

WEST POINT INN ASSOCIATION
BOARD OF DIRECTORS SPECIAL MEETING
Monday, November 23, 2020, 7:00 PM
Via Video/Teleconferencing

FINAL MINUTES

Meeting called to order at 7:02 pm by President Chris Marcuse

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

Board Members Absent: None

Others present:

- Wing Pepper – Secretary
- Mark Northcross - Treasurer
- Billy Farrer - Former President
- David Durr - Head Innkeeper
- Wayne Koide - Policy & Procedures
- Dan Ciccarone - Board Member-elect
- Robyn Sue Fisher - Board Member-elect

APPROVAL OF MINUTES

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

PRESIDENT'S REPORT

TREASURER'S REPORT, Mark Northcross

- By November, our fundraising efforts plus the ~ \$9500.00 monthly income fee's have left us with \$93 more than the WPIA had on its books at this time last year.
- This is due to:
 - Income redistribution - Less fees, but more fundraising
 - Expenses went down
 - We deferred a lot of maintenance
 - Housekeeping costs are down

- Membership event costs are down
 - Operating costs went down significantly
 - Almost \$80k off the budget
 - Fundraising
 - \$85,000 fundraising uptick
 - Gage Schubert - left \$25k in bequest
 - Income
 - Membership is up
 - But events like pancake breakfasts are down
- Maintaining Fundraising
 - Can't let up on our efforts
 - Repairs and maintenance can't be deferred for much longer
- Current Balance, Burn Rate and Projections
 - We have \$145k in our account
 - User fees continue to be projected at ~\$10k per month
 - We hope to be lucky with repairs and maintenance
 - This means WPIA is solvent through EOY 2021 - based on these projections

OLD BUSINESS

- **Reopening Update**
 - Feedback on the first few weeks
 - So far, so good: Visitors were masked up - no input needed. Good guests
 - Visitors were ~ ½ members and ½ non-members
 - Positive feedback from all visitors on process and WPIA in general
 - Innkeepers mentioned how much they appreciated receiving the reservation details ahead of time - to help the Innkeepers plan
 - Temporary Reservation Policy
 - The January reservations window will open soon - early December
 - NOTE: Must address adding language to the reservation policy to ensure we can have flash sales and/or flex pricing as needed
 - Original goal in offering flash sales was to balance the interest level and find creative situations to solve the vacancy problem
 - We have to make sure a lower rate isn't miscommunicated and misconstrued
 - Noted there is a difference between excess inventory/need to sell last minute spaces - versus offering a "sale" or "cheaper" price
 - Work with Wayne to craft new language for next year's board to approve this new policy
 - MMWD Ranger Issue

- Resident MMWD ranger was not aware we were open
 - We need to make sure they are aware
 - We did give adequate notice
 - Bathrooms
 - We have to designate bathrooms - we have the upstairs and the outside bathrooms
 - People still heading to the deck
- **SPP Update**
 - New policies require updates to the SPP (site-specific protection plan)
 - Cancelling special events
 - Driving to inn
 - 2 night booking minimums
 - New pricing (SEE APPENDIX)
 - Vote
 - Motion to pass: Chris
 - Motion approve: Nancy
 - Second: Jim
 - All Approved
- **Fundraising**
 - Communications Strategy
 - Robyn to connect with branding person
 - Hit \$12,500 today in our GoFundMe campaign
 - Campaign Name & Graphic Design
 - “Thank you for Saving the Inn”
 - In future: Recommend including railroad analogy - ride to the future, etc
 - Robyn working with Angela Wildman on design
 - Incorporate the railroad theme if possible
 - New campaign
 - Create by March 2021 - take a longer term view on fundraising campaign approach, title, and goals
 - It should be a big number to sustain us over years
 - Create a bigger support cushion on an on-going basis
 - Targeted Zoom Calls
 - Don spoke to Naturebridge team
 - Gave an update on Naturebridge and how they are approaching everything during Covid-19

