

3 WEST POINT INN ASSOCIATION

BOARD OF DIRECTORS MEETING

Monday, September 14, 2020, 7:00 PM

Via Video/Teleconferencing

FINAL MINUTES

Meeting called to order at 7:00 pm by President Chris Marcuse

Board Attendees: Nancy Fox, Bonnie Jones, Alyssa Jorgensen, Don Keeley, Pete Martin, Jim Parton, Johanna Sistek, Clare Wellnitz

Board Members Absent: None

Others present:

- Wing Pepper – Secretary
- Mark Northcross - Treasurer
- Ross Asselstine - B&G Committee
- David Durr - Head Innkeeper
- Pat Williams - Innkeeper
- Wayne Koide - Policy & Procedures

APPROVAL OF MINUTES

August 10, 2020 Board Meeting

August 17, 2020 Special Board Meeting

- Motion to pass: Chris
- Motion to approve: Jim
- Second: Nancy
- All Approved

PRESIDENT'S REPORT

- MMWD E-Bike Meeting
 - MMWD wants to discuss with WPIA - as they are doing with all constituents. Planning to meet next week.
 - Bonnie to join Chris.
 - Currently the WPIA has a neutral position on eBikes
- Fundraising Report (see below)

TREASURER'S REPORT, Mark Northcross

- \$120k in total WPIA bank account funds as of 9/14/2020
- \$13.5k per month burn rate recorded in June
- Current projected per month burn rate is \$16.5k - up from projected \$14k per month in August board meeting
- Reasons are:
 - Fire insurance and other insurance premiums came due in the last 60 days. (fire insurance isn't due again until next fall)
- As of 9/14/2020, WPIA has nine months of life expectancy (to June 30, 2021) before we reach liquidation (eight months until required shutdown begins)
- Discussion
 - Board must take action to reduce expenditures to reduce the accelerating burn.
 - Board has decided to keep spending on insurance and personnel
 - The only variable cost we can impact given these decisions is “repairs and maintenance”
- Recommend closing Marin Community Fund and moving funds into main account

OLD BUSINESS

Major Gift Program Update (see above)

- Maureen Keefe resigned her volunteer effort (note forwarded prior to board meeting)
- Discussion
 - Must provide greater clarity for members on the current WPIA financial situation
 - Recommended to provide a communication to current members to alert them on the situation
- Two potential approaches discussed
 - Create targeted “mini-fundraisers” to specific needs - like fire insurance
 - Create general WPIA raise requests so we aren't tied on where to spend
- Two potential sources discussed
 - Fewer bigger donors
 - All members at smaller amounts
 - General agreement on a blend of these two approaches
- Will need to support both approaches with WPIA content - spreadsheets, figures, images, helpers, etc...
- Focus on education and feedback to get the best response
- Other fundraising ideas
 - WPIA SWAG creation (hats, t-shirts, mugs, etc)

First Responder Gesture Upon Reopening

- Recommend offering the Inn to local first-responders as family units

Fire Insurance Update

- \$450k is the only lease requirement - but we can't get fire insurance with that limit.
- Options
 - Reduce from \$2M from \$4M
 - Save \$4k - \$13k from \$17k
 - Continue payment at current levels to ensure adequate coverage during current fire season
 - Important to note annual payment has been made
 - Any reduction would come in a refund by restructuring the policy
- Vote to approve staying with current insurance cost and plan
 - Motion: Johanna motion to stay the course with current payment structure
 - Second: Ayssa
 - Vote
 - 8 in favor
 - 1 opposed
 - Approved

Wampum Name Change – Final 3

- Votes due tomorrow (9/15/20)

Language for Bylaw Amendment

- Language updated and shared with board prior to the call
- Motion to approve: Nancy
- Second: Don
- All Approved

Enhanced Construction/Maintenance – Phase Zero

- Issues with recommendation / pre-opening
- Motion approve: Jim
- Second: Pete
- All Approved

Reopening Committee Update – Phase One

New reopening plan/update

- Phase 1- test period - board members and friends and family. Like a prototype test phase. 1-2 weeks
- Phase 2- update based on phase 1 and move to reservations. Only 2 groups at a time at the inn. Make sharing the kitchen easier and allows for separate living / relaxing space.
- Phase 3 - based on phase 2, open to 3 groups at a time with the same dynamics

Discussion

- Pricing review needs to be flexible to understand demand
- Recommend testing initial approach through 12/31
- Start two week member/friend test on or about 9/29
 - Initial test period should be two cycles of test people
- Reservation system considerations
 - How do we update the reservation system to reopen without changing the whole reservation system.
 - Proposal is to add a new page (for the short term) and send an email with the date request etc to avoid changing the system in the short term - first come first serve.
- Member/Public notification
 - Recommended to give members awareness first - and then give the public notice
 - Treat EMIG just as before - 1 week out clearance (ADA)
 - Recommend sending a “press release” after a member alert to local press outlets and hospitality
- Policy Impact
 - Determine if we need to update the policy manual?
- State/Country clearance to reopen
 - Question: What has to happen state and county-wise for any of this to even happen?
 - Answer: Site protection plan approved, then we can re-open as of 8/29 for the test
- First open booking window
 - Oct 15 - 12/31 as initial reservation slots.
 - We have to have a 30 day window advance notice for members - prior to public.
 - Loyalty to members is paramount. Plan is to ping members first
- Second booking window
- Start Jan 1 and go forward from there

Vote to approve phase 1 plan (test period, room plan, pricing, website modification):

- Motion: Johanna
- Second: Don
- All Approved

NEW BUSINESS

- Moved to next board meeting

COMMITTEE REPORTS - all discussions moved to next board meeting

- ADA Coordinator: Bob Newcomer
- Buildings & Grounds: Ross Asselstine & Urban Carmel
- Communications/Website Committee: Jan Gauthier

- Development Committee: Suzie Adams Koide
- Election Committee: Chris Marcuse & Lin Johanson
- Event Committee: Gail Shahan/Fran Rondeau
- Fire & Safety: Pete Martin & Scott Halsted
- Aluminum Covering Idea
- Garden Committee: Kathleen Kopp
- Heritage/History Committee/ Historian: Fred Runner
- Housekeeping: Fran Rondeau/Bonnie Jones
- Water Tank/System: Bonnie Jones
- Membership: Gordy & Lynn MacDermott
- Mountain Organization Liaison: Olene Sparks
- Newsletter: Alison Bricker
- Old Timer's Liaison: Marilyn Skaff
- Pancake Breakfasts: Lin Johanson/Gordy MacDermott
- Personnel: Lin Johnson/Fran Rondeau
- Policy & Procedures: Wayne Koide
- Reservations: Jennifer Greene
- Technology: Nate Lee
- Work Parties: Don Keeley

EXECUTIVE SESSION (Not needed)

ADJOURN

- Motion approve: Jim
- Second: Don
- All Approved

NEXT STEPS

- Fundraising
 - Create fundraising approach
 - Send prior the members meeting
 - Create WPIA SWAG approach to raise money (nancy to investigate)
- Check with marta how we paid Jennifer - check the last pay period: Jim to address
- Jennifer reservation system - determine what do we need to do to process CC payments if we don't update the system via Orbis
- Board meet again in 2 weeks on reopening plans and next steps