



## Message from your Board of Directors

### The Upgrading of Club Donatello and its Team Members

The most significant renovation of the Donatello building in its history was driven by the need to totally replace our original HVAC system (1970), we now have an energy efficient, quiet and effective heating and air conditioning system that should last for another 25-30 years.

During this time, we renovated **29** of our Club Rooms on the 11th and 14<sup>th</sup> floors, as the 12th floor Club Rooms were upgraded last year. This now includes **2** fully **ADA-compliant** rooms for improved access to our Owners and Guests who need ease of access to all parts of their Club Donatello suite. Also, **2 additional Club rooms** are designed to accommodate Owners and Guests with hearing assistance needs (**EDD compliant**).

The electronics capabilities in all 45 of our Club Donatello rooms has been upgraded to include easy access to chargers and play support stands for cellphones, iPads, iPods, and the many related electronic components that many of our Owners/Guests simply cannot live without these days. This reminds us that **we need more Owners to sign up for electronic communications**, and you can do this easily online at our WEB site, [www.clubdonatello.org](http://www.clubdonatello.org). Please click on the **Owners Info** tab, and complete the form today. You can be an important part of saving your CDOA money.

In addition, we are **upgrading the office areas for the Club Donatello Team Members**, in both the Lower Lobby and the 3rd floor areas, as these have not been upgraded in over than 12 years. The HVAC work being done in the Donatello building made the timing of the changes this year much more cost-effective. Our Team Members will be eager for you to see the improvements made in their work areas during the Annual Owners' Meeting on June 5th.

All of this work within the Donatello building has further developed the knowledge, skills and abilities of all of our Team Members. This project has required them to learn many new things about our Club Donatello building systems, components, electronics, and the integration of those systems with their regular daily work assignments. The juggling of Reservations transactions when we have 1 or 2 complete Club Donatello floors out of operation for several weeks was a learning experience.

They have been working every day, on different shifts, 7 days per week, alongside the contractors, and our Hotel Engineering Team, so that we could achieve the successful completion of this project on time. This has been a tough testing time for all of our Team Members with the multiple projects involved, and they have done an outstanding job each step of the way. They deserve our **"THANKS"** and appreciation for a job very well done!

### HAVE A GREAT STAY AT YOUR CLUB DONATELLO!

Your Board of Directors

E-mail to: [president@clubdonatello.org](mailto:president@clubdonatello.org)

### BEFORE...



### AFTER...



### CDOA CALENDAR

June 4 <sup>th</sup>	Special BOD Meeting: AOM Prep
June 5 <sup>th</sup>	Annual Owner's Meeting
July 4 <sup>th</sup>	Fourth of July!
July 24 <sup>th</sup>	Committee Meetings
July 25 <sup>th</sup>	Board of Director's Meeting

## Management Team Update

### Marketing & Business Development:

The **Marketing & Business Development Team** has been hard at work in an effort to promote Club Donatello. We continue to attend the **Union Square Business Improvement District Marketing Meetings**. These meetings & other efforts have given us the opportunity to meet with local businesses and work on continuing to grow our business partnerships through the **Reciprocal and Corporate Rewards Programs**. We have added new Corporate Rewards Partners, as well as several new Reciprocal Partners.

As a Club Donatello Owner, you are entitled to many various **discounts** in San Francisco and the surrounding area through the Reciprocal Partner program. Just show your **Club Donatello Owner's Gold Card** at any of the **VIP discount participants**. The entire list can be viewed at [www.clubdonatello.org](http://www.clubdonatello.org) by clicking on the "VIP Discounts" tab. Here are a couple of the **newest** additions:

**California Academy of Sciences** 415.379.8800

[www.calacademy.org](http://www.calacademy.org)

Please contact Club Concierge for discount tickets. 415-885-8806

**Six Flags Discovery Kingdom:** 707.644.4000

[www.sixflags.com/discoverykingdom](http://www.sixflags.com/discoverykingdom)

Please visit [www.clubdonatello.org](http://www.clubdonatello.org) and follow the link under "VIP Discounts."

We hope to see you at one of the upcoming Weekly Welcome Receptions. Feel free to stop by even if you are not staying on property (please note there is a \$5 fee for non-registered Owners/Guests). Our upcoming guests include: The Beat Museum, on May 18; Red & White Fleet Bay Cruises, May 25; and City by the Bay Tours, June 1.

Please contact us at 1-800-258-2366 or via email at [marketing@clubdonatello.org](mailto:marketing@clubdonatello.org) if you are interested in promoting your business at one of our Weekly Welcome Events and/or becoming a Reciprocal Partner.

*CDOA Marketing Team*

### 2012 ADOPT-A-SHARE PROMOTIONAL PACKAGES

For the **ADOPTION** fee of \$850 (current Owners) or \$950 (Family & Friends of Owners) per year, you gain the use of 7 nights with ALL of the standard flexibility's of "ownership" for individual night use. These nights may also be banked/exchanged for vacation or business purposes.

