

WEST POINT INN ASSOCIATION

BOARD OF DIRECTORS MEETING

Monday, September 11th, 7:00
PM Via Video/Teleconferencing

AGENDA

Meeting called to order at **07:04** pm by President Alyssa Jorgensen

Board Attendees: Talia Friedman, Andrew Grant, Alyssa Jorgensen, Pete Karlen, Mark Northcross, Patti Schmidt, Melanie Leavitt Cantarutti, Craig Hill, James Hill

Board Members Absent: None

Others Present: Joss Hanna – Secretary; Don Keeley – Executive Director

APPROVAL OF MINUTES

Motion: To approve the August WPIA Board meeting minutes

- **Motion to approve: Andrew**
- **Second: Mark**
- **All Approved**

PRESIDENT'S REPORT

President's report will be mostly covered in new/old business

Currently putting finishing touches on the member newsletter which is forthcoming in the next day or so.

TREASURER'S REPORT

Cash Reserves are in excess of \$340,000. Continued strength in overnight use fees. O/N fees \$30k in August 2023. Covid surge has tapered but not declined in O/N stay. Forecast to be \$300k for 2023

PCB continues to break all records on attendance and revenue.

Expense – record expense for insurance at WPI at \$20k per year.

Financial audit. Never done. Have 15 years of records. May want to consider if we have a major donor requiring an audit. Estimated cost is \$10-15k

EXECUTIVE DIRECTOR'S REPORT

Relatively smooth month with no major issues to report. Did a repair to the main water line last Friday afternoon. Ongaro and Sons.

Refer to attached “WPI innkeeper hiring process”

OLD BUSINESS

- Innkeeper Recruiting & Hiring-

Refer to attached “WPI innkeeper hiring process”

Don proposed a formal process to recruit innkeepers, which includes identifying potential candidates, having them shadow the current innkeeper for a day, conducting interviews, and requiring background checks. The training process would be divided into six sessions over eight weeks, with the final session serving as a test for the trainee to run the inn under supervision. Don and Melanie were open to feedback and suggestions, with Andrew questioning about support for the new innkeeper during their first solo shift, which Don confirmed he would be available.

WPIA board discussed incorporating an article from the previous newsletter into the current one, with Don suggesting they ask Allison to re-post it.

2023 Capital Projects

Don provided updates on ongoing projects, including the purchase of a new generator and plans to double the size of the solar panel field. He mentioned these projects would cost around \$50,000-\$60,000 and be completed by the end of the year. Additionally, work is underway to repair the sag in the members lounge roof and re-roof the area above it, with James confirming that the cost was within a certain range. They agreed to coordinate with a construction company and a roofing company to start the project in the first week of January, despite reservations not yet being open at that time.

The team discussed the possibility of closing the members lounge for two weeks in January to allow workers to work on the roofing project. They considered two options: keeping the inn closed and allowing workers to stay at the inn, or having it open with dumpsters and cranes for

roofing work. Patricia, Patricia, James, and Talia agree that the inn should be closed for 2 weeks to save money and get the work done faster. Don is waiting to hear back from two companies to decide if they want to take advantage of the offer.

James, Don, and Craig discussed the financial reasons for not completing roofing projects across various structures on their property. Despite some confusion over the available budget, they agreed that the cost of doing all the projects at once would likely be less than doing them separately over time. They also considered the condition of the roofs, potential savings from doing the projects together, and the fact that the costs might not be completely double what was previously quoted. It was suggested that Don and Michael should reach out to the roofing companies for more accurate cost estimates.

Patricia, Alyssa, James, and Don agreed to proceed with the plan to renovate the members lounge, with construction scheduled to start the first week of January. They decided to close reservations as of Christmas Day due to the renovation, but could potentially extend this based on business operations. They discussed the possibility of the renovation overlapping with the new year. The team also considered the possibility of finishing the project early and reopening the lounge ahead of schedule. Alyssa highlighted the importance of stressing the renovation timeline to roofers, and they agreed to ask about the status of the rest of the roof.

