



SUPERIOR SMALL LODGING INFORMATION BOOKLET

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Revised September 2002



LEE ISLAND COAST SUPERIOR SMALL LODGING PROGRAM History

What is Superior Small Lodging?

The Superior Small Lodging program is a unique accommodations concept that helps guests choose from the finest small hotels, motels and inns the area has to offer. The lodgings included in the program, all with 50 rooms or less, are distinguished by their warm friendly ambiance and personalized service.

To be a member of the Superior Small Lodging program each property must pass an annual inspection and meet quality assurance criteria for cleanliness, comfort, privacy and safety. The program is perfect for guests looking for quality at affordable prices without the “big hotel” experience.

How did the Superior Small Lodging Program start on the Lee Island Coast?

The program originated in 1989 in Broward County by tourism officials to help replace revenue lost when Spring Break was eliminated as an officially sanctioned event in Fort Lauderdale.

The Superior Small Lodging marketing program was introduced in the Lee Island Coast in 1996 with some changes for local concerns. A provision was added that hoteliers would agree not to post rates outside of their property. A small hotel is defined as a property with 50 units or less (in line with the categories used by the Florida Hotel/Motel Association.)

What are the benefits of the program?

The three most significant benefits of the program are:

1. An **enhanced image** of small hotels
 2. **Raised revenues** through increased occupancy and higher rates,
 3. A continuously **improved product**
-
1. **IMAGE**
Small properties suffer from an image of being poorly run “Mom and Pop” operations. The Superior Small Lodging program was designed to improve the image of small hotels/motels. The inspection element of the program answers guests’ concern about quality. The inspection process allows recognition of professionally run and well-maintained small properties, the qualities most desired by guests. Each property must pass a rigorous inspection annually and be determined to be clean, safe and well run.

Members pay an annual fee for their inspection, which varies from year to year. In 2001, the fee established by Property Review Program will remain at \$70.00. Inspections are done by an independent company, Property Review Program, who checks the applying property's housekeeping efforts, curb appeal, security, parking, landscaping and other features.

2. RAISED REVENUES

The Superior Small Lodging program provides small properties with a viable option to competitively market their product. The aim is to enable small properties with small advertising budgets to achieve higher occupancies, higher average daily rates and higher revenues through the superior product they offer to guests. The Superior Small Lodging marketing program is a tool to market the area's smaller properties by promoting hotels, which maintain certain standards for quality and cleanliness.

3. IMPROVED PRODUCT

Membership in the Superior Small Lodging Program has been the impetus many owners needed to take the plunge to renovate and update, which they hoped would help combat the poor image of smaller properties. The theory is that when one property gets a facelift and starts attracting new business, other surrounding properties will be encouraged to follow suit, whether or not they are in the program.

Most of the owners of small hotels either live on the property or are on the property everyday and they know the names of their guests.



LEE ISLAND COAST SUPERIOR SMALL LODGING PROGRAM

FAST FACTS

- Superior Small Lodging is a program to assist in the marketing of Lee Island Coast small hotels, motels and inns, with 50 units or less.
- In order to be a member of the Superior Small Lodging program each property must pass an annual inspection and meet quality assurance criteria for cleanliness, comfort, privacy and safety.
- Members sign an agreement not to post rates on their outside boards.
- During fiscal year 2002/2003, 42 of Lee Island Coast's small hotels attained Superior Small Lodging status.
- The Superior Small Lodging program originated in Fort Lauderdale in 1989. The Lee Island Coast SSL program started in 1996.
- Small properties suffer from an **image** of being poorly run "Mom and Pop" operations. The purpose of the Superior Small Lodging program is to change that image with one of a well-run hotel with "hands on" owners/managers.
- The aim of the Superior Small Lodging program is to enable small properties with small advertising budgets to achieve higher occupancies, higher average daily rates and higher revenues.
- It is important to recognize that by increasing the rates of the small properties, it brings up the "bottom" rate, thereby increasing the overall rate charged by all hotels.
- Membership in the Superior Small Lodging Program has been the impetus many owners needed to take the plunge to renovate and update, which they hoped would help combat the negative reputation of some properties in the area had gained. The theory is that when one property gets a facelift and starts attracting new business, other properties will be encouraged to follow suit, whether or not they are in the program.



