

September 19, 2018

RE: Notice of Annual Meeting
BeachPlace Towers Condominium Association, Inc.

Dear Marriott's BeachPlace Towers Owner:

The 2018 Annual Meeting of BeachPlace Towers Condominium Association, Inc., will be held at 2:00 p.m., Eastern time, on November 6, 2018, at Marriott's BeachPlace Towers, Overlook Lounge, 21 South Fort Lauderdale Beach Boulevard, Fort Lauderdale, Florida 33316.

The purpose of the meeting is to review the operations of the Association, conduct any other business which may be presented at the meeting and to consider the following:

- Waiving or Reduction of Fully Funded Reserves
- Election of One (1) Member to the Board of Directors to serve a three-year term

The following Annual Meeting materials are included for your review:

- **Agenda** for the meeting
- **Proposals** to be considered
- **Candidate Profiles** of the candidates for election to the Board of Directors
- **Limited Proxy Submission Methods**
- **Limited Proxy**

If you are unable to attend in person, you may submit your Limited Proxy electronically through the Internet at proxyvoting.com/MVCI by 11:59 p.m., Eastern time, on October 30, 2018. The Internet procedures are designed to authenticate your electronic submission by use of a personal control number found on your Limited Proxy. Or submit your Limited Proxy by marking, signing, and dating your Limited Proxy and returning it in the prepaid envelope to: Proxy Services Corporation, P.O. Box 9001, Brentwood, New York 11717-9804 before October 30, 2018. If you submit your Limited Proxy on the Internet, please do not also mail your Limited Proxy.

If you have questions regarding submitting your Limited Proxy electronically, please contact Morrow Sodali by email at mvci.info@morrrowsodali.com.

In connection with updating your records, a **Certificate of Voting** form is included. **If you previously completed and returned a Certificate of Voting form, you do not need to complete the form again unless you wish to designate a new voting member.** If completing the form, please designate one (1) voting member by writing their name on the enclosed form, sign, date and return with your Limited Proxy in the business return envelope provided. Or, you may complete the form electronically by entering the name of your designated voting member, signing and submitting online. Single, individual Owners do not need to complete a form. Please note, completing the Certificate of Voting is different from appointing a proxy holder. See your Limited Proxy for specific instructions on appointing a proxy holder if you are unable to attend the Annual Meeting.

If you have any questions about the Annual Meeting or the information enclosed, please contact Rajka Osim, General Manager, by telephone at 954-767-1147 or by email at Rajka.Osim@vacationclub.com.

Whether or not you plan to attend the Annual Meeting, I encourage you to submit your Limited Proxy promptly. If the quorum requirement is not met, the Association will incur additional expense to re-notice Owners in order to obtain the votes required to hold the Annual Meeting. Your vote and participation are important to the Association.

Sincerely,

Jeremy P. Poplawski

Secretary

BeachPlace Towers Condominium Association, Inc.

**BeachPlace Towers Condominium Association, Inc.
2018 Annual Meeting**

November 6, 2018 at 2:00 p.m., Eastern Time

Marriott's BeachPlace Towers
Overlook Lounge
21 South Fort Lauderdale Beach Boulevard
Fort Lauderdale, Florida 33316

Agenda

- Call to Order
- Calling of Roll, Certification of Proxies, Establishment of Quorum
- Appointment of Recording Secretary
- Proof of Notice of Annual Meeting
- Approval of Agenda
- Approval of 2017 Annual Meeting Minutes
- Appointment of Inspector of Election
 - Nominations from Floor
 - Tabulation of Votes
- Financial Report
- Voting Results
 - Waiving or Reduction of Fully Funded Reserves
 - Election of One (1) Member to the Board of Directors
- Resort Operations Report
- Board of Directors Report
- New Business
 - Announcement of 2019 Annual Meeting Date
- Adjournment

BeachPlace Towers Condominium Association, Inc.
2018 Annual Meeting

Proposals

1. Reserve Funding Waiver (Item 2A on your Limited Proxy)

The State of Florida requires condominium associations to include in their annual budgets reserves for capital improvements and deferred maintenance. Under Florida law, the amount to be reserved must be computed using a formula based upon the estimated useful life and estimated replacement cost of each item. However, the State permits the annual waiver or reduction of the statutory reserve contribution with an affirmative vote by the majority of those Owners voting by proxy or in person at a duly called meeting of the Association. Without such a majority Owner vote for waiver or reduction of reserve funding the statutory formula will be followed, which may result in a higher total maintenance fee assessment than if a majority Owner vote is obtained.

Your Board of Directors recommends a “YES” vote for waiver or reduction of the required reserve contribution.

2. Election of One (1) Member to the Board of Directors (Item 2B on your Limited Proxy)

One (1) Member will be elected to serve on the Board of Director to serve a three-year term. See the Candidate Profiles for a summary of the candidates.

BeachPlace Towers Condominium Association, Inc.
2018 Annual Meeting

Candidate Profiles

The candidates are listed in alphabetical order.

