

The Copper Mountain Resort Chamber  
Board of Directors Meeting  
January 26<sup>th</sup>, 2007  
Village at Copper Boardroom

## **I. CALL TO ORDER**

Don McCoy called The Chamber meeting to order at 10:11 am.

### **Board Members Present:**

Kathy Anderson  
Don McCoy  
Diane Malmgren  
Robin Webb  
Rob Schwartz

### **Guests Present:**

Peter Siegel, The Village at Copper Executive Director  
Natalie Nunez, The Village at Copper Administrative Assistant

## **II. NEXT MEETING DATE**

The next meeting date is scheduled for February 23<sup>rd</sup>, 2007 from 10am to 12pm in the Village at Copper Boardroom.

## **III. APPROVAL OF MEETING MINUTES**

None

## **IV. DEPARTMENT UPDATES**

### *A. Financials*

The 2006 finances need to be reviewed and sent to Fred Moore, the Chamber accountant. Steve and Judy have been hired to finish the remainder of the 2006 finances in order to send the information to Fred Moore.

The Village at Copper has transferred \$50,000 into a new Chamber account to ensure that the 2007 bills and program employees are being paid.

Peter handed out the proposed budget to the Board members and asked them to review the budget.

Rob Schwartz requested that The Village at Copper increase the annual management fee to \$50,000 from the previous \$28,000 figure. This increase in management fees is

due to research that may need to be conducted by The Village at Copper in order to give the Chamber a clear voice and vision to express short and long-term local concerns in Summit County.

Peter Siegel mentioned to the Board that in the proposed budget, he has eliminated all of the offset charges (i.e. magazines). Peter Siegel suggested that the Chamber Board re-invent the coupon book and re-examine the bus program and table tents. The coupon books should be of a better quality and cost less to produce. The coupon books should be distributed to Summit County and should not be at a cost to the merchants.

Peter Siegel reported to the Board that The Chamber's workman's compensation and general liability insurance has been cancelled. The general liability insurance will now be covered under The Village at Copper insurance policy. The insurance coverage for The Chamber will have its coverage through The Village at Copper.

Peter Siegel suggested that The Chamber Board revisit the goals and objectives of the Chamber.

Don McCoy suggested to the Board that there needs to be increased communication between The Village at Copper/Copper Chamber and the merchants.

Peter Siegel questioned the Board about the mechanics of the type of communication the Board would like to see between The Village at Copper and the merchants.

Don McCoy suggested to the Board to have quarterly merchant meetings between The Village at Copper/Copper Chamber and the merchants to ensure that the services provided by The Chamber are the services the merchants want and need. The input from the merchants is important to gauge which events and programs are working and which ones are not working for them.

Peter Siegel added that if the memberships identify additional services they want to receive then they can decide if they want to increase their dues to accommodate these new services.

Rob Schwartz suggested to the Board that we look at "On Demand" Transportation for the resort in the winter season and in the off-season as well.

Don McCoy motioned and Rob Schwartz seconded to approve the budget. All present were in favor.

### *B. Community Communications*

The Chamber will acquire immediate savings through the contract with The Village at Copper which will allow for new programs. Rob Schwartz and Peter Siegel volunteered to start brainstorming new ideas for programs in the forth coming years.

Peter Siegel mentioned to the Board that as a whole we need a good community membership database so all members are identified. We need to restore more of a personal touch and be more vested in the community and create more room for communication with the independent merchants.

### *C. Marketing/Events Update*

Casey Gallagher reported to the Board in writing that The Village at Copper has ordered 50,000 Easter eggs for the Easter egg hunt. The Village at Copper will also be distributing 10,000 Easter eggs to the East Village as part of a joint effort between The Village at Copper and The Copper Resort Chamber.

The main headline performers have been finalized for the upcoming events as follows: The 3 Ring Weekend has KC and the Sunshine Band scheduled to perform; Guitar Town has The Dickie Betts scheduled to perform; and Copper Country has The Doobie Brothers scheduled to perform.

Hawg Fest is still undecided on the location of the event.

Peter Siegel also reported that The Village at Copper is looking to hire a new Commercial Specialist.

### *D. Member Relations*

Sarah Erwin reported in writing to the Board that Après parties for homeowners are a real success and the numbers are growing each time. On Saturday mornings Mike Unruh heads up the Resort Leadership Team ski days for the homeowners. Mike Unruh gives the homeowners a tour of the mountain and lift and mountain operations. The Village at Copper has also added an electronic dues pay system to make paying dues easier for homeowners.

### *E. Operations*

David Moss reported in writing to the Board that The Village at Copper has begun a new recycling program. There are recycling cans at each building in The Village and on The Village streets.

## **V. NEW BUSINESS**

### *A. Chamber Phone*

The phone line should be transferred to The Village at Copper office on Feb. 16<sup>th</sup>, 2007.

### *B. Chamber Website*

The Chamber Website is being transferred to GoDaddy.com and Tom Hallin is now in charge of the website design and he will add links to The Village at Copper website. There will also be links in The Village at Copper website to The Chamber website.

### *C. Chamber Office*

Don McCoy motioned and Kathy Anderson seconded to keep all important records, papers, and computer hard drives. All present were in favor.

The furniture in The Chamber office will be given away or thrown out.

### *D. Chamber Mail Box*

The Chamber mail box will be cancelled and all mail will be forwarded to P.O. Box 3053, Copper Mountain, CO 80443.

### *E. New Chamber Bank Account*

Rob Schwartz motioned and Don McCoy seconded to have dual signer checks for the new Chamber bank account. All present were in favor.

The new Chamber bank account will list Don McCoy, Rob Schwartz, Peter Siegel, and Sarah Erwin as signing authorities.

### *F. Signage*

Kendra Gresh is working on getting a sign made for The Chamber to post outside of The Village at Copper office.

### *G. Open Meetings to the Public*

Don McCoy motioned and Kathy Anderson seconded to open The Chamber meetings to the public. All present were in favor.

## **VI. ADDITIONAL ITEMS**

### *A. Future Topics*

The Chamber Board needs to discuss and agree upon future goals and objectives of The Chamber. The Board also needs to discuss re-inventing the coupon book and revising the ski-pass program to make it more efficient.

## **VII. ADJOURNMENT**

Kathy Anderson motioned and Diane Malmgren seconded to adjourn The Chamber Board meeting at 11:47am. All present were in favor.