

**The Copper Mountain Resort Association Board of Director's Meeting
Village Company Conference Room
June 30, 2011 1:00 p.m. – 3:00 p.m.**

I. CALL TO ORDER

The Copper Mountain Resort Association ("CMRA") Board of Director's meeting was called to order at 1:07 a.m.

Members Present

Pete Woods
Robin Webb
Susan Byers
Paul Myers (on the phone)

Members Not Present

Don McCoy
Ben Broughton
Laura Brubaker

Guests:

Erin Woods – VAC/RA Marketing
Gary Rodgers
Jesse True

Staff Present

Peter Siegel
Liz Ryan

II. NEXT MEETING DATE

The next CMRA Board of Director's meeting is scheduled for July 28, 2011 from 1 pm – 3pm in the Village Company conference room.

III. MINUTES

Pete Woods made a motion to approve the minutes from the March 24, 2011 meeting and Robin Webb seconded the motion. All present were in favor.

IV. FINANCIAL REVIEW

When does the Frisco Info center invoice hit? (Liz to look into this.)

Pete Woods made a motion to approve the financials and Robin Webb seconded the motion. All present were in favor.

V. UPDATES

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.

Parking in Village:

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.

Ten Mile Circle Improvements

We are on target with our critical path and look for completion the 3rd week in July, with final clean-up the last week in July. Just approved by the Village Board is the lighting between Copper Junction and Mountain Plaza. This is good for security and the merchants in that corridor. The Village pushed to make this work. Even though this is outside the VAC area, it benefits the entire community. The only topic still left on the table is the addition of a paved walkway from Mountain Plaza to Village Square.

Economic Restructure:

The Board discussed the plans regarding the economic restructure and future action Any other items Peter

VI. ADDITIONAL ITEMS

VII. ONGOING BUSINESS

VIII. FUTURE TOPICS

IX. ADJOURNMENT

Pete Woods made a motion to adjourn and Susan Byers seconded the motion. All present in favor. Meeting adjourned at 2:49pm.