

# GM UPDATE: LODGE AT DOWNHILL SKI

JUNE 25, 2021



# LODGE AT DOWNHILL SKI UPDATE

Design: Approved to move forward with 30% design

- Coordinating with key subconsultants
- Preliminary planning review package submitted
- Weekly check-in meetings on progress

Business Plan

- Draft Business Plan submitted 6/16
- Under Task Force and staff review



# COMMON QUESTIONS + FEEDBACK

- Kitchen size from BSA programming at 4,000 square feet
- Basis of exterior design, mixed feedback
- Funding Plan

**We look forward to more information feedback and questions at the upcoming open houses and Monthly Member Meetup in July.**

# TAHOE DONNER DOWNHILL SKI LODGE COMMUNITY OUTREACH PLAN

DRAFT JUNE 18, 2021



TAHOE DONNER<sup>SM</sup>

# GOALS

Educate Membership  
on project status

Get feedback to drive  
concept and potential  
usage

Further develop Web  
Portal: a go-to location  
w/ details, FAQ,  
feedback form and  
document archive



# COMMUNICATION CHANNELS USED



# OPEN HOUSES

## GOAL:

Provide in-person opportunity to educate, tour the facility, get ideas and informally connect with members about the project

## INVITATION:

- In person event: 2 sessions with an open invite to all members
- 1 zoom option to accommodate off-hill residents

## FORMAT:

- **ONSITE:** Open invite to all membership to tour, discuss schematics and have informal conversations with the design team and staff. Light F+B offered
- **ZOOM:** offer an additional informal opportunity for the membership to connect with the design team regarding the project, design and other questions
- **DATES:**
  - Session 1: Thursday, July 22 | 4-6PM
  - Session 2: Saturday, July 24 | 4-6PM
  - Session 3: Monday, August 2 (Zoom) | 5-6PM

# DOWNHILL SKI LODGE MONTHLY MEMBER MEET-UP

## **GOAL:**

Provide a consistent, convenient and frequent opportunity to ask questions for project staff and task force chair

## **INVITATION:**

- Open to all members, communicated through various TD communication channels

## **FORMAT:**

- **ZOOM:** offer an additional informal opportunity for the membership to connect with the design team regarding the project, design and other questions
- **WHO:** Panelist to include Directors of Capital Projects, Director of Finance and Member Task Force Chair
- **DATES:** Second Tuesday of each month through at least 2021. Starting July 13 at 12PM



# ONLINE INFORMATION PORTAL

## **GOAL:**

Create an evergreen 1-stop information hub where members can get information, provide feedback, watch previous meetings and look at documents and presentations for the project

## **PAGES INCLUDE**

- Project Overview
- FAQ
- Feedback Form
- Timeline of Project
- Key Documents

## **PLAN TO KEEP CONTENT FRESH**

- Review FAQ twice monthly and update as needed
- FAQs to be developed based on questions received by members through the feedback form, emails, etc
- Post presentation videos and key documents once presented to the board

# TD NEWS STORIES + UPDATES IN BRIEFS

## OVERVIEW:

90% of homeowners learn about Tahoe Donner from TD News (according to 2019 member survey)

Leverage that exposure to energize the membership about this project and teach them how to give feedback and where to get more information.

TD News has long lead-time and print window making it a challenging medium to put timely project updates. Email marketing is best for timely info but it's still a key part of our story telling.

## WHAT:

- Monthly update in “briefs” at minimum
- Quarterly story

Link all stories in documents section of the web portal

# EMAIL COMMUNICATION + NEXTDOOR + SIGNAGE

## OVERVIEW:

Dedicated emails to homeowner list and inclusion in Tuesday weekly emails

## EMAIL MARKETING

- Dedicated: 3 days prior to any work session and major presentation
- Dedicated: 7-10 days after any work session or major presentation with summary of meeting, key documents and video link, link to give feedback
- Include in Tuesday emails: Promotion for online portal (feedback tool), events

## NEXTDOOR + FACEBOOK

- Create events for Open Houses and Monthly Member Meet-ups

## SIGNAGE

- Digital signage promoting:
  - Info portal/how to give feedback
  - Promote Open Houses + Monthly Member Meet-up
- Poster board at Downhill Ski once open in December

**THANK YOU**