

**WEST POINT INN ASSOCIATION**  
**BOARD OF DIRECTORS MEETING**  
Monday, November 8, 2021, 7:00 PM  
Via Video/Teleconferencing

**FINAL MINUTES**

**AGENDA:** Meeting called to order at 7:06 pm by President Don Keeley

**Board Attendees:** Nancy Fox, Alyssa Jorgensen, Chris Marcuse, Michael Jefferies, Dan Ciccarone, Talia Friedman, Pete Martin, Jim Parton

**Board Members Absent:**

**Others present:**

Mark Northcross - Treasurer

Wing Pepper – Secretary

**APPROVAL OF MINUTES**

- **October 11, 2021 Board Meeting**
  - Motion to pass: Don
  - Motion to approve: Nancy
  - Second: Michael
  - All Approve

**PRESIDENT'S REPORT**

- Rain storm impact
  - Ended the fire season
  - We are allowed to have fires in the fireplace
  - Cord of FW delivered to the Inn
  - Landline at the inn was down for 10 days due to the storm.
- Telephone service - learnings from the storm
  - Rain went into underground phone equipment dwelling
    - Since repaired
  - All fire alarms went down as well - they must have been connected to the phone lines
    - The alarm could have gone off, but would not have sent message to fire department
- 30 year reserve study
  - First draft report by end of November for board review

## **TREASURER'S REPORT, Mark Northcross**

- \$235K in cash reserves - down from \$277k
  - Down from October due to 3 year reserve study fees and insurance payments - and OUF's going down
- OUF's down from \$20.7k in October to \$8.3k due to red flag days, refunds and reduced appointments
- Predicting about \$170k annual income so about 85% of normal year on year income.
  - Very good for Covid time frame
- P&L
  - \$42k in insurance fees includes year and a half in insurance fee's (all 3rd party insurance costs, Not FAIR)
    - Can reapply after 2 years and the 2 years has expired
  - About 50% is fire insurance
- Insurance
  - Need to go to the MMWD board - as part of the new lease agreement needs to get the MMWD to help pay for insurance going forward

## **OLD BUSINESS**

- Reopening Update
  - February booking window is next window to consider - January is open at 50%
  - Recommend going to 100% occupancy on Feb 1, 2022
  - Pricing (members will be at 50% of these rates if they use the code)
    - No night minimum
    - Cabin prices stays the same
    - Room prices decline slightly
    - Whole property bookings stay the same
    - 30 day member booking window starts December 1 for Feb 1 bookings
      - Promo code will also work with that
      - Sunday - no whole property booking - stay at 50%
      - Monday - closed
    - Recommend keep per accommodation booking versus going back to per person booking
      - Easier for Innkeepers and management
    - Weekend pricing increases in discussion as a way to create more income.
    - With 100% occupancy at the new rates the income would be
      - \$1400 per night x ~20 nights per month. About 30k+ per month (this needs to be checked)
        - No need to raise weekend rates
        - Keeps it simple for everyone - innkeepers and visitors

- Also feel that 50% of the proposed rates (for members) will be well accepted by members
  - West Point Inn Bucks
    - Need to determine the value.
    - Old value was \$25 for one night's stay. Can also be used for part of membership
  - Indoor mask policy - do we still have one?
    - Marin matched State of CA in October
      - Not Vaxxed - mask indoors
      - Vaxxed - no mask/optional
      - But: Businesses in Marin can chose to have stricter policy
    - Guests have not been seen wearing masks as of late
    - Alyssa will address putting Vax guidelines on the reservations page - talk to Inroads for recommendation
      - Box Check is the UX recommendation
        - This holds true for families too - so if someone isn't vaxxed the box is not ticked - and they must follow the compliance of the Inn
      - We have to be flexible as we head towards February - and try and filer our unvaxed at reservation stage in the interim
        - Wording on website to be determined in line with liability requirements
- Development Committee
  - Giving Tuesday Campaign: Focused on getting email out to membership nd recent guests for Giving Tuesday Campaign on November 30th
    - Talia is sending an email list through Wild Apricot to members. She will get the bounce back filter and that will improve th GT campaign
    - Body of email and no attachments - better approach
  - Also working on nice thank you cards
    - All the graphics are not of high enough quality for a 5X7 card. Need a work around. Not enough resolution.
      - Need to pic images that are repeated across modalities for branding purposes
    - Two options if we need a back up
      - As a backup we will use a B&W panoramic picture.
      - Working with Angela to find a color version of another graphic
    - Email list in progress for sending
    - Will write hand thanks you's to medium and high end donors
- New range
  - Delivery date in now about December 14th - due to shipment delays

