

MOUNTAIN CLUB UNIT OWNERS ASSOCIATION
MINUTES OF MEETING: QUARTERLY MEETING OF THE BOARD OF
DIRECTORS

April 24, 2021
Zoom Meeting

Present: Ken Lowe, Bob Bleakney, Don Damon, Joey Bonang, Jeff Owens, Nancy Kaye, and Carolyn Pantazelos

Guests: Jeff McIver, Rod Pelletier, Judith Wilson, Sam Brown, Ethan Clark, and Mike Simons

Meeting called to order by President, Ken Lowe, at 10:00 a.m.

Secretary's Report Minutes of the January 30, 2021 minutes were distributed via email to Board Members. Joey Bonang made the motion: **Accept the minutes as written**. Nancy Kaye seconded. Minutes were approved unanimously and were sent to be posted to the Owner Website.

Financial Update The Finance Committee met via Zoom on Friday, April 23, 2021. The 1st Quarter Financials were impressive thanks to the dedicated efforts of Jeff McIver and his team to manage departmental budgets and staffing. Don Damon, the Board Treasurer, reported that our Loan with Union Bank was refinanced for 146 months on March 1, 2021. Monthly payments were reduced by \$2800. Combined Hotel and F&B operations surpassed budget by \$60K and owner distributions exceeded expectations. PPP Loan funds are being used to cover payroll during mud season while the hotel is undergoing cleaning and construction projects are being completed.

O'Rourke Update Brian Fitzgerald from O'Rourke Hospitality Marketing updated us on our internet advertising during the pandemic. There was a 31% increase in internet sessions and people spent more time on our site. Each advertising dollar spent generated \$5.60 in revenue. These results were noteworthy since Covid restrictions dictated that 20% less inventory could be sold. Online bookings accounted for approximately \$300K in bookings.

The greatest advertising growth area is through Social Media (Facebook and Instagram) since activities and attractions can be displayed virtually. Email blast will be continued.

Plans for summer marketing include social media postings, video clips on the home page, and YouTube. People are expected to be interested in destinations that require a short flight or are within driving distance. There will probably be more last-minute bookings, because Covid guidelines are constantly changing.

Capital Projects Sam Brown reported that the upgrades to the kitchen and office were finished under budget. The building is now more secure with lockdown procedures and cameras. Old furniture in common areas is being reupholstered. The 16 remaining Studio rooms in Phase I are scheduled for renovation now. Demolition and painting are in progress. There is a supplier delay on our furniture order.

Patio Update Don Damon stated that Vanessa completed the construction drawings for Phase I of the proposed outdoor patio. Many questions still exist. Cost keeps changing due to the increases in building supplies.

F&B Ethan Clark discussed some successful adaptations that had helped the restaurant be successful during Covid. Three thousand Grab & Go meals were sold during the 1st Quarter. The use of both dining rooms opened up much needed space and allowed for properly-distanced indoor dining. Dining room occupancy was controlled with a reservation system. There were also to go options of 2 burger packages

or 2 small prime rib packages that could be taken back to the room. The menu was pared down and food costs were kept at 26%. Kitchen upgrades and the higher caliber of kitchen staff interns from the H2B program improved efficiency and guest satisfaction. Bartenders worked in teams and there was tighter tracking of inventory with the automated system. The results were that food cost and labor were both under budget.

Marketing Update Mike Simons reported that the all-suite reservations had enhanced guest experiences. Service levels were excellent as staff members were dealing with 20% fewer reservations. There was also plenty of parking in the garages even during peak times. Loon closures and Covid guidelines impacted our guests. They had to spend more time on property which increased revenue in the restaurant and spa. Local partnerships are being developed to provide more activity options for guests. Groupon, digital posts, and ads on Spotify and Pandora will continue.

General Manager's Report Jeff McIver praised his team for their diligence during the pandemic. Due to our First Responder status, the hotel was never closed.

- Employees were able to keep their jobs and develop strong team bonds.
- Only six employees got Covid.
- Young managers have developed good training procedures to make staff members better at their jobs.
- Sam Brown heads the staff safety committee and is proud of their 270 days without employee injury.
- Efforts are being made to get H2B interns to work in the restaurant and in the housekeeping department during the summer months.
- Types of groups and when to host them is being analyzed. Current emphasis is on Social rather than Group business.
- Discussion of convenience and safety concerns related to the entrance to the Kinsman Suite on Level 9.
- Our current dog policy is ADA compliant.

Motion by Carolyn Pantazelos: **Continue our ADA compliant policy for dogs.** Seconded by Joey Bonang. All in favor.

Mon Club None

Old Business None

New Business 2021 Meeting Dates: tentatively July 31, 2021, Sept TBD, and November 12-13, 2021

Motion by Carolyn Pantazelos: **Go into Executive Session with Jeff McIver.** Seconded by Joey Bonang. Unanimously approved.

Went into Executive Session at 12:45 p.m.

Reason 1

Motion by Bob Bleakney: **Exit Executive Session.** Seconded by Don Damon. All in favor.

Exited Executive session at 1:00 p.m.

Motion by Ken Lowe: **Move to appoint Joey Bonang, Carolyn Pantazelos, and Bob Bleakney to work with Management on a Memorial plan for the future.** Seconded by Bob Bleakney. All in favor.

Motion by Bob Bleakney. **Adjourn this meeting.** Seconded by Joey Bonang. Approved unanimously.

Meeting adjourned at 1:10 p.m.

Carolyn G. Pantazelos, Secretary

Future Meetings

Tentatively July 31, 2021 at the Mt Club

Sept. TBD

November 12-13, 2021 at the Mt. Club