

WEA Board Meeting (Non Public) Notes: February 17, 2024

Attendees:

In Person - Jim Cahill, President, Jim Reynolds, Treasurer, Sean Slattery, Dave Ketcham (arrived late)

Via Zoom – Nancy Seward, Vice President, Billy Mitchell, Sue Spinney

Not Present – Linda Ivers, Secretary

Meeting Opening

Jim Cahill made a motion to go into Executive Session. Sean Slattery seconded the motion. All were in favor.

After exiting Executive Session, the Board discussed the following:

Delegating Responsibilities to Board Members For Upcoming Projects and Events.

- Dave Ketcham has a list of things he would like to be involved with. He will continue with the Trail Committee.
- Sean Slattery volunteered to be on the Election Committee
- We decided on May 4 as the Clean Up Day with a rain date of May 18. Sue mentioned that last year's cleanup day was not well attended and it would be nice to have more community involvement. Sean recommended having sign up sheets with duties. Sean, Jim R and Dave take on leadership responsibilities that day.
- Nancy mentioned that we should have Clean Up Day for the Lodge before it opens next season. We will schedule a fall clean up date as we get closer the next year's opening.
- Building Committee – Jim C is comfortable playing his current role with the Building Committee.
- Mailbox Committee – Dave Rose and Mary O'Brien are on this committee and will continue.
- Newsletter – Billy Mitchell volunteered to work on the newsletter. The CANVA (sp?) platform will be sent to Billy.
- CIF Marketing Effort – We need to get the message that we need to raise the CIF out to the community. The issue will be put to a vote in March. It was suggested that we put up flyers at the Lodge, Community Center or any other high traffic areas of the Estates. Jim C suggested that those Board members who are full time residents could assist in putting those posters/flyers up. Jim R will reach out to Allison from WEVD about using the platform we used for the Board elections a few months ago. The ongoing question about a quorum requirement has been sent to our attorney to makes sure that we are interpreting the rules correctly.

Campton Mountain – Finding Other Revenue Streams

The goal is to increase utilization of the Ski Lodge and finding more revenue streams through events there. The Board discussed the following possibilities:

- A speakeasy (renting the space to 1 group for a social event)
- A food truck event in the parking lot.
- A beer fest event in the parking lot.
- A craft fair/local artisan day

- Mountain biking - This was not considered to be a top option because the chair lift requires cool air to run.
- Concerts – This was not considered a top option since we already have the infrastructure to have concerts on the lawn at the Community Center and it would cost money to recreate what we already have. Dave also mentioned that the Town of Thornton has a Sunday free concert series and it is generally not well attended.
- Disc Golf – This would not be a revenue stream. Rather it would be more of a nice thing for the Community.

Other ideas to increase revenue were repurposing the horseshoe area by setting up a Tiki Bar and game area. The space now is generally wasted and having another useful gathering place is always welcome.

Have a 50/50 raffle for different fundraisers throughout the year. This would require actively approaching people at the lodge, pool, etc. in an effort to sell tickets.

We determined that having perhaps three after winter events at the Lodge would be a good start.

Marketing Efforts by EVP

Nancy reported that the EVP marketing team has done a really good job of redesigning the website and cleaning up our social media. They have revamped the Campton Mountain page. They feel that the Campton Mountain page should be front facing. The homeowner site should have a link to the Campton Mountain page. It was also discussed that it there should be more than just a generic Campton Mountain description. Something like The Lodge at Campton Mountain (or something similar) would be more descriptive.

Guest Passes

Jim C reported that a question arose about the possibility of front desk staff keeping owners' guest passes on file. There have been instances where renters lose or accidentally take the passes home with them.

We determined that it would not be a good idea to do this. It would be difficult for staff to verify if someone is truly a renter and we anticipate that people could fraudulently present themselves as renters knowing that they could have access to the facilities at any time without staff's ability to confirm. We felt that the onus for retrieving passes in the event they are lost or not returned should fall to the homeowner.

Warrant Article

Billy mentioned that there is a warrant article with \$150,000 for snow plowing. The reference to that in the most recent article disappeared. We will look into it.

Damage to the Sauna

The Board was made aware that someone urinated on the rocks in the men's sauna in the locker room. Ron is trying to figure out how to get the smell out.

Meeting Adjourn

Jim C made a motion to adjourn. Seconded by Sean. All were in favor.

Respectfully submitted.

Jim Reynolds