SUPERIOR SMALL LODGING PROGRAM TOP 10 BENEFITS

1. LEE ISLAND COAST VISITOR & CONVENTION BUREAU'S OFFICIAL VISITOR GUIDE

Your Property Information will be included in the Lee Island Coast Visitor Guide, and this year 200,000 guides will be distributed nationally and internationally.

2. SUPERIOR SMALL LODGING DIRECTORIES

Your property will be listed in the National Superior Small Lodging Directory. Included will be information on your property, such as your property's name, address, telephone number, e-mail address, website and reservation numbers. The Directories are distributed at Florida Welcome Centers. In addition, your information will be included in the Visit Florida Vacation guide.

3. WEB SITE

SSL-LeelslandCoast.com is the web address for the Superior Small Lodging Program. For many hoteliers, creating a website can be expensive. As a member, your property will be highlighted on the Superior Small Lodging website. This is free to you as a Superior Small Lodging member.

4. LOGO

You will be able to display the Superior Small Lodging logo in all of your property's promotional advertising and marketing materials.

5. SIGNAGE

Once your property achieves the status of Superior Small Lodging, the VCB will provide you with an outside SSL sign. You will be able to display the SSL sign in front of your property. For properties that are not part of a franchise, this adds credibility with the traveling public.

6. ADVERTISING COOPERATIVES

The Superior Small Lodging concept lends itself well to cooperative advertising. Members frequently participate in cooperative ads by working together as a group:

- Members are able to afford to advertise in areas they could not afford individually;
- Members are able to create ads with greater impact because of their increased size;
- Members have a banner under which to place their advertising, which creates more "bang" for their buck.

- In addition, in 2000 the National Association reached an agreement with Visit Florida, which is the marketing arm for the State of Florida. The agreement is to include all SSL members automatically as a FLAUSA member once they join the SSL Association. As a member of FLAUSA your property will be listed in the Visit Florida Vacation Guide.

7. PUBLIC RELATIONS

One of the principle founding ideas of the Superior Small Lodging program is to change the image of the small motel to one of a unique well-run property. The Superior Small Lodging program is sufficiently new to be exciting to the public so those stories about Superior Small Lodging motels continue to be of interest. Properties that have not been previously written about are now the subject of positive feature articles.

The SSL program and its member properties are also of interest to travel writers who have exhausted their copy on large franchised properties. The Lee Island Coast Visitor & Convention Bureau issues News Releases about the SSL program as needed throughout the year.

8. REFERRALS

The properties have a local referral program. Lee Island Coast properties refer overflow business or business that cannot be accommodated to other Superior Small Lodging member properties.

9. ANNUAL STATE CONFERENCE

Each year, a State Conference is held in one of the Superior Small Lodging cities. The two-day conference fee includes two nights free stay at one of the member hotels, optional tours of local Superior Small Lodging hotels, one evening banquet, trade show, and round table panels. The conference is designed around the needs of the small hotel.

10. CAMARADERIE

One unanticipated benefit of the Superior Small Lodging program is the camaraderie that has developed among the member properties and their desire to work together to show their pride in their properties. By referring among themselves, advertising together and enjoying the recognition of the value of the small motel to the travel industry, hoteliers that were previously isolated and who felt "left out", are now equally enjoying the benefits of owning and operating a fine small motel.

Also, at Property Review Nights during off-peak season, hoteliers take turns showcasing their property by inviting the SSL membership to a reception at their hotel and afterwards, there are optional tours of the property.