- They are positioning/preparing for when the pandemic is over
- Their approach via zoom was special and they did a great job
- Recommend WPIA does this for 10-20 key donors - the personal touch for next year
- Mailer
 - Need to be clear about all the ways one can give to WPIA
- West Point Bucks
 - Agree to accept WPB for membership but we “request” that members save it for visits - given our situation
 - WPB expiration was extended to one year after we declare the Covid-19 emergency over
- Identify Other Income Sources
 - Meeting w/Dylan Simonds: Lives in Mill Valley, Venture capitalist.
 - Been chairman of east coast boarding school annual campaign - raises \$12-\$15 million a year
 - Focus on our large constituency - much bigger than we think it is.
 - Encouraged us to think MUCH more broadly for our outreach
 - Use data to drive our list making and decision making - especially with non-members - Build the “Killer” mailing list
 - He recommended:
 - Including WPIA as beneficiary in estate planning
 - Accepting corporate matching funds
 - Start an endowment - so as we don't always rely on our sales model
 - Look into Grants
 - He is willing to participate on a committee to build a long-term fundraising exploration and expansion program
- Special Assessment
 - Worried about the effect on Lower Income Members.
 - 78 Members Paid \$2,585 In Work Party Incentives
 - Put on ice - readdress in March if needed
- Info for Letter w/Membership Renewal
- Lease renewal
 - Negotiating new WPIA lease in 2021
 - Do we try and get a lease for longer than 20-25 years?
 - We are not a big priority or focus area for MMWD (similar to the Fairfax stables)

- We have some leverage and can create a strong agreement going forward because we are helping the MMWD
- Billy Farrer
 - Gave positive feedback on our progress and was impressed with our actions to sustain the Inn

NEW BUSINESS

COMMITTEE REPORTS

- *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*
- *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 (Executive session was required)

- Executive session announced that they unanimously decided to distribute \$3,150 in bonuses among 9 employees

ADJOURN

- Motion to adjourn: Chris

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

APPENDIX
Reservation Policy with SPP and the Pricing Plan

WEST POINT INN ASSOCIATION RESERVATIONS POLICIES (Effective November 1, 2020) RESERVATIONS

1. Reservations to use the West Point Inn facilities must be made through the West Point Inn online reservation system located on the Inn's website.
2. During the time period that COVID-19 Policies and Procedures are in effect, reservations can be made by WPIA Members and the public with equal access. Reservations will be accepted up to two months in advance of the dates of stay.
3. Overnight guests must comply with all COVID-19 Policies and Procedures listed on the Inn's website and attached herein (see COVID-19 Site-Specific Protection Plan (SPP)).
4. Reservations for the ADA (Emig) cabin will be limited to those guests who have a disability (and their guest or attendant). If this cabin has not been reserved within seven (7) days of the intended date of stay, then it becomes available to other guests on a first-come first-served basis.
5. A deposit with a valid credit card is required to secure a reservation.

CANCELLATIONS

Prepaid reservations are non-refundable and non-transferable. In limited circumstances and only on approval by the President, a substitute date may be offered when a cancellation is due to guest illness, injury or other extraordinary circumstances.

CHILDREN

All children (under 18 years of age) using the Inn must be accompanied by an adult. One (1) adult may accompany up to three (3) children. Children under 16 may not stay overnight in cabins without at least one adult sleeping in that cabin. Adults are responsible for the behavior of children under their supervision and must ensure that they do not disturb other guests or injure themselves or others. Adults are responsible for payment of any damage caused by children under their supervision.

OVERNIGHT FEES (Tuesday-Saturday) (FOR RESERVATIONS MADE AFTER NOVEMBER 1, 2020 UNTIL FURTHER NOTICE)

Please see attachment "WPI Two-Night Booking Options" chart for a description of reservations options and fees during the time period that COVID-19 Policies and Procedures are in effect.

DAILY FEES (Day Use) of Member's Lounge & Kitchen, 11:00 AM to 3:00 PM (Tues. through Thurs.)

During the time period that COVID-19 Policies and Procedures are in effect, day use of the Inn is prohibited. Only overnight guests with reservations are allowed on the Inn property.

