

**The Copper Mountain Chamber  
Board of Director's Meeting  
July 27, 2007 10am – 12pm  
Village at Copper Conference room**

**I. CALL TO ORDER**

The Copper Chamber meeting was called to order by Don McCoy at 10:06am.

**Director's Present:**

Rob Schwartz  
Don McCoy  
Kathy Anderson  
Robin Webb

**Staff Present:**

Peter Siegel  
Natalie Nunez

**II. NEXT MEETING DATE**

The Board meeting scheduled for August 24, 2007 has been cancelled. The Copper Chamber Annual Meeting will be held December 1, 2007 from 1pm – 3pm.

**III. APPROVAL OF PREVIOUS MEETING MINUTES**

Rob Schwartz moved and Robin Webb seconded to approve the June 2007 meeting minutes. All present were in favor.

**IV. DEPARTMENT UPDATES**

*A. Financials*

Rob Schwartz moved and Robin Webb seconded to approve the June 2007 financials. All present were in favor.

**Action Item:** Peter Siegel and Wayne Powell will research the 500-60 credit. Where did the credit originate? Peter Siegel and Wayne Powell will also research the insurance totals.

**Action Item:** Peter Siegel and Wayne Powell will research the accounts receivables for McGillicuddy's to see if the balance is zero for the 2006 fiscal year. Peter will check with Jodi to see if The Chamber can write them off for 2006.

**Action Item:** In preparation for the Annual Meeting, all budget information will be sent to the Board in October. The Board will vote to approve the budget by the end of the month at the Board of Director's meeting in October. After the Board approves the budget it will be sent to the membership.

### *B. Operations*

The brown beam and other materials for the Snowbridge Square Renewal project have been ordered for the Village at Copper and Chamber side of the project.

### *C. Marketing/Events*

Casey Gallagher has developed a strong relationship with AEG, the third party concert group. AEG would like to have more concert venues at Copper Mountain.

**Action Item:** An advisory group should be formed to ensure the music and groups fit the Copper brand.

## **V. OLD BUSINESS**

### *A. Chamber Goals and Benefits*

**Action Item:** Present a one-page Chamber goals and benefits piece for Annual Homeowners Weekend. Peter Siegel, Rob Schwartz and Raoul Gadbois will review the season pass program.

### *B. Survey Results*

**Action Item:** The Village at Copper/Chamber needs to complete a stronger analysis of the Free Friday program to identify if the program is driving revenues in the merchant's shops.

**Action Item:** Natalie Nunez will drive a meeting between Casey Gallagher and Marie Albertson to add questions pertaining specifically to Free Fridays and also to shorten the survey.

### *C. Discounting and Coupon Books*

**Action Item:** Marie Albertson will propose a 2 for 1 lift rides when a guest spends x amount of dollars in any retail store at Copper.

**Action Item:** Marie Albertson will research a way to give value back to the homeowners at Copper either through a value card or b-line express privileges, etc.

#### *D. Short-Term Opportunities for August 2007*

1. KT Tungstall and Bela Fleck: Cost is \$80,000 for event. Board voted no.
2. Big Band Weekend: Cost is \$20,000 - \$25,000.
3. Shakespeare Festival for next summer
4. Copper Sniagrab

**Action Item:** The Village at Copper/Chamber staff will look into non-music type events for 2008.

#### *E. Review Action Items*

Action Item 1: Separate the line items for the \$30,000 spent for 2006 financials and tax preparation. **Work-in-progress.**

Action Item 2: Ask Maya Russer with Copper if she has budgeted the annual \$2,000 donation from the Chamber for the Courage Classic. **Maya Russer is counting on the \$2,000 sponsorship.**

Action Item 3: Marie Albertson of The Village at Copper/Chamber will create a distribution list and inventory list for the coupon books. **Completed.**

Action Item 4: Marie Albertson of The Village at Copper/Chamber will find a new medium in which to secure the items in the Kiosks to create a more professional appearance. **Completed via colored staples.**

Action Item 5: The Chamber needs to update their website so that it is more informative and user-friendly. This will require research into many different avenues. Request click-thru visits on the shopping and dining section of the main Copper website. Laura Johnson is the best contact person at Copper. **Work-in-progress.**

Action Item 6: The Chamber should implement a summer program where a guest can receive a 2 for 1 chair lift ride pass when they visit a retail shop and get a stamp. This will need to be coordinated with Copper. **Program will be presented at next meeting.**

Action Item 7: Peter Siegel and The Village at Copper/Chamber Marketing team will focus on communication paths and feedback loops to measure the success of events, programs, and the resort as a whole. **Work-in-progress.**

Action Item 8: Marie Albertson from The Village at Copper/Chamber will schedule a restaurant owner meeting. The topic of discussion is to implement a Culinary Experience Program. This program will entail a base restaurant staff for the off-season. This will allow one restaurant per week to be open during the off-season. **Will discuss on August 2, 2007.**

## **VI. ADJOURNMENT**

Kathy Anderson moved and Don McCoy seconded to adjourn the meeting at 11:52am.