SUPERIOR SMALL LODGING PROGRAM QUESTIONS & ANSWERS

The Superior Small Lodging marketing program is designed to promote small hotels, properties and inns, which maintain certain standards for quality and cleanliness. The aim is to enable small properties with small advertising budgets to achieve higher occupancies, higher average daily rates and higher revenues. Below are some answers to questions you may have regarding the program:

Q. *Who can participate in the Superior Small Lodging program?*

A. Any Lee Island Coast owner/operator of a hotel or motel with fifty units or less licensed by the Florida State Department of Business Regulation.

Q. *What are my costs to be involved in the program?*

A. There is an annual inspection fee, which varies from year to year. This year's fee is \$70.00. In addition, there are local and national annual due based on the number of rooms at each property. In Lee County, the fees are \$6.00 per unit with a minimum of \$50.00.

Q. *How can my property qualify for the Superior Small Lodging program?*

A. Properties must pass an annual property review conducted by the Property Review Program representative. The enclosed inspection checklist covers the general condition of a property's exterior and interior, safety aspects, basic guestroom conditions, with an emphasis on housekeeping and maintenance.

Q. *What is included in the review?*

A. The review covers the exterior and grounds of the building, the lobby, the rooms and the pool area. If your property doesn't have a pool, it doesn't count against you. The reviews work on a "weighted" system, so if there is only a minor problem in an area it will only deduct slightly from your score. An overall score of 82% is required as a passing grade in 2001. ***In order to pass inspection it is mandatory to obtain at least an 82 score in housekeeping.*** An added bonus is the opportunity to have a trained reviewer assess your property and indicate areas that you might have overlooked.

Q. *Can I review the criteria before the property reviews?*

A. Yes, a copy of the guidelines is included in your packet.

Q. *Who sees the property reviews?*

A. Property reviews of properties that passed inspection are turned over to the Visitor & Convention Bureau SSL program administrator. Other than the Visitor & Convention Bureau representative and you, the reviews remain confidential.

- Q. *What happens if a property does not pass the review?***
A. The property owner is sent a copy of his/her property review from the national president of the association indicating areas requiring attention. Upon request, a local committee will offer guidance in areas requiring improvement. The property owner may reapply the following year.
- Q. *What are the benefits of the Superior Small Lodging program?***
A. Membership in the program signifies that each property has been determined to be clean, safe and well run. Program participation includes a free listing in the Lee Island Coast Visitor & Convention Bureau's Visitor Guide, display of the Superior Small Lodging property sign, inclusion in the Lee Island Coast SSL directory, inclusion in the Visit Florida Vacation guide, the use of the logo on your marketing collateral, cooperative advertising opportunities and professional development seminars.
- Q. *Are the properties rated in the directory? How are they listed?***
A. The Superior Small Lodging property review is on a pass or fail basis. There is no rating system. Member properties are listed geographically and alphabetically.
- Q. *How often will the Lee Island Coast Visitor & Convention Bureau's Visitor Guide be published and how will it be promoted?***
A. The Lee Island Coast Visitor & Convention Bureau Visitor Guide will be published on an "as needed" basis. They will be distributed to inquiries received by the Bureau, and at trade shows, nationally and internationally.
- Q. *Are there other requirements for listing in the Guide? Do I have to pay travel agent commissions or be a member of other associations, such as AAA or Mobil?***
A. The primary requirements are adherence to the Superior Small Lodging property guidelines and standards, the agreement not to post rates outside of the property, passing the annual review, and paying the local and national dues. No other industry affiliation is necessary.

If you have questions, please call:

RosamJ Piret, Visitor & Convention Bureau, 2180 West First Street, Suite 100, Ft Myers, FL 33901. **Telephone: (941) 338-3500 Fax: (941) 334-1106 or**

Paul Faulise, President, Lee Island Coast SSL, c/o Casa Playa, 510 Estero Boulevard Fort Myers Beach, FL 33931. **Telephone: (941) 765-0510 Fax: (941) 765-0514**



MARKETING PLAN SUPERIOR SMALL LODGING PROGRAM

I. MISSION

To enhance the image of small hotels to the traveling public

II. GOALS AND OBJECTIVES

1. Increase awareness of the Superior Small Lodging program to the community and potential guests.
2. Increase occupancy and rates.