MONDAY NIGHT USE The Inn is closed to both Members and Non-Members.

WEST POINT INN BUCKS (FORMERLY KNOWN AS "WAMPUM")

During the time period that COVID-19 Policies and Procedures are in effect, members may not use West Point Inn Bucks to pay overnight fees.

CHECK-IN TIME

All guests must check in with the on duty Innkeeper between 3:00 p.m. and 6:00 p.m. (Pacific Standard or Daylight Time) unless prior arrangements are made with the Innkeeper. In all cases, guests are responsible for arriving at the Inn prior to sundown. The Inn is not responsible for informing guests of the MMWD or Park rules or for any fines imposed for after-hours hiking.

CHECKOUT TIME

Monday: 9:00 a.m.

Tuesday - Sunday: 11:00 a.m.

Guests must complete their cleanup (including cabin/room cleanup and Inn chores), breakfast cleanup and removal of food from the refrigerator, and return the cabin key to the Innkeeper by check-out time. All arrangements to leave belongings or food after checkout time must be made with the Innkeeper. Neither the Inn nor the Innkeeper is responsible for any personal property or food belonging to any guest.

CLOSURE OF INN DURING A RED FLAG FIRE ALERT

The Inn is closed during "Red Flag" fire alerts announced by the MMWD and/or Fire District personnel. The Innkeeper and three additional people (i.e. enough people to fit in one vehicle) may remain at the Inn during Red Flag days unless instructed by the authorities to leave the premises. In the event of closure of the Inn due to Red Flag fire alerts, the Innkeeper and Reservationist will attempt to contact overnight guests to inform

them of the Inn closure. All overnight fees for reservations canceled because of Red Flag fire alerts will be refunded.

DRIVING TO THE INN During the time period that COVID-19 Policies and Procedures are in effect, each reservation will be allowed to drive one vehicle to the Inn. Guests who have state-issued ADA parking placards may drive into the Inn and park in the designated handicap parking space upon making advance arrangements with the on-duty Innkeeper. The total number of vehicles permitted at the Inn is subject to MMWD limits on vehicles. Anyone driving to/from the Inn must drive carefully and slowly, as hikers and bikers frequently use the same road. Once parked at the Inn, vehicles may be driven off the premises prior to checkout only in an emergency or with the on-duty Innkeeper's approval.

WPIA SPECIAL EVENTS:

During the time period that COVID-19 Policies and Procedures are in effect, WPIA Special Events are cancelled.

USE OF THE INN BY ORGANIZED GROUPS OTHER THAN WPIA:

During the time period that COVID-19 Policies and Procedures are in effect, use of the Inn by organized groups other than WPIA is prohibited.

WPI Two-Night Booking Options

	Occ	M	T	W	Th	F	Sat	Sun
Room 1	6						\$500	
Room 2								
Room 3								
Room 4	3		\$350					
Room 6								
Room 5	4				\$450			
Room 7								
Cabin 11	4				\$450			
Cabin 12 (HM)	4						\$500	
Cabin 14 (Emig)	3		\$400					

Rooms 1, 2,3	All Room Bookings come with a private entry, exclusive use of the Pantry Kitchen** & Hiker's Lounge with dining area, a private bathroom, a designated area on deck with picnic tables, and the ability to drive one vehicle to the Inn (no in/out privileges).
Rooms 4, 6	
Rooms 5, 7	

Cabin 11	All Cabin Bookings come with a private entry, exclusive use of the Main Kitchen* & Member's Lounge with dining area, a private bathroom, a designated area on deck with picnic tables, and the ability to drive one vehicle to the Inn (no in/out privileges).
Cabin 12 (HM)	
Cabin 14 (Emig)	

* Main Kitchen is equipped with a refrigerator, cookware, serve ware, four-burner propane rangetop, and dish-washing sink.

** Pantry Kitchen is equipped with a refrigerator, cookware, serve ware, two-burner electric cooktop, and dish-washing sink.