

The Village at Copper Board of Director's Meeting
Village Company Conference room
June 26, 2009 1:00 pm – 3:00pm

I. CALL TO ORDER

The Village at Copper Board of Directors meeting was called to order by Marcio Avillez at 1:07 pm on June 26, 2009.

Members Present

Marcio Avillez
Rob Schwartz
Mark Kennedy
Melissa Moore
Susan Byers
Don Mc Coy

Members Not Present

Kelly Keefer

Guests Present

Peter Siegel
Liz Ryan

II. NEXT MEETING DATE

The next Village at Copper Board of Directors meeting will be held on July 31, 2009 from 1:00 pm to 3:00 pm in the Village Company conference room.

III. APPROVAL OF MINUTES

Rob Swartz made a motion to approve the minutes from the March 27, 2009 meeting and Susan Byers seconded the motion. All present were in favor.

III. FINANCIALS

In summary, the financials look good. There were a couple of items to highlight:

P&L: After a discussion with Peter Woods from Playground, the RETA was dropped by \$110,000 for 2009. Also, the Sale's Assessments were radically reduced, as shown on the first page of the financials: actual vs. original budget.

VRBO: There was a discussion about possibly looking further into collecting from VRBO rentals before further cutting the budget.

Action Item: A company called HOTSPOT works with owners of VRBO units. They understand the laws and may know how to back in and track people who are in the VRBO system. All VRBO rentals need to be reported for tax purposes. Liz to call owner of HOTSPOT to discuss.

Action Item: The VRBO Sales Assessment should be put in all communications with homeowners over at least the next six months. Kim Caldwell to enter in all Homeowner communications.

Legal fees: There was mention that legal fees are almost at budgeted amount for the year.

Rob Swartz made a motion to approve the financials and Melissa Moore seconded the motion. All present were in favor.

IV. Marketing, Events and Other Activities/Summer Overview: Erin Kennedy Woods, Marketing Manager

Quick overview of Summer 2009:

- Marketing took everything learned in 2008 from timing of advertising and promos that worked.
- FAC's were very successful – lots of Friday traffic
- Gift with purchase and Advertising every Friday in the Summit Daily both successes.
- Summer 2009: stage will move around Village to get traffic to merchants that are here and open.
- Summer schedule is posted on the web and is in the Summer Adventure Guide

Changes to Signature Events:

- Copper County is **free** this year
- Two new bike events: one in August, one in September.
- Guitar Town will “host” Mountain Home Expo
- 3 Ring:
 - Rummage Sale - wanted to start small this year to see if it works.
 - Free Ride going to the 4th of July parade to promote this year.

Advertising:

- Westword was a great place to advertise last year, so continuing this year
- Have been able to take advantage of many ad “bargains”
- Village/Chamber is working closely with Copper Marketing and PR
- Two new bike events: one in August, one in September.

Discussions/Ideas:

- Idea presented by Board about possibly bringing a Wedding Expo to Copper in the fall to promote Copper as a wedding venue
- Idea presented about utilizing social networking sites: a possible “President’s Blog” to spread information to Homeowners through the President’s point of view. Erin recommended using the Chamber Website as a host for this blog, as this is the intent of the website.

V. Website, TV 18 and Owner’ Credentials: Kim Caldwell, Content Manager

TV 18:

- Kim handed out a sample schedule of what a week long schedule looks like. In each ½ hour slot, we have the opportunity to add 1 minute and thirty seconds of advertising
- On April 13th, Kim sent out a memo to all business owners - and put the same notice on the website – regarding making ads so they can all participate on TV 18. Each business will have to pay to create the ad, but it will run for free on TV 18.
- There was a discussion about running a “Village Wide” dining and/or real estate ad. Anyone who pays a 3% surcharge would be included. Would there be an advantage to promoting “Copper” vs. individual businesses?
- There was a discussion regarding continuing RSN vs. running a Copper Mountain type of “infomercial” that ran in all resort locations (Such as an ad that runs in Disney® resorts. What would drive more business?

Website:

- For the latest homeowner newsletter – emailed and added to the website - 53% of homeowners opened it – so emails are working well.
- www.copperchamber.com has two sections: one for owners, one for businesses.
 - For businesses, items such as occupancy reports are posted.
 - For homeowners, information about events is provided. Payments for Chamber dues and Real Estate Assessments can be made securely on the site as well.
 - We are trying to do all communication electronically. The website has a place for all business and homeowners to add their email and other contact information.

Summer Homeowner Après:

- Golf Scramble tomorrow (06.27.09)
- July 11th at Alpinista Mountain Bistro
- August: beers around the world with a commemorative mug
- A hike and a bike event with BBQs following are also in the works

Homeowner Credentials: All Village and Chamber members. Because of the current Chamber Dues/Village Assessments structure, there are currently two separate credentials: one for Village and one for Chamber. If a vendor is offering a Homeowner special, the credential provides proof of ownership.

VI. Funding and Governance – Economic Study

There was a discussion regarding future funding and governance.

Ownership report: who is responsible for maintaining what? Who is responsible for paying for what?

VI. FUTURE TOPICS

None.

VII. ADJORNMENT

Rob Swartz made a motion to adjourn and Marcio Avillez seconded the motion. The meeting was adjourned at 2:15 p.m.