III. IMPLEMENTATION OF GOALS AND OBJECTIVES

The main emphasis of the National Superior Small Lodging marketing plan is to supplement the Lee Island Coast Visitor & Convention Bureau marketing plan in areas that are pertinent to Superior small lodging.

1. **The Lee Island Coast Visitor & Convention Visitor Guide** is an important tool for SSL properties. The program is prominently featured in the guide and each SSL property's name is preceded by the SSL logo, along with each property's information. The Guide is distributed nationally and internationally carrying your message worldwide.

The **National SSL Directory** continues to be distributed nationally. This directory lists all SSL properties nationally, including your SSL property.

In 2002 the Superior Small Lodging Association aligned itself with Visit Florida, the official agency that promotes the State of Florida. As an SSL member, you are automatically a Visit Florida partner and your property's name will be included in the **Visit Florida Vacation Guide**.

2. ADVERTISING

Superior Small Lodging hotels need additional help to compete with larger properties. Each year, the Lee Island Coast Visitor & Convention Bureau places advertisements in several publications to encourage visitors to stay in Superior Small Lodgings on the Lee Island Coast.

3. COOPERATIVE MARKETING

Florida Superior Small Lodging partnership with Visit Florida offers several possible cooperative-marketing efforts:

- ☒ Website links
- ☒ Brochure distribution at the Welcome Centers
- ☒ Advertising with affordable cooperative opportunities and advertisement featuring small hotels
- ☒ Vacation Guide to include an explanation of Superior Small Lodging program

4. WEB SITE

The Visitor & Convention Bureau promotes Lee County SSL properties on its Web site www.leeislandcoast.com. The program history, Guidelines, and related information may be found on the VCB's partnership Web site at www.leevcb.com. Both sites are continuously updated. The local SSL Web site provides membership listing information, as well as general information, and new links.

(SSL-LeelslandCoast.com)

The web site is continuously updated with new members listing information, as well as with general information and new links.

5. PUBLIC RELATIONS

The Superior Small Lodging marketing program is uniquely suited for a public relations campaign. The Lee Island Coast Visitor & Convention Bureau continues to promote the SSL program to journalists nationally and internationally.

The Lee Island Coast SSL will continue to work with the Communication department of the Lee Island Coast Visitor & Convention Bureau and Visit Florida, Inc. to produce stories promoting the Superior Small Lodging program.

6. NEWS RELEASES

The Visitor and Convention Bureau's Communications department issues news releases periodically to the local press, radio and television stations.

**APPLICATION
SUPERIOR SMALL LODGING PROGRAM OF LEE COUNTY
FISCAL YEAR 2002-2003 PROPERTY REVIEW**



PROPERTY NAME: _____

CONTACT PERSON (Owner/Manager) _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____ NUMBER OF UNITS: _____

DEADLINE TO RECEIVE YOUR APPLICATIONS: SEPTEMBER 20, 2002

To be considered for a property review in the 2002-2003 Superior Small Lodging Program, applicants must return the following documents:

- Completed Application Form
- Completed Signed Lease Agreement for the SSL outdoor sign
- Lee Island Coast Membership Agreement
- Non-refundable payment in the amount of \$70 for the property review. **Please make the check payable to: Property Review Program.**

Submit all materials to: **Lee Island Coast Visitor & Convention Bureau**
ATTN: SSL PROGRAM ADMINISTRATOR
2180 West First Street, Suite 100
Ft Myers, FL 33901

You will be notified of inclusion/non inclusion in the SSL program after the inspection process.

Inspection is scheduled for October 15-30, 2002. Please Note: Inspections cannot be scheduled.

I certify that my property has 50 units or less, collects the bed tax, is licensed as a transient lodging property through the Department of Business Regulations Division of Hotels/Motels and has 100% of its units available for transient occupancy.

