

GUNSTOCK AREA COMMISSION MEETING  
February 27, 2019 AT 6:00 PM  
Lakes Region Adaptive Sports Center, Gunstock Mountain Resort  
APPROVED MINUTES

Notice of the meeting was posted at the Belknap County Courthouse, Gilford Town Hall, County Commissioners Office, Gunstock Area, and at GUNSTOCK.COM.

**GAC:** Russ Dumais, Bob Durfee, Gary Kiedaisch, Brian Gallagher

**Gunstock Personnel:** Greg Goddard, Mike Roth, Robin Rowe, Patrick McGonagle, Becky LaPense, Iwan Fuchs, Cathy White, Tami Dubois

**BDC:** Rep. Howard

**Public:** None.

Chairman Durfee opened the public meeting at 6:00PM.

Minutes

The minutes of the January 23, 2019 Gunstock Area Commission meeting were reviewed.

**ACTION**

- Motion:** Commissioner Kiedaisch made a motion to approve the minutes as presented.
- Second:** Commissioner Dumais.
- Vote:** All in favor. Commissioner Gallagher abstained due to absence.

Correspondence

General Manager Greg Goddard passed around an email from a guest thanking a member of the security team who helped him with a theft issue.  
Chairman Durfee passed on compliments from a colleague regarding the shorter lift lines on the Sunday of vacation week.

Public Presentations: None.

Action Items

Written Reports

**Financial Report** - A written report was provided. Director of Finance, Cathy White, gave an update on financials from MLK weekend and vacations weeks. February vacation weeks were up 28% YoY and made budget for February in all areas except in tickets and lessons. Commissioner Gallagher asked if at the March GAC meeting will there be a better update on where financials may be for end of fiscal year. General Manager, Greg Goddard, replied yes because there is only one week in April for winter operations. Commissioner Gallagher also noted that it has been a positive sign that Gunstock hasn't had to tap into the full note that was borrowed. GM Goddard replied that the RAN will be paid in full on February 28, as well as the additional snow guns that had been purchased.

## GUNSTOCK AREA COMMISSION MEETING

February 27, 2019 AT 6:00 PM

Lakes Region Adaptive Sports Center, Gunstock Mountain Resort

### APPROVED MINUTES

**Marketing and Sales Report** - A written report was provided. Marketing and Sales Director, Mike Roth, added that he has been able to gather more data from the InTouch system, as provided in his written report. Commissioner Kiedaisch asked how some of the other resorts are doing for skier visits YTD. GM Goddard replied that he had received some data from Ski NH that showed Gunstock as behind in skier visits as compared to comp resorts and the aggregate of the group that responded was up about 21%. Chairman Durfee asked about the billboard that was presented in the written report. Mike Roth replied that it has a May 1<sup>st</sup> start. Chairman Durfee asked that a photo be included in the meeting materials for the May GAC meeting.

**Resort Services Report** - A written report was provided. Resort Services Director, Robin Rowe, added that NPS scores have been going up and during a recent busy weekend the lines for tickets has been much shorter which is a sign that guests are reloading their media online. She noted that the additional sales points that were set up in Rentals and the Children's Center helped significantly during vacation weeks. GM Goddard added that he and Robin are going to Blue Mountain in PA to see the InTouch system in use there. Commissioner Gallagher asked Robin Rowe if she feels that InTouch is committed to helping resolve issues. She confirmed they seem very committed to working through the remaining issues and a rep from InTouch will be onsite for a full week to begin addressing them.

**Snowsports Report**- A written report was provided. Snowsports Director, Iwan Fuchs, added that the US Tele event on February 10<sup>th</sup> went great and had reports that they were impressed with the hill. He noted that Effective Edge consultant group has been hired to provide recommendations for terrain park development.

**Human Resources Report** - A written report was provided. Human Resource Director, Becky LaPense, added that staffing levels were above some of the comp resorts and the HR team will be starting to work on recruitment plans for summer. Commissioner Kiedaisch asked which positions are generally the hardest to fill each year. Becky LaPense responded that usually lift operators and snowmakers, though the incentive that was offered for snowmakers did help.

**Operations Report** - A written report was provided. Mountain Operations Manager, Patrick McGonagle, added that department managers are currently working on budgets and capital project planning. There was a brief discussion about the parking lots and improvements that could be done to help with some of the parking problems.

**General Manager's Report** - A written report was provided.

#### New Business

- a. *FY20 Strategic Plan Outline* - The *At-A-Glance Summary* was included in report. GM Goddard reviewed the document and gave a synopsis for each of the identified action items, including financial independence, guest experience, operational excellence, and culture. Discussion included equipment replacement plans, infrastructure renovations, revenue enhancement, and learning and development for employees.

GUNSTOCK AREA COMMISSION MEETING  
February 27, 2019 AT 6:00 PM  
Lakes Region Adaptive Sports Center, Gunstock Mountain Resort  
APPROVED MINUTES

Commissioner Kiedaisch complimented the management team on the summary and believes that there are a lot of growth opportunities with cost avoidance. Commissioner Kiedaisch asked that management look into E-Bikes as new revenue opportunity. Discussion ensued and the management team agreed to consider the business potential.