Grant Solicitation

James applied for a \$10,000 grant for a project from Marin County, which has a twice-yearly grant cycle. The project needs to be completed within 6 months of approval. He also mentioned the possibility of applying for a larger grant of \$10,000 to \$40,000 from the county, which requires approval from the board and has a longer timeline for completion. The county's reaction to these grant applications is uncertain.

Membership Increase

Alyssa suggested increasing the membership by 50 or even 100 to compensate for the loss of dues from inactive members. James asked how many volunteers are not yet members but are interested, and Talia explained the past practice of lifetime membership, which required only a small one-time payment and had no further obligations. The board decided to stop offering new lifetime memberships until they determined the right sustainable number.

Talia pointed out that while increasing membership could generate more income, it might not be a significant amount as annual dues make up a small portion of the club's revenue. An issue was raised by Andrew about whether the club's current problem is a revenue or involvement issue, which remained unresolved. Alyssa mentioned that the work parties and pancake breakfast crews were fully staffed, suggesting that involvement was not a problem. If the club gained 50 new members, it could generate \$6,000 in revenue.

Lifetime Member

Talia and Alyssa discussed a push to reconnect with all lifetime members who they do not regularly contact. While many members expressed renewed interest, some stated they no longer use the services but still value their membership. Talia proposed establishing some form of emeritus status for these members to move them from the regular roster. There was also a significant number of members who did not respond to their outreach. Patricia agreed with the need to make room for more members. Don asked about the response rate to their outreach, and Talia mentioned they have an annual touch point as they pay dues. They also discussed the number of non-resident members and the fact that they are active and pay dues.

Alyssa proposed the idea of allowing members to move off the membership roster to make room for new members and discussed the challenges members face when trying to book overnight stays. Some members, including Craig, expressed concerns about this proposal, suggesting it could decrease value for existing members. Talia and Patricia suggested the implementation of a cancellation policy or limiting certain rooms for member bookings. Alyssa, Peter, and James agreed that these solutions could be beneficial, particularly if they increased revenue while also improving member access. The group also discussed the possibility of limiting Sunday nights to member bookings, which Alyssa and Peter considered a viable solution.

Talia, Patricia, and Alyssa discussed the topic of lifetime membership, concluding that more work needed to be done to understand the impacts before full presentation. Don mentioned that any increase in membership dues or changes to lifetime membership criteria could only occur at the October meeting. Talia suggested the idea of an emeritus level for previously lifetime members, which would free up spots on the waitlist. The group agreed to revisit this topic at the October meeting.

Waitlist

James and Craig expressed their satisfaction with the removal of the waitlist for membership, signifying its value for those who had invested time in volunteering. Talia added that the turnover on the waitlist had increased significantly, indicating a quicker transition for applicants. Alyssa proposed the need to consider introducing emeritus status and possibly opening up the booking system, as topics for further discussion. She suggested waiting until the end of the year to reassess the wait list, considering the high volume of volunteers this year.

Next Member Meeting October 22.

Board Members, Election and Leadership

The team also discussed the election of three new board members from a pool of four nominees, and there was a possibility of a fifth nominee. The team was informed about the election of new positions within the board, which usually takes place at the first board meeting of the year. The remaining five board members were advised to start discussing the matter. They agreed that the remaining board members should communicate among themselves to

determine interest in serving as president for the upcoming year. Patricia was assigned to initiate this conversation via email.

Development Committee- Pete -

Setting up meetings to determine non profit tax advantage, pricing viability (Cavallo) and overall opportunity.

Sustainability -

- Mini Work Parties- Alyssa & Don - follow up from August meeting. Decision to be 1 day a week at the end of month. Solicitation has gone out for volunteers

NEW BUSINESS

Sept Pancake Report- Alyssa 900ppl \$16,000... most ever.

