

Cordillera Vail Club Committee Minutes

January 15, 2009

The meeting was called to order, with a quorum, at 3:40 PM on January 15, 2009. In attendance were: David Mitchell and Patti Brave, co-chairs. Also in attendance was Rick Smith, CPOA Liaison, Lois Bruce, Jim Ferraco, David Staat and Bart Sigler, CMD Business Enterprise Manager.

The minutes from the December 2008 meeting were unanimously approved as written.

Bart said that the tentative date to meet with Remonov to discuss the lease extension is January 27, 2009. Bart is still waiting to see if Roger Magid can meet on that date. Mr. Remonov agreed to waive the 3% increase in lease payment for 2009. Should still be only 3% increase from this point for 2010. However, this must be confirmed.

The new initiation fee for non-property owners that was approved by the special committee from the CPOA is \$22,500. Bart stated that he has a check for a new membership arriving by this weekend and will go into the 2009 budget. The membership bought by Bob Salecio Sollacio goes into the 2008 budget..

Sales and Marketing

- The newspaper ad for the Cordillera Vail Club ran in the Vail Daily but the copied large postcard was almost unreadable. Therefore, we will be able to have the same ad run during Presidents' Weekend in February – for free. We have paid out \$2000 in 2008 for advertising and about \$1600 during the first 1 ½ weeks of January 2009.
- Bart said he is working with the Four Seasons to help them see the benefits of membership in our club. They are definitely interested but we probably won't see any memberships until later 2010 or even into 2011. Potential members are being offered a "test drive" experience at the club for several days.
- Bart stated that there are about 30 interested people. Most have a casual interest; a couple may be more than just casual. All came from the ad in the paper. Bart is contacting every interested party every week, unless they tell him to stop calling.
- David Staat thought that having small marketing cards in a basket in the club would be a good idea. Then club members could be encouraged to hand out the card to people they meet around town or on the ski slope. David also thought that members of this committee should carry some in their pockets to pass on to people who express some curiosity about the CVC.

Holiday Review

Bart said "Kudos to the Staff" !!! He received lots of compliments from all users of the club on the staff and the upgrade on breakfast and après ski food and beverage.

Other Business

The shuttle from the Lodge and Spa is being used pretty well, certainly better than last year. A reminder that reservations are needed.

- Bart said that he has been invited to the Parking Committee meeting for the Town of Vail that will be on January 22, 2009. They have informed Bart that they are sympathetic to our plight but they will not make any changes for this ski season. However, they will give serious consideration to changes that would allow CVC members to purchase value cards for the 09-10 ski season.
- David Staat asked Bart is his is tracking membership satisfaction. Bart stated that he is and that there has been only 1 complaint and it has been solved quickly and to high satisfaction.

With no more business, the next meeting was scheduled for February 5, 2009 at the Club at 3:30 PM.

Meeting adjourned at 4:30 PM.

Respectfully submitted,
Lois Bruce