

9/16/2024

Dear Causeway on Gull Owners, My name is Brenn Fromm and I would appreciate your support as a candidate for the Causeway on Gull Association Ad-hoc committee, and next year, for the Board. I want bring to the table many ideas to help the Board steer our beloved Causeway on Gull resort into its next decades, and weather the storm of declining fees, increasing costs, frustrated owners and an aging property.

I also want to assure you that I come to that table with the same motivations and desires that all of you do...because you are all owners, just like me. I own 20 intervals that I primarily rent out to friends and family, but that just amplifies the reasons that I am seeking to get more involved. Because...

- I care about Causeway. While I do rent out the majority of my weeks, I've also stayed at Causeway numerous times with my family, and we've created some awesome memories there. Obviously, no one wants to see the resort fall into disrepair – we may have different ideas about how to prevent that or what to prioritize first – but the important thing is that we all have the best interests of the resort in mind, because it is ours.

- I'm invested. Causeway is where I chose to purchase the bulk of the timeshare intervals I own (I own only one other interval – at Point Place in Breezy Point – and that's it). All my eggs are in the Causeway basket, not spread across a bunch of other associations or properties.

- I empathize with other owners...and my involvement can only benefit and strengthen the current Board, because I've earned the trust of many owners-at-large, as demonstrated by the fact that many of them chose to entrust their proxy vote to me last year, or on my recommendation, to my fellow owners, Amanda Kujala or Randy Waskul. I've enjoyed meeting many of you in person or via the Causeway on Gull Community Connection Forum group that I created on Facebook to help us all stay informed and, well, connected!!

Owners have found their voices by connecting, communicating and sharing their concerns/opinions via social media, and that's not going away. The board and management company can't wish their way out of the "problem" or talk their way out of the "problem" using the strategies that have been tried in the past. But I can help them turn that "problem" into an asset, because I view our owner base as a VERY valuable asset!!

- I want Causeway on Gull to succeed, improve and sustain itself – both as a property and an Association. Because I own part of it. I have no hidden agenda. I am not a broker or Realtor who wants to profit off renting out the Association's inventory. I just want to continue to own my own little portfolio of intervals, and I want other owners to continue to enjoy the deeded property they have invested their hard-earned money in...and I feel that my ideas, talents and connections to other owners can help the Board accomplish that. I've introduced many new families to Causeway. I know what attracts people to our resort, and I know what turns them off. That intel can and should be a huge asset to the Board as it strategizes on how to steer the ship in a more positive direction from both a quality and a financial perspective.

I have brainstormed a lot of ideas on how we can help Causeway get through its current financial crisis and shift from trying to survive, to beginning to thrive. I'm a creative, out-of-the box thinker who is also detail-oriented, and has had a ton of exposure to strategic planning through my work as an Executive Assistant for several Fortune 500 companies (including 5 years with Target Corp headquarters, supporting a team that was 2 levels down from the CEO), my involvement leading non-profit organizations (I created much of the infrastructure for events put on by Fishing for Life, and built a charter school PTO from the ground up).

While I will help (as a do-er, not just a thinker/talker!) with whatever priorities the board decides as a group we should focus on, some areas I am particularly interested in include: - Strategic planning / goal setting / vision for Causeway - Solving for unproductive inventory – setting goals and tactics for meeting them - Communication and responsiveness to owners - Exploring creative opportunities for partnership - Modernizing our operations - Looking at opportunities for efficiency

Over the past several months, I have developed a much greater understanding of everything the board and management have done to help Causeway get to where it is in 2024. I would love to be able to look back from the year 2043, and say that I worked alongside you all to help Causeway get to a better position. Our efforts and energy are much better spent when we are working together toward a common goal -We have a beautiful property that we all share a passion for...let's work together to make it stronger, healthier and more sustainable!

Sincerely,
Brenn Fromm