

From: "Farkas, Andrew L." <[REDACTED]>
To: "jeevacation@gmail.com" <jeevacation@gmail.com>
Subject: Fw: YHG/WICO
Date: Tue, 27 Jul 2010 22:22:58 +0000

I am sending this to you in response to our discussion regarding our requests of WICO and the gov't of the usvi. It is NOT to be passed on to anyone directly as there are some somewhat incendiary statements and some items that indict individuals who have not simply failed to assist, but have actually done harm. Finally, the memo suggests that we invoke the doctrine of self-help - not things we would want others to see or know unless we are pushed to the brink. Please advise on next steps.

From: Mukamal, Thomas
To: Farkas, Andrew L.
Cc: Garrison, Frank; Toth, Eric
Sent: Tue Jul 27 17:19:16 2010
Subject: YHG/WICO

Andrew –

We approached this as we would not ask WICO for anything that YHG wouldn't agree to do for WICO/Havensight. With that in mind:

AREA BY SUGARMILL:

- YHG takes control over the area outside the east gate by the Sugarmill including:
 - Moving 5 kiosks from west end of YHG outside the gate and fill with some local vendors or artists, a rep from USVI tourism and people from YHG.
 - Look at painting the Kiosks either with new colors or retailer advertisements to draw people from the WICO gate
 - We can give a kiosk to the Havensight merchants assn if need be.
- Put up key retailer signage either on the Sugarmill and/or the adjacent wall
 - We may already be able to do this (I am not sure and have a call set up with Jamie) but shoppers don't much care about the brand YHG – they need to know the difference between Havensight and YHG which is Gucci, Louis, Coach, Bulgari etc. Currently, there is a sign that says "SHOPPING" with an arrow to YHG. This is a waste of money and is

not adequate and doesn't sell what we have to offer. In my view we have a different product than Havensight – especially since many if not all the jewelers are or will be gone soon.

“Donkey Cart”

There is currently a large trolley cart that is run by Havensight that takes about 15-20 people off the cruise ship directly into the Havensight mall. We would like to re-brand this cart into a “Havensight shopping zone” cart that loops from the cruise ship into Havensight then to into YHG and back. We do not know the cost of refurbishing the cart or buying a second one or new one but perhaps could look at that.

Signage on Havensight Directional Maps

We have already asked WICO to put YHG on the directional maps in Havensight. It currently just has an arrow thru YHG which says “To Town”. It does not need to say YHG, rather having the names of our key retailers to show the diversity of offering to shoppers should do the trick. Again, we could do that for Havensight on our maps.

Existing Proposal

Charles submitted a proposal to Ed Thomas that had some simple directional signage at the exit gate from the WICO dock which said “To Town” “To Shops” etc. which would try to at least show people which way to walk. I think this proposal is weak at best and won't make a difference. I rank it last in priority but would take it if only to show our tenants we are trying. Ed has not approved it but has the proposal in his possession for some months now. In connection with this proposal we have asked for some representation on the Havensight maps to show that YHG exists but not to show our retailers.

If we cannot get traction with WICO on helping YHG on the revenue side – it's my current intention to make a proposal to Frank before 2011 to reduce our overall fixed costs – putting everything on the table including rent to WICO, DPNR, re-visiting insurance, and likely taking over the Sugarmill space without consent (assuming the default under our agreement can be cured etc.). Ed Thomas either doesn't understand or doesn't care that if the key retailers leave STT – it will be years before they come back – if ever which is bad all around. Further that we are the best tenant they could have and that if we fail odds are they will not be nearly as lucky with the next guy. I am light on history here but have some strong views on the subject – shared with our tenants who are not

be adequately represented and are suffering. Please let me know if you need any more detail surrounding the above.

TM