Name: Robert Ecker
Home: Twinsburg, Ohio
Occupation: Chief Financial Officer
Comments: “My name is Bob Ecker, and I look forward to representing you all of our owners on the Board of Directors. My diverse, broad based background in finance, operations, law, and consulting enables me to partner and work closely with our resort management team to drive continuous improvements in process and people. We have been vacation club owners since 1994 and believe Marriott is the best. I want every owner at BeachPlace Towers to complete their stay feeling even more excited to be a Marriott owner and then tell all of their friends and relatives. Thank you for your consideration and vote.”

Name: Susan Freudigman
Home: Bloomfield Hills, Michigan
Occupation: Human Resource Facilitator and L.P.C.
Comments: “As a member of the BeachPlace Towers Board of Directors for the past 5 years, specifically served on the Finance Committee, last year as Treasurer and currently as Vice President. I hope to continue to serve you by responsibly doing my due diligence regarding keeping our association fees low, while also maintaining our property as a highly desirable destination. I consider myself organized, creative, and I thrive on problem-solving. And, I feel it is important for a board member to always be open to new ideas, use common sense and enjoy a cohesive relationship with the management team.”

Name: Robert Strong
Home: Lauderhill, Florida
Occupation: Retired Senior Foreign Service Specialist (US Diplomatic)
Comments: “As a native of Ft. Lauderdale, I am familiar with the hospitality industry and related issues and problems. As reflected in my Biosketch, my background includes unique training, education, cultural and community experiences that provided a level of skills, knowledge and abilities that will allow me to make a credible contribution to the Association as a Board member. My attendance at Association meetings have enabled me to possess a comfortable level and familiarity with BeachPlace. As an owner, I wish to now contribute as a Board Member to ensure Resort future success.”

Limited Proxy Submission Methods

The accompanying Notice of Annual Meeting describes important issues affecting the Association. To submit your Limited Proxy:

1. By Internet

- a. Log onto proxyvoting.com/MVCI, 24 hours a day, seven days a week by the deadline of 11:59 p.m., Eastern Time, on October 30, 2018.
- b. Enter the control number that appears on your Limited Proxy.
- c. Follow the simple instructions.

2. By Mail

- a. Mark your selections on the enclosed Limited Proxy.
- b. Date and sign your name as exactly as it appears on your Limited Proxy.
- c. If you will not be able to attend the Annual Meeting, please appoint a proxy holder to vote on your behalf. You may appoint the designated proxy holder named on your Limited Proxy, or you may write in the name of another person that you wish to act as your proxy holder. The person you designate must be in attendance at the Annual Meeting for your votes to be counted.
- d. Mail the Limited Proxy in the enclosed postage-paid envelope.

LIMITED PROXY

**BeachPlace Towers Condominium Association, Inc.
Limited Proxy for 2018 Annual Meeting**

Date: _____

Voting Member Signature

(X): _____

Voting Member Signature

(X): _____

Legal Name:

Note: This Limited Proxy must be dated and signed by the owner(s) or the designated voting member for the vote(s) to be counted. Please sign and return your Limited Proxy on or before October 30, 2018. Please note, however, that votes will be counted if cast in person or otherwise properly received on or before November 6, 2018.

1. The above signed, as member(s) of **BeachPlace Towers Condominium Association, Inc.**, do hereby appoint EITHER (indicate choice by filling in the circle at (1) OR (2)):

(1) **Anthony Fera**, President of the Association, or any other officer or director in attendance he so designates in his absence; OR

(2) _____
(Insert name of individual, who MUST be in attendance at the Annual Meeting in order for your vote(s) to be counted.)

as my true and lawful attorney-in-fact and proxy holder, revoking all previous proxies, to vote in my place and stead on my behalf, as though I myself were present, with power of substitution, at the **Annual Meeting of BeachPlace Towers Condominium Association, Inc.**, to be held at 2:00 p.m., Eastern time, on November 6, 2018, at Marriott's BeachPlace Towers, Overlook Lounge, 21 South Fort Lauderdale Beach Boulevard, Fort Lauderdale, Florida 33316, except that my proxy holder's authority is limited as indicated below.

2. **AGENDA ITEM(S)**. (FOR YOUR VOTE TO BE COUNTED ON THE FOLLOWING ISSUES, YOU MUST MARK THE CIRCLE(S) PROVIDED BELOW. IF YOU LEAVE ANY ITEM IN THIS SECTION BLANK, YOUR PROXY HOLDER MAY NOT CAST A VOTE ON SUCH ITEM).

A. Reserve Funding Waiver. See Proposals for details.

WAIVING OF RESERVES, IN WHOLE OR IN PART, OR ALLOWING ALTERNATIVE USES OF EXISTING RESERVES MAY RESULT IN UNIT OWNER LIABILITY FOR PAYMENT OF UNANTICIPATED SPECIAL ASSESSMENTS REGARDING THOSE ITEMS.

Do you want to provide for less reserve funding than is required by §718.112(2)(f), Florida Statutes, for the Association's next fiscal year?