The CDOA is the official Owner of each of these Adopt-A-Share PIU's, and therefore, the CDOA maintains the Grant Deed ownership and annual tax obligations for payment on them to the City & County of SF.

### Reservations & Club Rooms Operations:

Total occupancy for the 2012 first quarter was at **90%**, with the total revenue slightly surpassing **\$248K**. Owners and Exchangers continue to account for almost **70%** of occupancy.

Since the end of March, we have had one to two entire floors closed at a time. This has hugely impacted the availability. Owners that were not able to make reservations during the renovation began reserving the next available time, resulting in the late spring and early summer months filling up fairly quickly. As of last June, we began communicating to our Owners about the renovations taking place, the effects it would have on availability, and the importance of making reservations in advance. We have been diligently working with our Team Members and Owners to try to accommodate the requests that have been coming in. We appreciate your patience as we go through this transition, and we hope that the brand new heating & air-conditioning system along with the beautifully renovated rooms will exceed your expectations!

Are you maximizing your Club Donatello Ownership? There is more than one way to use your Ownership, and these are just a few:

- Did you know that in addition to using your time here at Club Donatello you can deposit your time with an exchange company, giving you one to two years to use that time at another fabulous resort?
- Are you aware that can donate one or more of your Owner nights to your favorite charity and we will mail you with a elegant gift certificate package to provide to your charity?

Call us today to find out what you can do with your Ownership!

Should you have any questions about Ownership usage, please contact us at 800.258.2366 or by emailing us at [reservations@clubdonatello.org](mailto:reservations@clubdonatello.org).

*Mandy Vergara*

### Administration Department

The **2012 Annual Owner's Meeting** will take place on **Tuesday, June 5<sup>th</sup>**. The **CDOA Annual Owners Meeting Notice Package** was sent out to each Owner as of May 4<sup>th</sup>. Please keep a look-out for your package! Should you choose to do so, please **RSVP now** so that we can plan accordingly. We hope to see you there!

With the many upgrades that your Club Donatello has been experiencing, one more upgrade is on its way! The **digitalization of all Owners' files is currently underway** and is projected to be complete by the end of June. The digitalization saves time, paper, and money. In addition, by the end of 2012, Owners will have access to their file via their online log-in. This will be a great way to ensure that your account information is current. We will keep you informed of all updates as the process continues.

The CDOA has already sold **7 units** in **2012**. Only **3 additional units are available** for sale through the end of the year. For those that are still deciding whether or not owning a timeshare is right for them, the **Adopt-A-Share** program has been having much success. So far, for 2012, **5 units** have been "adopted." For any Resale or Adopt-A-Share inquiries, please contact us at (800) 258-2366 or (415) 885-8815 at anytime.

*Marie Vergara*

## A View from the Top

As summer approaches, San Franciscans instinctively know to take the cold weather clothes out of storage and plan for the many events which are peppered throughout the summer months. This year will see many perennial favorite events returning and many new ones yet to be discovered.

This **May 20<sup>th</sup>** marks the **100<sup>th</sup> anniversary of the Bay to Breakers**, San Francisco's popular foot race. This year's sponsor Zazzle, promises the centennial celebration of this beloved institution will be the best ever. In a normal year, 100,000 spectators and participants is not beyond the realm of reason. So it stands that this year's race will be even bigger.

<http://zazzlebaytobreakers.com/>

Warren Beatty and Colin Powell are not the only ones turning 75 this year; this May marks the **75<sup>th</sup> year of the Golden Gate Bridge**.

Throughout the year are many celebrations and commemorations. However on **May 27<sup>th</sup>** the waterfront from Ft. Point to Pier 39 will host a number of events commemorating the bridge's grand opening.

<http://www.goldengatebridge75.org/>

Ironically, San Francisco was honored recently for having the highest recycling rates for any major city in the country, and now welcomes back the **Union Street Eco-Urban Festival** the weekend of **June 2<sup>nd</sup> and 3<sup>rd</sup>**. Now in its 35<sup>th</sup> year, this nationally recognized gathering features arts and crafts promoting sustainable living, as well as food, and entertainment.

<http://unionstreetfestival.com/>

Tune in, turn on, and *drop by* the **35<sup>th</sup> annual Haight Ashbury Street Fair on June 10<sup>th</sup>**. This unkempt institution is a perennial favorite so prepare for good music, good food, good weather (we hope, it's still San Francisco in the summer), and lots of positive vibes, *man!*

<http://www.haightashburystreetfair.org>

The **Fillmore Street Jazz Festival** once again rekindles San Francisco's history as the great jazz scene of the west coast; once known as the Harlem of the West. In the 1950s, great artists like Billie Holiday and Miles Davis regularly played the many clubs which lined Fillmore St. Gentrification drove many of the clubs away and left Fillmore St a shadow of its once glorious past. **July 7<sup>th</sup> and 8<sup>th</sup>**, the festival will offer many stages with live music. With the new Yoshi's at one end and John Lee Hooker's Boom Boom Room at the other, great music clubs are once again returning to the neighborhood.

