

# **WEST POINT INN ASSOCIATION**

## **BOARD OF DIRECTORS MEETING**

Monday, July 10<sup>th</sup>, 2023, 7:00 PM

Via Video/Teleconferencing

### **AGENDA**

Meeting called to order at **7:07** pm by President Alyssa Jorgensen

Board Attendees: Andrew Grant, Alyssa Jorgensen, Pete Karlen, Mark Northcross, Talia Friedman

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**

May 8<sup>th</sup> 2023 Board meeting

**Motion: To approve the May WPIA Board meeting minutes**

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

**PRESIDENT'S REPORT**

Pancake Breakfast continues to be a massive and collective effort, as well as a successful endeavor.

- July PCB had record 889 ppl (estimate \$15k gross \$9k net)
- Fathers (840 ppl- \$14k gross income. \$9k net). Mothers day was very well attended.
- Social media outreach is working (100-200 extra ppl) Not sure WPI can accommodate much more.
- Extra griddle has been helpful and added efficiency. (July -25min wait to pay and 10 min wait for pancake).

Alyssa maintains constant communication with Don and Innkeepers. All is well but constant issues arise with moving parts with committee chairs.

Board Retreat scheduled 8/19. Patti will send out confirmation and request for support (food)

Patti spoke about "Old Timer Event". Record attendance of 60 ppl. Attendance included WPIA's oldest member@ 98 yrs (Dorothy Moore) as well as longest standing member - Marge Goody. Fred Runner and the State Park Ranger spoke. Everyone had a good time. Will keep on the calendar for future years. .

**TREASURER'S REPORT**

Mark Northcross - Cash balance. Funds are increasing due to overnight use fees and PCB both setting records. Balance is greater than \$300k => 1 yr operating reserves.

Overnight use fee for trailing 12 months is \$307k. All time record.

Discussion surrounding refund policy (none except for rare exceptions) and ability to re-rent rooms due to no show or cancellations. Alyssa will investigate if there is an easy add to reservations system whereby Members can book "day of" for canceled rooms at a discount.

Profit Loss Statement - Some ambiguity in totals due to membership due payments (22/23). Statement is Donations ahead of 2022 PCB is in record territory but inability to differentiate between merch, donations, food, and event. Same for PCB expenses. Some expenses are running higher than past years (phone, propane, wage increase, ED, etc). Insurance is a lumpy payment. Jim Parden donations coming in now as well. Board took a moment to reflect on Jim's many contributions to the Inn.

## **EXECUTIVE DIRECTOR'S REPORT**

Don - New (3rd) griddle is installed and working well for PCB. Backsplash and shelving installed in the kitchen.

Need to ensure/secure reliable water getting to the potable water tank. MMWD has inspected piping and changed many of the 90 degree sections of piping. Scott Halstead working with FD to bring chipper/brush clearing.

Chicken coop reorganized. Storage for 3 griddles.

MMWD senior management held their bi annual meeting on 7/6 at WPI. Good event and good to get the MMWD more familiar with WPI.

## **OLD BUSINESS**

### **Innkeeper Recruiting & Hiring Process- Don-**

Don submitted an article in the latest newsletter. Received 4 replies. Discussion surrounding hiring two or three new innkeepers. Melanie suggested a new concept of "mini hiring day" to match potential employees with innkeepers. Don suggested conducting a background check on

existing and potential innkeepers as well formalizing the training process to be a paid portion of employment. Group discussion expanded to cover the need to formalize the hiring process and create a protocol as well as waiting list in case of unanticipated loss. Don agreed to create a proposal and circulate it to the board for feedback.

### **Development Committee Update - Pete Karlan –**

*PSA \*\*Reminder to commence WPIA Board replacements for election (Andrew/Talia and Alyssa working on it)*

Development efforts have been mainly listening tours and gaining insight to other capital campaigns. Current feedback has been that National Historical Landmarks are not as unique as previously thought and may not be as attractive to investors/donors when compared to more impactful needs (cancer, kids etc). Peter believes the biggest asset in collecting donations is the Inn itself and experience one has at the Inn. Main theme continues to be the “Connection” one has to the building, nature, and people.

One area for discussion is to capitalize on the “Scarcity Value” of the inn and charge a premium for corporate or social events. For example, \$1,700 vs \$10-\$20k per occurrence, perhaps once per quarter for such events. Another fund raising alternative would be to host one silent auction per year to open the Inn for a weekend reservation in advance of the general membership booking. Another alternative would be to recruit a board who can participate at a meaningful level. Thought would be to demonstrate the board is supporting the need before asking members or public for support.

Discussion revolved around current practices and ethos of the inn. Certainly many challenges but thought would be to explore the ways to raise funds necessary. Corporate events may be able to preserve the Inn when compared to social gatherings. Again many concerns discussed however the Board is open to exploring other ideas with stipulations.

James raised the opportunity and possibility of receiving grants and tax incentives from the Federal and State government. James suggested involving a tax broker for the owner of the property and discussing tax credits with Mark. Peter offered to help determine where they can apply for grants. Additional discussion surrounded applying for grants related to “green initiatives” or fire protection.

Board collectively discussed the importance of solidifying the culture and ethos of the organization without ruining it by asking for money or asking for donations. General agreement

that the majority of the membership can't come up with the money, and they need to be strategic in how we approach the campaign. Committed to listening to feedback before making a decision. The team agrees that the decision-making process is important and they will continue to work on it.

Action Items. Peter will draft up a proposal for the next board meeting.

### **NEW BUSINESS**

Auction donation for Overnight Stay- WildCare, San Rafael –

**Motion: To approve the 1 cabin/room, overnight stay**

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

Membership Wait List: Raena Sumiyoshi and Thomas Wucherpfennig of San Francisco

Sponsored by Joanne Devereaux and Chris Sheetz

**Motion: To approve 2 new applicants jointly RS and TW #6 and #7 on waitlist**

- **Motion to approve: Patti**
  
- **Second: James**
  
- **All Approved**

Membership Roster - Talia raised whether there was a need for a publicly available roster for members to access emails and phone numbers. Discussion explored the possibility of having an opt-in opt-out feature for members who don't want their names, phone numbers, and email addresses published. Consideration towards a secure link on the member page to access the directory instead of a Google Sheet. Patti clarified that members can log in to Wild Apricot and access the membership roster through the members portal of the website. The team agreed to revisit the matter in December and consider including an option to remove members' names from the roster.

**2023 Capital Projects** - Mark confirmed WPI has roughly \$100k to spend this year.

Dons - Top three capital requests

1) Member Lounge Roof Sag – Fixing the sag in the ceiling will require re-plumb all walls and re-roof Member lounge. Total estimate is \$75,600. Will require the inn to be closed for approximately 2 weeks. Will inquire whether permit required and MMWD approval. Should expect some hidden conditions.

2) Backup Generator - currently failing. Runs at 60% => \$14,500 estimate

3) Solar panel Expansion - is needed to maximize efficiency of the new inverter. Project was approved in 2022 but never done due to lease negotiations. \$35,000 estimate

**Motion: To approve 2 projects (generator replacement and solar panel expansion) - \$49,500 estimated.**

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

## **ADJOURN**

**Motion: To adjourn July meeting at 9:17 pm**

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

## **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