

WEST POINT INN ASSOCIATION

BOARD OF DIRECTORS MEETING

Monday, November 9, 2020, 7:00 PM

Via Video/Teleconferencing

FINAL MINUTES

Meeting called to order at 7:03 pm by President Chris Marcuse

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

Board Members Absent: Johanna Sistik

Others present:

- Wing Pepper – Secretary
- Mark Northcross - Treasurer
- Dan Ciccarone - Board Member-elect
- Robyn Sue Fisher - Board Member-elect
- David Durr - Head Innkeeper
- Scott Halstead - Fire & Safety
- Wayne Koide - Policy & Procedures
- Jim Barry - Innkeeper
- Pat Williams - Innkeeper

APPROVAL OF MINUTES

- **October 12, 2020 Board Meeting**
- **October 18, 2020 Fall Members' Meeting**
 - Motion to pass: Chris
 - Motion approve: Jim
 - Second: Bonnie
 - All Approved

PRESIDENT'S REPORT

- **Confirm EMail Votes**
 - Reopening Plan (Oct 21 SPP – “2 Day”)
 - Auction for Thanksgiving, Christmas & New Year
 - FireKing

- Redwood Security
 - Motion to pass all above: Chris
 - Motion approve: Jim
 - Second: Michael
 - All Approved
- **MMWD Board Outreach**
 - Early communication
 - Aloha Visit
- **Call w/Mike Swezy/Marin Conservation League**
 - Trying to ID additional funding for fire safety - In process
 - Recommended starting 2021 MMWD lease negotiations as early as possible to ensure the process is completed on time and with the right attention

TREASURER'S REPORT: Mark Northcross

- Received \$30k donations in last month
- With reduced maintenance and continued tracking to the expected overnight user fee expectations, we look OK through 2021.
 - NOTE: This does not take into account surprise maintenance and repairs
- WPIA bank account up to \$145k - much better shape
- Burn rate is consistent with previous estimates. As always they fluctuate based on unexpected costs
 - \$16.5K is current rate (October estimate was \$14-15k per month)
- Assuming \$35k for membership funds in early 2021
 - As reference: WPIA showed \$50k in the same period of 2020. This was due to a combo of membership dues plus voluntary donations
- MCF is sending a donation - amount unspecified
- David Durr is talking to Bank of Marin in Petaluma and they may make a corporate donation
- Roof reconstruction issue raised
 - Need to better understand the cost, timeline
 - Alyssa and her husband, Rye, are working on an estimate for the WPIA
- Robyn - volunteered to look at alternative ways to cut COGS

OLD BUSINESS

- **Reopening Update**
 - Feedback on first non-board guest stays
 - Opened last week to new guests (one group) with Pat as Innkeeper
 - Had two groups over the weekend (8 people)
 - Went well, learning through the process

- For November we are 50% booked - so will not hit the 11k revenue goal number.
- Alyssa feels not enough people know that we are open - we need to do more outreach in public
- 75% full for December - so far. With auction this could go up
- In general, people have been very supportive and excited - in the overall WPIA community
 - No complaints about the price/costs
 - People get that this is an unusual time
 - No one who has signed up has not stepped up to the process and embraced what needs to happen during their stay
- Patt: Had two families with kids
 - Felt things went smoothly
 - Recommended keeping the door locked between pantry and kitchen
 - In general - people very respectful - wore masks and followed the rules
 - Pat has also donated some lights on the porch to help guests navigate around the kitchen/pantry, etc.
- There are continued issues with the deck - public crawling over.
- WATER NOTE: There is currently little to no water on Mt Tam - so there is an issue with water access via hoses for the public. We are trying to be flexible and find a solution that keeps people away from the Inn but allows access to some water
- Board Recommended doing some informal surveys to understand how people feel about their experience - especially non-members so we get a good sense of how people feel about everything
- Fires in Fireplace
 - \$1.5k to \$2k to get cords of wood up to the Inn (have spent as much as \$3k in previous years)
 - Expecting the have the rain threshold met by next week
 - Issues
 - InnKeeper has to check fire every hour on fires to ensure safety
 - Guests can't be expected to maintain any type of fire - due to location issues and overall risk issues
 - Innkeepers are mixed on wanting the responsibility of maintaining the fires
 - Also the issue of Innkeepers having to be close to guests - based on Covid and risk of infection

- Resurface this issue next month
- **Fundraising**
 - Call w/Jed Smith
 - Member, VC, involved in fundraising, Wife just finished 3 years as chair of Kiddo (Mill Valley schools fundraising organization)
 - We need about \$45k in fundraising over the next few months
 - Recommended a positive fundraising theme
 - Has offered a \$10,000 matching grant
 - Communications Strategy
 - Frequency - need to get in front of people regularly
 - Tone - need a more upbeat tone - more positive
 - Campaign Name - (using “save the inn” as a placeholder)
 - Recommend 3-4 words only
 - Kiddo decals are a good example
 - Coffee Mug as a 2020 commemorative reminder to raise \$
 - It’s a special time to remember 2020
 - Need a catchy name - captures the history and the feeling of the Inn
 - Need a theme with a tagline
 - Friends of the Inn, e.g.
 - Send Don and Jim ideas for fundraising
 - Consider two concurrent theme options to create a fundraising culture
 - Short term - next 12-18 months (see assessment responses in the surveys)
 - Long term - perhaps another survey with longer-term tone
 - Could add some boxed lunches we sell at the inn in lieu of pancake breakfasts
 - Branding and product creation - need to find a good partner and Nancy will hand off to execute
 - Change dates of campaign - From 11-01-20 to 10-01-20 to 06-30-21
 - Motion to pass: Chris
 - Motion to approve: Nancy
 - Second: Bonnie
 - All approved
 - Survey Results (DOCUMENT ATTACHED TO EMAIL)
 - Fundraising Campaign
 - Extend Campaign Dates- From 11-01-20 to 10-01-20 to 06-30-21

- Expand Campaign Targets - Proving tough to get feedback from members
 - Corporate Giving - Ideas
 - Virtual plaques on website for donors - develop and get Kay to get this online
 - Break donors down by groupings - giving levels
 - Since corporations typically have matching funds - drive those types of donations
 - Identify Other Income Sources
 - Assessment
 - Compliance issues
 - Do we add a payment plan
 - What % of members are lifetime members - and thus not a part of that
- Info for Letter w/Membership Renewal

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

- *Articles by 11/22 for inclusion*

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 needed)

ADJOURN

- Motion to adjourn: Chris
- Motion approve: Jim
- Second: Alyssa
- All Approved

Next Steps

1. Need to schedule another board meeting in 2 weeks
2. Need ideas for naming the campaigns
 - a. Send Don and Jim ideas for fundraising
3. Determine if we should do a \$ assessment for members?
 - a. Needs a unanimous vote of the board to approve
4. Create the Membership renewal letter in december

5. Board Recommended doing some informal surveys to understand how people feel about their experience - especially non-members so we get a good sense of how people feel about everything
6. David Durr is talking to Bank of Marin in Petaluma and they may make a corporate donation
7. Roof reconstruction next steps
 - a. Alyssa and her Husband is working on an estimate
8. Robin - volunteered to look at alternative ways to cut COGS
9. Determine a water solution that keeps people away from the Inn but allows access to some water
10. Add Firewood Purchase to December agenda
11. Set follow up call w/Jed Smith
12. Branding and product creation - need to find a good partner and Nancy will hand off to execute