<http://www.fillmorejazzfestival.com/>

San Francisco once had a thriving Japanese community, but because of forced internment during WW II and dislocation in the post-war period, the neighborhood saw a decline. Today however, **Japantown** is a popular destination made even more so with the return of the **Nihonmachi Street Fair on August 11<sup>th</sup> and 12<sup>th</sup>**.

<http://www.nihonmachistreetfair.org/>

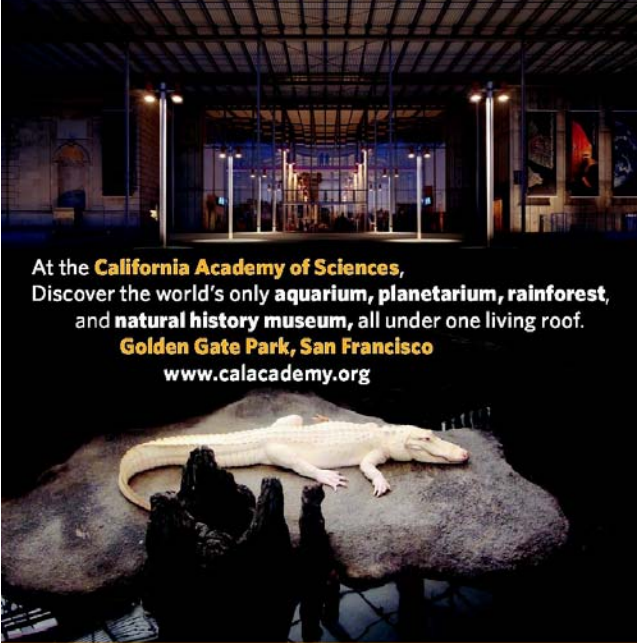
If you have questions about these, or any other topics, and would like to contact us directly, please call 415.885.8806. **The Club Concierge desk is open every day from 7:00AM to 10:30PM and is located on the top floor of the hotel in the Club Level, so let us assist you with whatever you need.**

Peter Nasatir, Chief Concierge


## Our New Reciprocal Partners...

# Get closer

to over 2,000 tropical fish, 20 African Penguins,  
and an **albino alligator named Claude.**



At the **California Academy of Sciences**,  
Discover the world's only **aquarium, planetarium, rainforest,**  
and **natural history museum**, all under one living roof.  
**Golden Gate Park, San Francisco**  
[www.calacademy.org](http://www.calacademy.org)



CALIFORNIA  
ACADEMY OF  
**SCIENCES**

Club Donatello owners can  
receive a discount on tickets  
from the Club Concierge.

Club Donatello Owners can now receive  
discounts at [www.clubdonatello.org](http://www.clubdonatello.org)



Visit [www.clubdonatello.org](http://www.clubdonatello.org) and follow the  
link in the VIP Discounts Tab.



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**SAVE THE DATE!**

**ANNUAL OWNERS  
HOLIDAY PARTY**

*Sunday, December 2, 2012*  
*5:00 PM-Midnight*

*Details to follow...*

We are just a click away...



**Administration, Accounting & Human Resources**  
 Monday-Friday 8:00AM-5:00PM  
 Main: (415) 885-8815 FAX: (415) 441-1816  
[administration@clubdonatello.org](mailto:administration@clubdonatello.org)

**Reservations & Owners/Guests Relations**  
 Monday-Friday 8:00AM-6:00PM  
 Saturday 8:00AM-4:00PM  
 Main: (800) 258-2366 FAX: (415) 885-8886  
[reservations@clubdonatello.org](mailto:reservations@clubdonatello.org)

**Club Rooms Operations**  
**(Housekeeping and Lost & Found Services)**  
 Main: (415) 885-8831 24 hours, 7 days a week  
 FAX: (415) 441-1816

[www.clubdonatello.org](http://www.clubdonatello.org)

**We are counting on your help to.....**

Achieve a goal of 1000 CDOA Owners voting. Provide for increased Owner participation through enhanced use of cost-effective technology, increase remote serving on Board-appointed committees, task force and advisory group teams. This may include some new incentives for Owners to make the Electronic Authorization conversion over as a 1x cost to the CDOA now, but an ongoing savings over future years. **(Our #5 GOAL for 2011-2012)**

To help us work towards our goal and save the CDOA approximately \$10K per year on printing costs, please submit your [Electronic Authorization Form](#) now!

**Quick links**



[Owner Reservations](#)  
[Owners Area-Log-in](#)  
[Activities Page](#)

[Contact Us](#)  
[Ownership Opportunities](#)  
[VIP Discount](#)