

WEST POINT INN ASSOCIATION

BOARD OF DIRECTORS MEETING

Monday, July 13, 2020, 7:00 PM

Via Video/Teleconferencing

FINAL MINUTES

AGENDA

Meeting called to order at **7:01PM** pm by President **Chris Marcuse**

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

Board Members Absent: None

Others present:

- Mark Northcross - Treasurer
- David Durr - Head Innkeeper
- Fran Rondeau
- Wing Pepper – Secretary
- Maureen Keefe - Outside Fundraiser

APPROVAL OF MINUTES

- June 8, 2020 Board Meeting
- Motion to pass: Chris
- Motion to approve: Pete
- Second: Nancy
- All in favor

PRESIDENT'S REPORT

- See below notes

TREASURER'S REPORT, Mark Northcross (SEE ATTACHED SPREADSHEET)

- Reviewed summary WPIA projections for financial health going forward
- Mark shared the latest cash flow projections for 2020 and 2021. Financial assumptions are based on:

1. Pat donating his time
 2. Propane consumption is 1/3 of what it is when the Inn is open
 3. Insurance costs are the same as 2019
 4. Laundry is 1/3 of what is in when the Inn is open
 5. Repairs and maintenance are \$8,000+ this year.
 6. We get the same amount of membership dues and associated donations in early 2021 that we got in early 2020.
 7. The Inn stays closed indefinitely
 8. Included was Gabe Schubert's bequest of \$25,000 - (WPIA will send a thank you to Gabe's family)
- WPIA has a \$204k total cash position as of 7/2020.
 - Estimated \$13k per month go forward operating costs based on current run rate during the Pandemic
 - WPIA has ~16 months until we become insolvent in October of 2021 - if no new income streams
 - Concern cited over Pat Williams donating his time and not cashing checks
 - Recommended that someone should talk to Pat and make sure he speaks to a tax advisor to ensure he's not hurting himself by not cashing the checks.

FUNDRAISING REVIEW: Maureen Keefe (DOCUMENT ATTACHED)

- Presented a fundraising approach to cover an \$80k shortfall - to start.
- She recommended creating a balanced donation stream / program going forward that will achieve \$50k per year - every year.
- Focus on Major Gifts for bulk, while also asking regular members for smaller donations
- Recommended reviewing the WPIA's "case for support" - the message that will "pull at the heartstrings" to drive donations.
 - a. Create a graphic that shows how "challenged" we are - to drive urgency for fundraising.
 - b. Show 2020 COVID-19 impact with no fees - Tell a clear story about the impact of Covid and what's happened - point out specifically how we are impacted
- Messaging Options
 - a. Paint a broader WPIA evergreen need that's higher message
 - b. Use need as a theme (we need a new roof, etc - this has typically been WPIA's past approach)
 - c. Historically the WPIA has run a profit - we need to shift the discussion that we are severely impacted by Covid.
 - In the future we could add specific "ask" issues on top of the broader annual fundraising approach.

- Maureen stressed that fundraising should be for “unsupported” ask to give us flexibility in how we use the money.
- Approach / Recommendations
 - a. Rosters/potential donor ranking reviewed in order to prioritize the process. This would develop a top ten and top twenty five prospects.
 - b. Maureen asked the board to review the list of potential donors from the provided list. She also asked the board to consider a future list of members who would help raise money
 - c. First call should focus on the Inn and it’s situation - tell the story. Set up a follow up call to then do the ask
- Board discussion / questions on approach
 - a. Alyssa recommends asking everyone for money since we haven’t raised money for a long time
 - b. Johanna recommended rethinking the approach.
 - Afraid we can’t rely on “benevolent” giving and thinks we should add a letter in the “renewal” letter explaining the real situation of the inn.
 - The fear is the feel of a big institution giving.
 - We need to balance the big donors and also ask everyone so we can build the spirit within the entire membership team
 - c. General discussion that these approaches are not mutually exclusive.
 - We need an education process to let people know the real situation the Inn is in. Do this for major donors and also the broader group.
 - d. Also asked Maureen about how we ID new givers. The “wealth screen” should ID those people.
 - e. Maureen stressed that there are two approaches needed - a targeted ‘Major donor’ approach as well as a “grassroots” approach to build from the bottom

OLD BUSINESS

- COVID – Masks – Public Space vs Shared Space
 - Masking is important and should be supported with zero tolerance
- Major Gift Program Update - (See Fundraising Notes Above)
- July 22-27 Test Run
 - Test run planned for two weeks hence
 - Motion to postpone - with no new date set
 - Don supports this motion based on Marin restrictions and unclear future on reopening.
 - Feel that any “dress rehearsal” would be in violation of the current law. Chris stated that the WPIA “will be guided by science” in its approach to reopening

NEW BUSINESS

- Emig Trust Resolution - Gage Schubert
 - They have asked us to pass a resolution.
 - Background
 - The WPIA was left \$3,000/year from the Emig Trust as long as WPIA publishes a newsletter. However, by 2008, WPIA had mostly gone to an online newsletter. So, Colin Claxon, trustee for Emig, and the WPIA Board came to the agreement to reduce the annual contribution to \$1,500. This resolution codifies the agreement.
 - Paper Newsletters are expensive to the 50 people who don't want it by email (80 cents per newsletter plus postage)
 - Board Vote
 - Move to accept the resolution: Johanna
 - Second: Nancy
 - Approved with one “no” (Jim)
- Gift Certificate Extension
 - Jennifer Greene getting inquiries on gift certificates expiring
 - Chris recommend extending all for a year - or for a year after reopening
 - Unclear the financial exposure from current unused gift certificates
 - Discussion:
 - Need to clarify what “reopening” means.
 - We mean full reopening in the Pre-COVID-19 sense and prices .
 - The Board must officially declare the inn back to operations
 - Board Vote
 - Motion to pass: Jim
 - Second: Bonnie
 - All in favor
- Wampum Name Change/Expiration Extension
 - Recommend changing the “wampum” name due to sensitivities
 - Change the policy and procedure manual and make sure “wampum” is removed in all areas
 - Do mock ups on two replacement options - “west points” and “west point bucks”
- Portable Toilet Price Quotes
 - Board moved to discuss costs
 - \$700 ADA per month
 - \$560 per month regular.
 - Jim recommended spending money on new signs to alert people that WPI bathrooms are closed
 - Place these throughout the railroad grade and other trails and parking .

