

The Village at Copper Board of Director's Meeting
Village Company Conference room
June 24, 2011 9:00 am – 11:00am

I. CALL TO ORDER

The Village at Copper Board of Directors meeting was called to order by Jesse True at 9:03 am on June 24, 2011.

Members Present:

Jesse True
Mark Kennedy
Grace Covington (by phone)
Kelly Keefer
Jean Mikulas
Don McCoy
Susan Byers

Staff Present:

Peter Siegel
Liz Ryan

II. NEXT MEETING DATE

The next Village at Copper Board of Director's Meeting will take place on July 29, 2011 from 1 pm to 3 pm in the Village at Copper conference room.

III. APPROVAL OF MINUTES

Jesse True made a motion to approve the minutes from the March 25, 2011 meeting and Kelly Keefer seconded the motion. All present were in favor.

IV. FINANCIAL REVIEW and APPROVAL

This P & L: RETA is down so far for the year, but some sales are anticipated in the next month. In addition, the expectations for this year's first Yoga festival may have been a bit aggressive, but there is still time to make up any deficit before year end.

Jean Mikulas made a motion to approve the financial report and Jesse True seconded the motion. All present were in favor.

V. UPDATES AND REPORTS

Trash Program: This is going better than anticipated and we may actually end up even instead of a loss for the first year of the program. Right now, about half of the Copper buildings are participating in the program.

Ten Mile Circle Improvements:

Peter Siegel and Susan Byers have been working to develop the designated parking areas for deliveries. This is a pedestrian Village, and we can no longer tolerate parking all over the Village walkways. Delivery vehicles will now have to display a parking permit, and be parked only in the designated areas.

Critical path: Dave Moss and Peter Siegel are acting as the project manager to save costs. Work was halted prior to 3Ring weekend and will pick up again today. It will be halted again prior to the Courage Classic and will resume again after the event is complete.

The Board discussed additional lighting and a new paver walkway from Mountain Plaza toward Village Square (to distinguish that it is a pedestrian area, not a driveway).

Jesse True made a motion to split the two projects, deferring the paver project to a later date and Don McCoy seconded the motion. All present were in favor.

Jesse True made a motion seek partnership from Mountain Plaza and Copper Junction for \$5000 a piece to pay for lighting in perpetuity to cover additional Mountain Plaza lighting. The project will cost \$20,000 total and this contribution would cover half of the construction costs. If the contributions are not made, the Village should spend the \$7500 to at least get sleeves in the ground so that if the additional lighting is added in the future, the wires can be easily in the sleeves. (The Board will communicate about this via e-mail.) Kelly Keefer seconded the motion which carries unanimously.

Current Capital position: Peter presented a snapshot of the financials. At year end, the Village will transfer extra operating into the reserves, and freeze capital spending until the reserves are back up to a million.

Zip Line:

The County has come back with a referral re: two major issues – the rec path and the PUD. Where the landing of the zip line will be falls on the PUD's wetlands and open space. There will be a meeting at the county on Tuesday with Peter, county (Rob Pyzel and Open Space and Trails) regarding what is allowable use in that area that is designated as non commercial active recreation.

Economic Restructure:

The Board discussed the plans regarding the economic restructure and future action

Erin's Summer Marketing Update

Katherine Bush (from Copper Marketing in the winter) has been hired for this season and is doing an excellent job. She's got a much broader reach with knowledge of PR, social media and graphic design.

On Merchant side, rather than do an all merchant meeting, Erin has been meeting with all of the merchants individually. Each one has different issues to discuss that may not be appropriate in a group setting. We will still hold an all merchant meeting in the fall.

This summer, sponsorship has been great. We have an outside company selling sponsorship for both Copper and VAC. Good collaboration. More swag, more support, really positive.

On the Events side, the approach is still to add onto existing events. Example: 3Ring and Copper Half Marathon are both the same weekend – combining them saved money and made for a better event overall. WE added a concert for the MS Hike; the Nurse conference now has an art fair; Guitar Town is adding a cigar and beer festival. It will be small this year, but hope to expand it in the future. In addition, Copper Country will now host the state final for the Texaco Country Showdown. There will be a bunch of marketing associated with this event that will promote Copper Country and the resort.

The Yoga Festival will be a cool event, but not as big this year as originally anticipated. A first year event is tough, anyway. But we had an opportunity to try some new marketing strategies and test out some new ideas.

VI. FUTURE TOPICS

VII. ADJORNMENT

Jesse True adjourned the meeting at 11:25 a.m.