

Cordillera Vail Club Minutes

October 02, 2008

The meeting was called to order, with a quorum, at 3:10pm. In attendance were Chairpersons, Patti Brave and Dave Mitchell. Also attending were Rick Smith, Lois Bruce, David Staat, and Bart Sigler, Business Enterprise Manager. Absent was Jim Ferraco.

Bart opened up the meeting with a discussion on the proposed 2009 budget. He pointed out that we need to bring in \$90,000 worth of memberships. This includes 5 transfers @ \$10,000 gain a piece plus 2 new @ \$20,000. The \$399,000 dues total is based on having 190 members. We have 185 members currently. The cap on memberships is at 200 currently. So we really have 15 new memberships we could sell. There are 11 members on the waiting list to sell. Memberships will be sold 1 new: 1 waiting list.

This year there are 30 guest lockers that can be reserved by members AND used for \$50/day by CPOA members who are not Vail Club members. CPOA members may rent for only 7 days maximum.

Bart reported that the 2009 proposed budget includes a 5% increase in annual dues from \$2000 to \$2100.

There was a discussion on whether we would continue to charge members' credit cards for dues since it cost us 3% extra to process the charge – per member. Thus, the advisory committee unanimously recommended that we should “cover our costs” and stated that:

If payment was by credit card, then the dues would be \$63 more – or \$2163.

If payment was by check, the member would save the \$75 up charge and only pay \$2100.

This would be written as; CMD will offer a \$63 discount to all members paying by check.

Another discussion was on services that the Vail Club provided. Last year ski tuning was provided for a reduced fee over the regular ski shop cost. However, it was also charged to our credit cards. This again costs us an extra 3% which we absorbed last year. This committee, except for 1 member, recommended that, again, we “cover all costs” and thus add the 3% that the credit card company charges us to the ski tuning cost. Dave Mitchell strongly recorded his dissent. He felt that the ski tuning service should be a “base service” and the Vail Club should NOT add the credit card service charge to the ski tuning charge.

Regarding staff for this winter, Bart let us know that Scott would not be returning. He signed a contract with a band in LA and will be pursuing his musical career. However, Alphonso and Art will be returning. Bart said he is also trying to get Joe Helminski back. Bart was asked how his non-winter salary is split between CPOA and Vail Club. He replied that the CMD paid 55% and the Vail Club paid 45% annually. A seasonal breakout has Vail Club paying 100% of salary while on site in Vail and only 10% in summer while Bart is on CMD property.

The discussion then went on to future years. Bart reported that we need to increase our revenues about \$70,000 per year. Thus we need to sell any combination of new or resigned memberships to get us there. There was lively discussion of all sorts of procedures and priorities. Bart stated that he would rather go to our community and the Vail Valley community first and then to condo/hotel groups (like Paramonte or Solaris). Patti Brave believes that there are several new homeowners who really don't know anything about the Vail Club. She said that we should first make personal calls to each of these new homeowners to market the Vail Club. Dave Mitchell wants a letter sent out to all CPOA members before going outside of Cordillera.

Dave Mitchell moved that we contact all new homeowners by phone, first. This shall be followed by a letter – by email – to all Cordillera Vail Club current members offering a “finder's fee” of \$500

off their 2009 dues if they come up with a new member from the Cordillera community. Finally, if neither of the above delivers enough new members, then an email/flash shall go to the whole CPOA community and the Vail Valley community. This motion was seconded by Patti Brave and passed unanimously.

There was then discussion on logo apparel. The objective is to promote Cordillera and the Cordillera Vail Club on Vail Mountain and around town. Bart stated that Tiffany Sloan had left the Club which now has no "buyer". Bart is still trying to get Vail Club ski jackets, just one color choice. The thoughts – in order – are to secure a full-on winter ski jacket, or a heavy shell, or a light shell, or a second layer shirt, or finally, a first layer shirt. Bart will try to negotiate with Base Mountain Sports for logo apparel. Rick Smith suggested Cordillera stickers to put on our helmets, perhaps like the oval ones put on our skis.

There was no more old or new business. The meeting was adjourned at 4:30pm.

The next meeting is scheduled for Wednesday, November 12, 2009 at 3:00pm at the Administration Building.