upon 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 Trinchera, at 843-651-4566 for assistance.**

**If you have not received your confirmation letter by August 31, 2017, call the resort office.**

Board of Directors

Atalaya Towers Interval Owners Association

## **General Manager's Corner**

Dear Interval Owners,

We have been very busy at Atalaya Towers since the end of the year newsletter. We have a small window of opportunity to take care of your units after a hard year of use and prepare to for the upcoming year, but we feel accomplished.

This year we have yet another challenge, and that is getting the resort back in order after Hurricane Mathew. Due to governmental criteria, we will not have our ocean front deck nor will we have the storefront windows in the indoor pool area. Those were taken out by the hurricane and there is no grandfather clause for something totally wiped out.

Several improvements that have been made with the 2016-2017 Refurbishment Project include:

- We converted another master bath from tub to custom-built tile walk-in shower in 1504. We now have seven handicap friendly custom showers.
- We have completed the process of wall mounting flat screen TV's in all master bedrooms.
- Due to your positive feedback of the carpet squares, we continue with the replacement of bad carpeting throughout the timeshare units and with the vinyl floor planks in the living room. Over the next couple of years we plan to have all flooring replaced. The longevity and maintenance will be the cost saving points.
- Our maintenance department worked hard on patching walls and repainting for a fresh look. They also cleaned out dryers and washing machine water pumps to prolong life of appliance and keep replacement costs down.
- The Board has resurrected the new chairs and ottomans for the living room to resume for the end of this year. We will replace the occasional chairs with this new furniture.
- Your Board of Directors saw the need for a special assessment of \$100 for each week owned. This is IOA's portion to cover the deductible from the named storm hurricane claim for the HOA.

Please read the information involved with the reservation request process as it could help for a less stressful reservation for 2018. Once reservations are made it's nearly impossible to move them especially Prime Red. The committee takes two weeks to read special notes on the requests in order to assign weeks. Once set, it's complete. If you are banking your week please understand you must give the correct arrival date and be paid in full or on Auto Draft in order for us to approve for Exchange Company.

Please, when arriving on Saturdays, refer to your confirmation letter which states check-in occurs between 4PM and 6 PM. We try very hard to have the units ready prior to 4PM, because we would rather have a smooth check-in. If you arrive early, please just give us your cell number and we will contact you when the condo has been inspected for your use.

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 us a call after the budget meetings in September to see what units will be available for monthly rentals in January, February, and possibly March. For \$1300 you could have a unit for the entire month of January or February, which includes all utilities. March monthly rentals are a limited supply at \$1400 for the month.

Wishing you a great year!

Joe Trinchera  
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 advise the Board of their interest by providing the following information:

**This form must be received no later than September 05, 2017.**

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

**Email to:** [info@defenderresorts.com](mailto:info@defenderresorts.com) with ATI Nomination Application in the subject line

**Fax to:** 843-449-9469 with ATI Nomination Application in the subject line