

2-5-18 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	

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:

A key deliverable for this meeting is for us to confirm ECOsign feedback for their final report (to include re-grading of Mile Run, additional parking, tea house & terrace on top)

1. Lodge Schematic Modeling - Forrest

We reviewed floor plan and elevation schematics on screen. While these will not be provided to ECOsign avoiding biasing their final report outcome, the schematics have provided validation of our square footage and adjacency plans. As part of our final report feedback, we agreed to ask ECOsign for their input on a smaller scale solution - ie one third the size of our preferred state.

2. Final Review of Member Feedback - Forrest

Forrest provided a member feedback summary document (draft information paper) which will be communicated to ECOsign. Components include:

1. Identity; The DHSki Resort will maintain identity as the “Best place to begin”
2. Terrain; Expanding intermediate terrain is not the current priority or economical.
3. Lodge Facilities; A new ski lodge to replace existing location within 5 years in 1 phase.
4. Chairlift Replacement; Snowbird Chairlift replacement and re-alignment
5. Snowmaking; Upgrade/add utilities to provide snowmaking options at Eagle Rock.
6. Parking; Existing parking capacity is currently balanced with lift capacities.
7. Off-Season Activities; Baseline analysis is underway to identify beneficial activities.
8. Climate; Opportunities to diversify operations to provide additional member value.
9. Eagle Rock elevation and alignment to remain as-is.

10. Snowbird Chair is currently at end of its useful life, with replacement anticipated in 2018.

Saturdays Discussion Group commentary will be incorporated, as well as the "best in class" document prepared by Kevin O'Neil.

3. Discussion Group Member Feedback - Jim & Michael

Both meetings were held Saturday the 3rd. The sessions (Ski Bowl Condo. & TD Sr. Ski) were very interactive, educational, with everyone engaged. Members agreed to return to their organizations, share the information with their members (~360), and continually provide feedback going forward. Some of the take aways included:

- > A recommendation to reach out to the Lodge Association to form a Discussion Group.
- > liked the 3 out 4 mountain concepts that the Task Force has agreed to.
- > Parking must be addressed.
- > All agreed to our Lodge decision - and the Sr Ski folks stated we have to "do it right the first time"
- > Help egress form the lodge to parking.
- > Analyze lift ticket pricing.

4. Expansion Strategy of Snowmaking to Eagle Rock - Michael (thank you)

Michael, Kevin, Forrest, Steve, and Miguel will drive this sub group. Sandy McPherson of PFM will be contacted. We expect similar Task Forces to be identified at today's GPC mtg for Cross Country and Snow Play. Linkage and leverage across these three teams will be provided by Steve.

5. ECOsign Final Report Next Steps - Forrest

The package for ECOsign will be wrapped up this week. This will result in a final report in the end of March time frame.

6. DSR Public / Private Topic - Rob M, Michael (pro : con; financial.....)

We agreed to a two pronged approach here. The financial piece is being worked by Herb. A pro : con session is set for Thursday February 8th for Michael, Rob M., John M., Butch, Miguel, Steve, & Rob E.. If other Task Force members have thoughts, please send them in via email.

7. Snowbird Chair Replacement Update - Forrest

The used replacement motor is now in the motor room. The best-case scenario is that the chair will be open this weekend. The old broken motor is in Modesto to be rebuilt. Forrest has prepared the Decision Paper for the board review with a recommendation of approval for replacement of the Snowbird Chair lift and re-alignment in summer of 2018. Option 1 is to proceed with a new chair for \$2.2 million, which includes other learning center improvements. Option 2 is to obtain further member input and delay chair replacement until summer of 2019.

8. Prepare for Discussion @ Next Mtg - Risk associated with the current lodge - Jim

We do not currently have any notices of violations. If we were not taking steps towards addressing the lodge, there would be a recommendation to start improvements immediately. All meeting attendees agreed we are good to go.

9. Should we generate a DSR Biz Plan? - Butch

Didn't get to this agenda item. Will be on mid month agenda.

10. Action Decision To Be Made List - All

Didn't get to this agenda item. Will be on mid month agenda.

Decisions That Require Further Analysis

1. Parking and Transportation options
2. Consider slope improvements - some considerations may be more long term outside of current scope
3. Lodge replacement options - focus on resort base location not top of the hill
4. Off-season activities
5. Timing Options
6. List long term items that may impact the lodge option decision
7. Our objective is to build the new lodge in 4-5 years
8. Snowmaking for Eagle Rock

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

Next Meeting: February ??th, ?? am / pm NWCH Meadow CR and Conference Line for those not able to be there in person.