

## POA RECORDS REQUEST 0005: Accounting Records ~ Developer Platinum Cards & POA Marketing

To: Jill Philmon / Big Canoe General Manager  
Cc: The POA Board

### THE FOLLOWING REQUEST IS MADE PURSUANT TO:

Big Canoe Policies and Related Procedures; Procedure 156.2 (POA Member Access to Records); and Pursuant to OCGA § 14-3-1602(c)(2).

### BACKGROUND:

**RE: REQUEST #1 TO FOLLOW:** The 2005 Amended Declarations & Covenants ARTICLE X: TRANSITION IN GOVERNANCE: RIGHTS AND RESPONSIBILITIES: Section 5. Explanation and Clarification of Certain Rights has a subsection (L) which states as follows:

"(1) So long as it is a Type "D" member, the company retains the right to have three (3) platinum cards"

### RE: REQUEST #2 TO FOLLOW:

**A)** From Pg 4 of the December 2017 Inside the Gates

*"The POA Board of Directors passed the seventh version of the 2018 Operating and Capital Budgets at the November 16 meeting..... The approved Operating Budget includes the changes:*  
• Adding a Marketing Director responsible for marketing Big Canoe POA throughout the Southeast including creating a new website, articles, and advertising in amenity specific magazines, social media, and creating marketing materials for the POA.:"

**B)** The 2005 Amended Declarations & Covenants ARTICLE X: TRANSITION IN GOVERNANCE: RIGHTS AND RESPONSIBILITIES: Section 5. Explanation and Clarification of Certain Rights has a subsection (K) which states as follows:

"(k) The Company retains the right to use POA data for marketing purposes..... "

**C)** At the beginning of 2018, the Big Canoe Company released their marketing person, Katie Wercholuk of many years, and the POA retained her services for a new marketing position that resulted in annual property due increases. Here is an excerpt from the front page of February 2018 Inside the gates...

*A buzz of excitement filled Canoe Lodge at the beginning of the new year when Katie Wercholuk took her seat as the new Marketing and Communications Director for the POA. Many already knew Katie from her multi-year stint as the Marketing Director for the Big Canoe Company, LLC where she helped promote our community to the outside world.*

**PURPOSE OF REQUEST:**

#1) I would like to review how much money the three (3) "Company" (developer) platinum cards are costing the Property Owners. **#2) I am concerned that Property Owner Dues are being funneled through the POA Marketing Department to pay for the Developer's Commercial / Profit ventures.** I would like to ascertain exactly what part of the budget is being allocated to Marketing expenses.

**DEFINITIONS AS USED IN THE FOLLOWING REQUESTS: N/A**

**REQUEST TO REVIEW AND COPY THE FOLLOWING DOCUMENTS:**

1. Copies of all Accounting Records going back to January 1, 2015 that show the payments, expenditures, charges, or refunds, and any other transactions made in reference to the three (3) platinum cards held by the "Company" (developer). At this time I am not requesting copies of bills or receipts, but just a simple accounting breakdown specific to the above request.
2. Monthly Accounting Records specifically of "Marketing & Communications"(M&C), as shown separate from all other administrative or other accounting. This should be as detailed as possible, and should ideally include all related salary expenses. I am requesting review of monthly records going back to January 1, 2016.

**SPECIAL INSTRUCTIONS:**

I request that where possible, records that are available in electronic format be compiled onto a Thumb Drive, CD, or other Electronic Storage Media for pickup by myself. Where electronic records are not available, I request that inspection occur at a location that maintains adequate equipment necessary to making copies of records, including the ability to copy any large format documents. In the event that only electronic records exist in a format that may require specialized software to access, then it is requested that the record be converted into written form for review and copying.

Please provide flexible scheduling for when I may expect to be able to review and copy the requested records. If there is a cost associated with Records Copying, please itemize and submit via return email so that payment may be tendered at the time of record inspection and copying.

I am requesting that this be made available within the time allotted by Big Canoe Policies and Related Procedures. **In the event that any subset of documents in my request are deemed as "not those which a member has the right to see and copy", please provide access to the remaining records, or portions of the remaining records using redaction if necessary, that do not fall under that designation, and which ARE allowed.**

Sincerely,

- david hopkins / request date: Tuesday, August 29, 2018

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