Signature of _____ Date _____
Owner/Manager

*****DEADLINE TO RECEIVE YOUR APPLICATION IS SEPTEMBER 20, 2002*****



SSL OUTDOOR SIGN LEASE AGREEMENT FISCAL YEAR 2002-2003

LEE ISLAND COAST VISITOR & CONVENTION BUREAU (LEASOR) AGREES:

➤ To lease the Superior Small Lodging outdoor sign for the period of one year and/or the terms of membership in the SSL program to the undersigned with the understanding that said property retains all required accreditation in the Superior Small Lodging Association program.

SUPERIOR SMALL LODGING MEMBER (LEASEE) AGREES:

➤ To surrender, the outdoor SSL sign to the Lee Island Coast Visitor & Convention Bureau upon request for failure in meeting the required standards of the quality assurance program, or non-payment of local & national membership dues.

➤ As a member in good standing the leasee understands that participating properties are prohibited from posting rates on their property signage at any time and that any posting of rates will be cause for a property's immediate dismissal from the program, at which time it is understood that the Superior Small Lodging outdoor sign must be surrendered.

In conclusion, by signing below, I understand and agree to the aforementioned statements in order to maintain membership in the Lee Island Coast Superior Small Lodging program. I also understand that any breach of this agreement will constitute penalties, which may include exclusion from the program.

Agreed by: _____ Date: _____

Witness: _____ Date: _____

Hotel Name (print): _____

Contact Name (print): _____

Title (print): _____

Received at VCB By: _____ Date: _____

SUPERIOR SMALL LODGING REVIEW FORM



It is essential for each property to be clean, well maintained, attractive in appearance and should adhere to all state, local fire and safety codes.

A. PROPERTY EXTERIOR

- | | |
|--|--------------------|
| 1. Condition of building exterior | 14 12 10 8 6 4 2 0 |
| 2. Landscaping | 14 12 10 8 6 4 2 0 |
| 3. Exterior lighting for hallways, lobby entrance | 7 6 5 4 3 2 1 0 |
| 4. Parking facilities-number of spaces, location, lighting | 7 6 5 4 3 2 1 0 |
| 5. Signage | 7 6 5 4 3 2 1 0 |

B. LOBBY/FRONT OFFICE

- | | |
|---|--------------------|
| 1. Condition and lobby appearance | 14 12 19 8 6 4 2 0 |
| 2. Hours of operation of front desk | 7 6 5 4 3 2 1 0 |
| 3. Availability of destination materials & guides | 7 6 5 4 3 2 1 0 |
| 4. Switchboard | 7 6 5 4 3 2 1 0 |
| 5. Emergency information clearly posted | 7 6 5 4 3 2 1 0 |

C. KITCHENS

- | | |
|--|--------------------|
| 1. Housekeeping | 14 12 19 8 6 4 2 0 |
| 2. Condition of Equipment
Refrigerator/Stove/Oven | 7 6 5 4 3 2 1 0 |
| 3. Adequacy of Supplies
China/Silver, etc. | 7 6 5 4 3 2 1 0 |
| 4. Floor/Wall covering | 7 6 5 4 3 2 1 0 |
| 5. Lighting/Overall Impression
Window Treatment | 7 6 5 4 3 2 1 0 |

D. GUEST ROOMS

- | | |
|--|---------------------|
| 1. Housekeeping | 21 18 15 12 9 6 3 0 |
| 2. Door Locks Types of acceptable
and unacceptable locks for entrance
and glass sliding doors | 7 6 5 4 3 2 1 0 |
| 3. Window coverings - draperies/blinds | 7 6 5 4 3 2 1 0 |
| 4. Interior wall construction and finish
paneled, painted drywall, vinyl wall
covering, etc. | 7 6 5 4 3 2 1 0 |
| 5. Floor covering types of acceptable
& unacceptable coverings, i.e.
carpeting, wood, tile or terrazzo | 7 6 5 4 3 2 1 0 |