In 2018, your Reserve Maintenance Fee contribution was \$350.00 per unit week. Your Board of Directors recommends a vote "YES" for waiver or reduction of the reserve annual contribution for 2019. A majority "No" Vote will result in the Reserve Maintenance Fee contribution for 2019 being \$636.89 per unit week. This represents the Fully Funded annual contribution level for 2019.

- Yes **(Recommended by your Board of Directors)**
- No

If you voted "Yes", vote for one of the Board proposed options below: (The option with the most votes will be the one implemented by the Association.)

- Between \$320 - \$420 Reserve Maintenance Fee contribution per Unit Week
(Recommended by your Board of Directors)
- Between \$550 - \$600 Reserve Maintenance Fee contribution per Unit Week

B. Election of one (1) Member to the Board of Directors to serve a three-year term. See the Candidate Profiles for a summary of the candidates. Please vote for no more than one (1) candidate. Selection of more than one (1) candidate will invalidate your vote.

- Robert Ecker
- Susan Freudigman
- Robert Strong

3. **GENERAL POWERS (NON-AGENDA ITEM(S))**. You may choose to grant your proxy holder general powers. Please fill in the circle below if you want your proxy holder to vote on other issues which may come up at the meeting and for which a limited proxy is not required.

- I authorize and instruct my proxy holder to use his or her best judgment on all matters which properly come before the meeting and for which a general power may be used.

THIS LIMITED PROXY IS REVOCABLE BY THE OWNER AND IS VALID ONLY FOR THE MEETING FOR WHICH IT IS GIVEN AND ANY LAWFUL ADJOURNMENT THEREOF. IN NO EVENT IS THIS LIMITED PROXY VALID FOR MORE THAN NINETY (90) DAYS FROM THE DATE OF THE ORIGINAL MEETING FOR WHICH IT WAS GIVEN.

Please sign and return your Limited Proxy on or before October 30, 2018. Please note, however, that votes will be counted if cast in person or otherwise properly received on or before November 6, 2018.

Owner ID/Villa/Week:

CERTIFICATE OF VOTING MEMBER – INDIVIDUALS

[This Certificate of Voting Member (Individuals) form should only be used for those Interests owned by multiple individuals. Partnerships, corporations, trusts, limited liability companies and other entity owners shall use the Certificate of Voting Member (Entity) form on page 2.]

The undersigned, being the owners (each, an “Owner” and, collectively, the “Owners”), of ownership interest(s) (each, an “Interest”), in the program or property known as **Marriott’s BeachPlace Towers** which is managed and administered by **BeachPlace Towers Condominium Association, Inc.** (the “Association”), hereby designate the below-listed individual as the “Voting Member” to cast the vote, on Owners’ behalf, for each such Interest, in all matters pertaining to the Association, until this Certificate of Voting Member is revoked or suspended by written instrument executed by the Owners.

Each Owner hereby acknowledges and agrees that the execution and delivery of this Certificate of Voting Member shall automatically revoke, and shall entirely replace and supersede, any voting certificate(s) executed by the Owners relating to the Association prior to the dates set forth below.

In designating a Voting Member, all Owners must sign below.

VOTING MEMBER

_____ (type or print one (1) name; Voting Member must be on Deed)

OWNERS:

Signature: _____
Printed Name: _____
Date: _____

Signature: _____
Printed Name: _____
Date: _____

Signature: _____
Printed Name: _____
Date: _____

Signature: _____
Printed Name: _____
Date: _____

Signature: _____
Printed Name: _____
Date: _____

Owner ID/Villa/Week:

CERTIFICATE OF VOTING MEMBER - ENTITY

[This Certificate of Voting Member (Entity) form should only be used for Interests owned by entities (e.g. partnerships, corporations, trusts, limited liability companies). For Interests owned by multiple individuals, please use the Certificate of Voting Member (Individuals) form on page 1.]

The undersigned, being the owner (the "Owner"), of ownership interest(s) in the program or property known as **Marriott's BeachPlace Towers** which is managed and administered by **BeachPlace Towers Condominium Association, Inc.** (the "Association"), hereby designates the below-listed individual as the "Voting Member" to cast the vote, on Owner's behalf, until this Certificate of Voting Member is revoked or suspended by written instrument executed by Owner.

Owner hereby acknowledges and agrees that the execution and delivery of this Certificate of Voting Member shall automatically revoke, and shall entirely replace and supersede, any voting certificate(s) executed by Owner for the Association prior to the date set forth below.

By the execution of this Certificate of Voting Member in the space provided below, the individual signing this Certificate of Voting Member, on behalf of Owner, represents that he/she is authorized to sign this Certificate of Voting Member on behalf of the Owner.

VOTING MEMBER

(type or print one (1) name)

ENTITY OWNER LEGAL NAME:

Signed By: _____

Printed Name: _____

As its (choose one):

President Vice President General Partner Other _____

Date: _____

ATTEST:

(Attest not required if entity is a Trust)

Signed By: _____

Printed Name: _____

As its (choose one):

Secretary Assistant Secretary