- b. *2019 Capital Projects* - Commissioner Kiedaisch sent an email with proposed capital projects and asked that the management team provide their recommendations to prioritize the projects. Commissioner Gallagher proposed that GM Goddard reach out to NH State Representatives regarding potential financing assistance for parking lot improvements. It was noted that Governor Sununu had already proposed a budget and the House and Senate will soon begin to commit to projects so the timing is good to possibly get Gunstock on the list. Commissioner Kiedaisch asked Rep. Howard for his thoughts and Rep. Howard replied that there is a lot of spending being proposed many projects that should take priority but it couldn't hurt to make inquiries. Chairman Durfee added that he could provide a conceptual estimate and GM Goddard agreed to make inquiries.

GM Goddard presented a capital purchase proposal for summer attractions and equipment. The project will be presented with the budget but some of the items have a long lead time so he requested a vote from the GAC at this meeting. The new summer attractions being proposed include a four-station auto bungee, a new climbing challenge, and a Boulder Rock climbing challenge for younger guests. The expenses would total about \$70,446, which does not include the cost of installation. Commissioner Kiedaisch asked if this equipment will bring incremental revenue. Robin Rowe responded that the pricing model makes those projections difficult but it enhances the current experience for the youngest guests and replaces some aged equipment. Brief discussion ensued regarding associated labor and costs.

**ACTION**

- Motion:** Commissioner Kiedaisch made a motion to approve the proposal as presented for \$70,446 with an additional \$9,600 for installation for a total not to exceed \$80,000.
- Second:** Commissioner Dumais.
- Vote:** All in favor.

GM Goddard presented a proposal to purchase an additional 50 tower guns and 6 portable snow guns for the 2019/20 season. According to the Eversource rebate program Gunstock would have to spend \$248,000 to be eligible for the maximum \$100,000 rebate, though any amount spent is eligible for a rebate. Discussion ensued regarding cost savings and repurposing old snow guns. Chairman Durfee asked GM Goddard what would be the minimum amount of snow guns purchased. GM Goddard replied that a purchase of about 40 tower guns for the trails per the proposal would amount to \$176,000. GM Goddard added that if the GAC was interested in maximizing the rebate then he would have Mountain Operations Manager, Patrick McGonagle, and

GUNSTOCK AREA COMMISSION MEETING  
February 27, 2019 AT 6:00 PM  
Lakes Region Adaptive Sports Center, Gunstock Mountain Resort  
APPROVED MINUTES

Snowmaking Manager, Dan Carbonneau provide a plan of exact gun placement and installation costs.

**ACTION**

**Motion:** Chairman Durfee made a motion to authorize GM Goddard to spend up to \$248,000, minus the \$100,000 rebate for a \$148,000 net or less with the same rebate ratio, based on the GM discretion.

**Second:** Commissioner Kiedaisch.

**Vote:** All in favor.

- c. *Summer Work Session* - Chairman Durfee passed around list of ideas and prior initiatives for projects not included on the Master Plan. Commissioner Kiedaisch asked that a work session be added to the agenda after the capital budget is complete. Chairman Durfee agreed to add it to a GAC meeting agenda after the budget is approved and winter operations end.

Old Business

- a. *Ethics Policy* - Commissioner Gallagher stated that he has reviewed the draft policy proposed by Commissioner Nix and decided to withdraw the draft policy he had proposed.

**ACTION**

**Motion:** Commissioner Kiedaisch made a motion to adopt the Ethics Policy as drafted by Commissioner Nix.

**Second:** Commissioner Gallagher.

**Motion:** Chairman Durfee revised the motion: To adopt the first reading of the policy and have Commissioner Nix put it into the GAC policy template and bring it back to sign at the next GAC Meeting.

**Vote:** All in favor.

- b. *Historic Single Chair Project* - The historic foundation has been moved down the mountain and construction on the marker could start this summer. GM Goddard added that the only missing piece is the sheave assembly. Chairman Durfee added that a design of new foundation with old concrete is also needed.

- c. *GAC Website*- Nothing to report.

- d. *Study Committee: Gunstock Business Model* - Chairman Durfee sent a letter to Chairman Sylvia notifying him of the three GAC members appointed to the study committee and requested a joint meeting with the BCD. Chairman Sylvia emailed in reply that when they appointed their members there was no need for a joint meeting, the study committee can start at any time. Chairman Durfee will ask Commissioner Nix to reach out to all appointees to schedule a meeting. Discussion ensued about the charge of the study committee and possible future business models of Gunstock.

GUNSTOCK AREA COMMISSION MEETING  
February 27, 2019 AT 6:00 PM  
Lakes Region Adaptive Sports Center, Gunstock Mountain Resort  
APPROVED MINUTES  
Other Business

*BCD Gunstock Subcommittee* - Nothing to report.

*Affiliated Agency Reports* - Nothing to report.

Miscellaneous: None.

Public Comment: None.

Non Public Session - RSA 91-A:3II(a):

**ACTION**

- Motion:** Commissioner Dumais made a motion to go into non-public session in accordance with RSA 91-A3 II(a) for purposes of reviewing a personnel matter at 9:51 PM.  
**Second:** Commissioner Gallagher  
**Vote:** Roll call vote - all in favor.

The GAC spent time discussing and reviewing a personnel matter.

**ACTION**

- Motion:** Commissioner Kiedaisch made a motion to come out of non-public session in accordance with RSA 91-A II(a) at 10:04 PM.  
**Second:** Commissioner Dumais.  
**Vote:** Roll call vote - all in favor.

Adjourn

**ACTION**

- Motion:** Commissioner Dumais made a motion to adjourn the GAC meeting at 10:05PM.  
**Second:** Commissioner Kiedaisch.  
**Vote:** All in favor.

Respectfully Submitted,

Brian Gallagher, Secretary  
Gunstock Area Commission