Donation Request- Tam Valley Elementary School- Alyssa

Motion: To approve the above donation of 1 overnight stay to Tam Valley

- **Motion to approve: Craig**
- **Second: Pete**
- **All Approved**

Membership Application for Approval- Talia

Applicants for Approval: Orion Weiner and Heidi Ronfeldt of Albany, Ryan Desrochers of Berkeley, Dana Kwitnicki of Oakland, Chip Koch of San Francisco

Motion: To approve the above prospects

- **Motion to approve: Melanie**
- **Second: Alyssa**
- **All Approved**

Weather Station- Alyssa & Don

The team discussed the request for a weather station for the innkeepers, which had previously been rejected due to cost. Alyssa mentioned that the innkeepers felt a fully functional weather station was important for their decision making, especially regarding wind and fire risks. She proposed to put the request up for approval. Don mentioned that the current weather station is located on a rusted pole, which would need to be cut down for repair or replacement, adding to the cost. Craig questioned the \$7,000 price for a weather station, suggesting it could be obtained for less. The team agreed to investigate further.

Chicken Coop Repair- Don

Install drainage pipe around chicken coop \$1300 french drain.

Motion: To approve the above Coop repair

- Motion to approve: Patti
- Second: Jim
- All Approved

ADJOURN

Motion: To Adjourn August WPIA Board meeting

- **Motion to approve: Andrew**
- **Second: Mark**
- **All Approved**

POST MEETING Approvals via email....

Added to September minutes by email vote 9/22/2023 from the Board of Directors:

Current VI. Board of Directors, E. Method of Election, 5.:

Elections shall be by secret written ballot delivered to the elections committee by mail, electronic mail, or by deposit of such ballot in the ballot box personally by the member casting such ballot not later than the time at which the president declares the ballot box closed and the voting process at an end during the first item on the board's agenda at the October meeting. The elections committee shall count the ballots and report the results prior to adjournment of the October meeting.

PCB 2024 Dates:

May 12, June 16, July 14, Aug 11, Sept 8, Oct 13

EXECUTIVE SESSION – NOT NEEDED

COMMITTEE REPORTS

Buildings & Grounds: Michael Jefferies

Communications/Website Committee: Jan Gauthier

Development Committee: Pete Karlen

Election Committee: Susan Aronovsky

Event Committee: Patti Schmidt & Nancy Fox

Fire & Safety: Scott Halsted

Garden Committee: Kathleen Kopp

Heritage/History Committee/ Historian: Fred

Runner Housekeeping: Fran Rondeau & Bonnie
Jones

Water Tank/System: Bonnie Jones

Membership: Talia Friedman & McCoy

Dodsworth Mount Tam Organization Liaison: Bob

Newcomer Newsletter: Alison Bricker

Old Timer's Liaison: Marilyn Skaff & Olene Toby-sparks

Pancake Breakfasts: Lin Johanson

Personnel: Fran Rondeau, Bonnie Jones, & Patti Schmidt

Policy & Procedures: Wayne Koide

Reservations: Jennifer Greene

Technology: Nate Lee

Work Parties: Joanne Devereaux & Donald Delave

The group discussed and approved the minutes of the previous meeting. The treasurer reported that the organization's funds were at their highest level in over a decade, with strong revenue from overnight use fees and minimal expenditure. A proposal was made for a formal process to recruit innkeepers, which includes identifying potential candidates and conducting interviews. The team discussed the need to revise the onboarding process for new innkeepers. Don provided updates on ongoing projects, including plans to double the size of the solar panel field. They agreed to close the members lounge for two weeks in January to allow workers to complete roofing work. A decision was made to proceed with the plan to renovate the members lounge, with construction scheduled to start the first week of January. James applied for a \$10,000 grant for a project, and Alyssa suggested increasing the membership to compensate for the loss of dues from inactive members.

Don proposed a formal process to recruit innkeepers, which includes identifying potential candidates, having them shadow the current innkeeper for a day, conducting interviews, and requiring background checks. The training process would be divided into six sessions over eight weeks, with the final session serving as a test for the trainee to run the inn under supervision. Don and Melanie were open to feedback and suggestions, with Andrew questioning about support for the new innkeeper during their first solo shift, which Don confirmed would be available.