- Need to get an electrical line run for the range. The stove needs a spark to light the range.
  - Our existing solar vendor will take the old stove away and do the wiring all at no charge.

## **NEW BUSINESS**

- Window and Door Repair / Replacement
  - Jim Murrey the contractor who helped fix the Toby floor - will come back and help with all issues on windows and doors.
  - He will do his best to stay within the unwritten guideline of maintaining the historical nature of the inn - including the latches and hinges
- Board Secretary
  - Looking to a new secretary to replace Wing
  - Winter time frame
- New Member to add to waitlist
  - Presenting Monty Stephens of Fairfax, Ca to the Board for membership.
  - Sponsored by Loretta Bresh and Amy Hanley.
  - Pending application fee (just didn't want to wait until Jan to present a new applicant)
  - Motion
    - Motion to pass: Don
    - Motion to approve: Chris
    - Second: Talia
    - All Approve

## **COMMITTEE REPORTS**

*Buildings & Grounds: OPEN*

*Communications/Website Committee: Jan Gauthier*

*Development Committee: Jim Parton & Dan Ciccarone*

*Election Committee: Chris Marcuse & Lin Johanson*

*Event Committee: Gail Shahan & Fran Rondeau*

*Fire & Safety: Pete Martin & Scott Halsted*

*Garden Committee: Kathleen Kopp*

*Heritage/History Committee/ Historian: Fred Runner*

*Housekeeping: Fran Rondeau & Bonnie Jones*

*Lease Negotiation: Don Keeley & Alyssa Jorgensen*

*Membership: Talia Friedman*

*Mountain Tam Organization Liaison: Bob Newcomer*

*Newsletter: Alison Bricker*

*Old Timer's Liaison: Marilyn Skaff*

*Pancake Breakfasts: Lin Johanson*

*Personnel: Lin Johnson & Fran Rondeau*

*Policy & Procedures: Wayne Koide*

*Reservations: Alyssa Jorgensen & Jennifer Greene*

*Technology: Nate Lee*

*Water Committee: Tom Banning*

*Water Tank/System: Bonnie Jones*

*Work Parties: Don Keeley*

## **ADJOURN**

- Motion to Adjourn: Don
- Motion to approve: Chris
- Second: Alyssa
- All in favor

**EXECUTIVE SESSION** ( Not Needed).

**MOTIONS PASSED IN NOVEMBER 2021 BOARD MEETING:**

| <b>Motion</b>                        | <b>Description</b>  |
|--------------------------------------|---|
| <b>Approval of Minutes</b>           | <ul style="list-style-type: none"><li>● <b>October 11, 2021 Board Meeting</b><ul style="list-style-type: none"><li>○ Motion to pass: Don</li><li>○ Motion to approve: Nancy</li><li>○ Second: Michael</li><li>○ All Approve</li></ul></li></ul>   |
| <b>New Member to add to Waitlist</b> | <ul style="list-style-type: none"><li>● Presenting Monty Stephens of Fairfax, Ca to the Board for membership.</li><li>● Sponsored by Loretta Bresh and Amy Hanley.</li><li>● Pending application fee (just didn't want to wait until Jan to present a new applicant)</li><li>● Motion<ul style="list-style-type: none"><li>■ Motion to pass: Don</li><li>■ Motion to approve: Chris</li><li>■ Second: Talia</li><li>■ All Approve</li></ul></li></ul> |