6. Furniture - finish (wood/formica/ metal), types and numbers of beds, mirrors, luggage racks, etc.	7 6 5 4 3 2 1 0
7. Linens/bed coverings - quality extra pillows and blankets	7 6 5 4 3 2 1 0
8. Room lighting - overhead, lamps, wattage, etc.	7 6 5 4 3 2 1 0
9. Telephones - in-room, touch tone direct dial, message system, local telephone directories, dialing instructions	7 6 5 4 3 2 1 0
10. Air conditioning and heating systems	7 6 5 4 3 2 1 0
11. Televisions/radios - availability in all rooms, color, convenient viewing from beds and easy chairs, swivel stand or pedestal mounting, cable, movie channels	7 6 5 4 3 2 1 0
12. Closets - open, semi-enclosed closed, size, type of hangers, lighting	7 6 5 4 3 2 1 0

E. BATHROOMS

1. Housekeeping	14 12 10 8 6 4 2 0
2. Tub/shower - combination, shower walls, tub/shower, enclosure	7 6 5 4 3 2 1 0
3. Floor covering - tile, linoleum, carpeting, area rugs	7 6 5 4 3 2 1 0
4. Vanity area - mirrors, shelving/area for toilet articles	7 6 5 4 3 2 1 0
5. Electric outlets	7 6 5 4 3 2 1 0
Odors - should be free of objection- able odors due to mildew or poor sanitation	7 6 5 4 3 2 1 0
7. Lighting - wattage/placement	7 6 5 4 3 2 1 0

F. BATHROOM SUPPLIES

1. Towels/washcloths (size, quantity)	7 6 5 4 3 2 1 0
2. Facial/toilet tissue	7 6 5 4 3 2 1 0
3. Soap - facial & shower (size/quality/ quantity)	7 6 5 4 3 2 1 0

G. GUEST SERVICES

1. Manager on duty 24 duty	7 6 5 4 3 2 1 0
2. Appearance of personnel	7 6 5 4 3 2 1 0

H. RECREATION

1. Swimming pool*	7 6 5 4 3 2 1 0
2. Lounge/outdoor sitting area	7 6 5 4 3 2 1 0

*Above items not mandatory. Rated ONLY if facility exists.



QUALITY & SERVICE

SUPERIOR SMALL LODGING COMPLAINT SYSTEM

The strength of the Superior Small Lodging Program lies in the commitment of all the participating properties towards excellence. If one hotel fails, then all the participating motels are affected.

PROCESS:

1. Written complaint is received by the SSL.
2. SSL shall forward a copy of the complaint to subject property with a cover letter requesting a written response within 10 business days.
3. SSL shall write a letter acknowledging receipt of the complaint to the guest.
4. SSL shall forward a copy of the complaint and a copy of the hotelier's reply to the Property Review Program and to the Lee Island Coast Visitor & Convention Bureau.
5. Hotelier shall respond in writing:
 1. Apologizes and makes amends
 2. Denies allegation
6. Complaints pertaining to the cleanliness or maintenance of a property, shall be attached to the upcoming annual inspection papers for the inspector to verify.
7. Complaints received directly by the Visitor & Convention Bureau shall be handled as above; however, a copy of the documentation shall be forwarded to the National Association and the Lee Island Coast SSL president.



Superior Small Lodging Program (SSL)

SSL TIMELINE Fiscal Year 2002/2003	
September 6, 2002	Mail out Invitation Letters & Application Packets
September 20, 2002	Deadline to Receive Applications Back
October 2, 2002	Forward Applications & Checks to PRP & Schedule Inspections
October 4, 2001	Finalize Accommodations for PRP Inspector's Visit
October 15-31, 2002	Complete Property Inspection
November 15, 2002 (Tentative)	Congratulatory Letters & Inspection Results to Applicants
December 4, 2002	Place Order for Signs, Plaques & Plates for SSL Members
January 15, 2003 (Tentative)	SSL Award Banquet-Location to be Announced. New Members Recognition-Presentation of Plaques, Plates & Signs to all Members
Word\PiretRDir\SSL\Timeline FY 2002-2003	

Superior Small Lodging of Lee County Board of Directors 2002

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