- Board feels it's not the WPIA's responsibility to provide bathrooms but the concern is that people are going to the bathroom in the woods.
- If we want to place signage about closed bathroom anywhere we need to contact state parks for MMWD to get clearance
- MMWD Assistance
 - Pete send an email to MMWD to get bush trimmed around water tank
- Insurance
 - Two aspects for WPIA - Property loss and Liability
 - Liability makes sense - in case something happens on the property.
 - Loss should be changed: For fire, that should be MMWD responsibility.
 - WPIA should not bear the additional cost of fire insurance - this is about \$16k per year which is over 50% of the overall policy cost
- B&G Memos
 - Campground designation
 - We are not an "outdoor facility"
 - We are not a campground - Board agreement
 - Outdoor kitchen and sink
 - Some feel the proposed outdoor spot looks dangerous. There is gas valve with a standing pilot which could be dangerous
 - The proposed location is considered not practical though agreed it could be somewhat fire proofed.
 - Concern is a guest is cooking and doesn't pay attention - grease fire e.g. There is no fire prevention / suppression around that area.
 - Alyssa felt the idea had a lot of merit and while the location isn't optimal there is a good reason to do it. There are other examples of where it can work.
 - Open question is whether we even need one at this point due to the delay.
 - There is a feeling that we should delay opening until we can use the communal kitchen and operate as we are used to
 - Water Memo
 - There is difficulty in becoming a public water supply / water fountain. MMWD would need to take this on - it's their business.
- Reopening Committee
 - Readdress the aerosol issue and other new learnings related to disinfection and ventilation that can improve the reopening.
- MMWD Strategy Meeting
 - We need a comprehensive information session with MMWD to give them a total WPIA COVID-19 update.
 - Show them the numbers, the work we are doing to reopen

- Start the dialog with MMWD on reducing the insurance cost.
- Peter recommends asking for a large subsidy from the MMWD
- Chris will lead meeting with Mark doing a fact dek
- Jim Parton will also participate and will ask Maureen has talked to Cynthia
- Alyssa and Don also volunteered
- Estimate meeting in 2-3 weeks

COMMITTEE REPORTS

ADA Coordinator: Bob Newcomer

No Updates

Buildings & Grounds: Ross Asselstine & Urban Carmel

See above Updates

Communications/Website Committee: Jan Gauthier

No Updates

Development Committee: Suzie Adams Koide

No Updates

Election Committee: Chris Marcuse & Lin Johanson

Follow up with Ross

Ned Bio's for potential new Board Members

Event Committee: Gail Shahan/Fran Rondeau

No Updates

Fire & Safety: Pete Martin

Vegetation is now cleared to 100ft around the building complex

Garden Committee: Kathleen Kopp

Garden is on hold

4 tomatoes and 1 squash going well - rest is dormant

Heritage/History Committee/ Historian: Fred Runner

No Updates

Housekeeping: Fran Rondeau/Bonnie Jones

No Updates

Water Tank/System: Bonnie Jones
No Updates

Membership: Gordy & Lynn MacDermott
No Updates

Mountain Organization Liaison: Olene Sparks
No Updates

Newsletter: Alison Bricker (EMIG)
See Above Updates

Old Timer's Liaison: Marilyn Skaff
No Updates

Pancake Breakfasts: Lin Johanson/Gordy MacDermott
Working toward August virtual meeting / fundraising

Personnel: Lin Johnson/Fran Rondeau
May hire a new innkeeper - potential candidate in the pipeline

Policy & Procedures: Wayne Koide (wampum etc.)
See Above Updates

Reservations: Jennifer Greene
No Updates

Technology: Nate Lee
No Updates

Work Parties: Don Keeley
See Above Updates

EXECUTIVE SESSION (not required)

ADJOURN

- Motion to adjourn: Johanna
- Second: Jim

- All in favor

NEXT STEPS

- Maureen to continue work with Don and Mark
- Emig
 - Send a thank you to Gabe's Schubert's family
 - Sign the Emig resolution
- Wampum
 - Change the policy and procedure manual and make sure "wampum" is removed in all areas
 - Do mock ups on two replacement options - "west points" and "west point bucks"
 - Vote next meeting
- MMWD Grounds Assistance
 - Pete send an email to MMWD to get bush trimmed around water tank
- MMWD Strategy Meeting
 - We need a comprehensive information session with MMWD to give them a total WPIA COVID-19 update.
 - Show them the numbers, the work we are doing to reopen
 - Start the dialog with MMWD on reducing the insurance cost.
 - Chris to set up meeting with MMWD
 - Mark create a deck
 - Set meeting for 2-3 weeks
- Water Policy
 - Update the website to say we are not a public water supply
- Election Committee
 - Follow up with Ross
 - Need Bio's for potential new Board Members