

5-7-18 DHSki Resort Task Force Minutes

Task Force Members / Attendees

Frank Aldridge	Jim Beckmeyer
Robert McClendon	John McGregor
Nan Meek	Steve Miller
Courtney Murrell	Kevin O'Neil
George Rohrback	Forrest Huisman
Michael Salmon	Miguel Sloan
Michael Sullivan	Rob McCray
Robb Etnyre	Jeff Connors

Our objective from the first mtg. - for reference & minutes:

Produce a plan for investment that the Board and the town of Truckee will approve that will bring the Downhill Ski Area compliance with the TD vision, without increasing Member assessment. We reminded ourselves this meant bringing the ski area to a service level that provides an attractive and well-maintained facility, leading customer service, and optimized owner satisfaction.

Agenda bolded:

1. Lodge Replacement Sizing – agree on methodology - All

Optimize lodge size with economic return for members, without impacting annual dues.

The Task Force has confirmed its recommendation for replacing the current lodge. The \$10K question is with what size of lodge do we replace with? There isn't an immediate answer as to how to determine sizing needs.....two of our Task Force members provided thoughts on approach.

First up was Rob McCray. His slides are attached to these minutes. Rob took a methodological approach, including key decision-making elements for analysis, and bottom line variables to be considered as we are narrowing down our focus on lodge decisions.

Michael Sullivan then walked through an enhanced summary slide (from last month's meeting) providing lodge sizing options. Michael's model is attached as well.

During our conversation we agreed we do not need to come up with a specific lodge size at this time. We are a year or two away from that point. We did settle on a range of sizes that would accommodate 550 people on the low end, and 1300 on the high end. Using Michael's options chart, that would approximate lodge square footage from 18k to 23.5k. Leveraging our planning spend per square foot number of \$600, this equates to lodge spend of ~\$11M to \$14M.

2. Update from ECOsign; plans for analyzing final report – Forrest

To no ones surprise we didn't have time to discuss ECOsign's final report. Jim will call a mid-month conference call for Task Force members to share their observations. In the afternoons GPC meeting, it appears Courtney is the only Task Force member to have gotten through the

110 page report (to date). Courtney shared the content is consistent with the results of our iterative process used with ECOsign since their preliminary report publication.

3. DSR Biz Plan – Miguel

No news on this item.

Decisions That Require Further Analysis

1. **Parking and Transportation options** - will be covered within the business plan and ECOsign's report. Where appropriate, will be included in our final recommendation.
2. **Consider slope improvements** - some considerations may be more long term outside of current scope. ECOsign's final report will be used. Staff will estimate costs.
3. **Timing Options** - will be covered within the business plan.
4. **Snowmaking for Eagle Rock** - currently being investigated. Will be included in our final recommendation.

Decisions made:

1. Create Master Plan and Feasibility Study for options
2. Maintain identity as the “Best place to begin”
3. Expanding intermediate terrain is not economical
4. Improve member experience without compromising revenues (lots of discussion around this, possibly more to come)
5. Upgrade the Downhill Ski Resort to meet TDA’s vision
6. New Lodge to meet current utilization
7. Seek Member feedback
8. Snowbird chair replacement, timing and alignment
9. Funding Options
10. Off-season activities - GPC has launched a new TF to work across all TD amenities.
11. List long term items that may impact the lodge option decision - Competing capital improvement items for funds. The business plan will include potential impacts.
12. Our objective is to build the new lodge in 4-5 years.
13. Given the legal opinion on amenity ADA requirements, the 2017 Engineering and Architectural studies, and TD’s CASp ADA report, the Task Force concluded a replacement lodge must be built.
14. Lodge replacement size
- 15.

Next Meeting: May 7th, 1:30 pm NWCH Mezzanine CR and Conference Line for those not able to be there in person.