

MINUTES OF THE
BOARD OF DIRECTORS MEETING OF
BEAVER CREEK RESORT COMPANY OF COLORADO
June 27, 2024

The Meeting of the Board of Directors of the Beaver Creek Resort Company of Colorado, a Colorado non-profit corporation (the “Company”), was held on Thursday, June 27, 2024.

Mr. Bobby Murphy called the meeting to order at 8:02 am. Erin Jarvis verified the Notice of Meeting sent and a quorum established for the purposes of the meeting. The following members of the Board of Directors were present:

Bobby Murphy	John Dawsey
Phil Metz	Jeff Luker
Mike Trueblood	Peter Dann
Jim Donohue	Brian Nolan
Bob Boselli	

Representing the Company were Jim Clancy, Executive Director, Karen Braden-Butz, Treasurer and Erin Jarvis, Secretary.

Attendance in Public Session:

Clint Huber-BCRC	Matt Tetef-VRR
Krista DeHerrera-BCRC	Amy Bamford-VRR
Laura Dziadosz- BCRC - zoom	Bill Simmons-BCMD -zoom
Jerry Hensel - Village Operations	Bruce Keily-BCPOA
Nick Osborn - BCRC	Cameron Morgan-VPAC
Koby Kenny – BC Public Safety	Michael Simons-Creekside HOA-zoom
Dave Eickholt - BC Metro District	Stacy Thibedeau-BCRC-zoom
Sam Hearn-BC DRB – zoom	Olivia Lyda- BCRC-Zoom
Hugh Fairfield Smith - Eagle River Fire	Chris Jarnot-VVF President
Sarah Frank-VVF	Mike Imhof-VVF Exec Director
Dave Dressman-VVF-zoom	

1. Public Comment. Bruce Keily, President of the Beaver Creek Property Owner Association (BCPOA), gave an update to the BOD on BCPOA’s due diligence on the Arcadian Development project on Beaver Creek Drive. They appreciated the BCRC’s referral letter to Eagle County about the project. Cameron Morgan, Executive Director of VPAC, thanked BCRC for the ongoing support to the facility.

2. Minutes of the Beaver Creek Resort Company Board Meeting May 23, 2024. Upon motion made by Mr. Dawsey and seconded by Mr. Luker, it was unanimously

RESOLVED to approve the minutes of the May 23, 2024.

These minutes are attached as Exhibit A.

3. DRB Mr. Hearn updated the BOD on DRB submittals are at an average level for the summer.

4. Public Safety Report. Mr. Kenny highlighted that boot and tow orders have increased due to more focus from Public Safety staff. Majority of orders are due to illegal parking on roadways. Mr. Trueblood asked about staffing in the garage booths. There are attendants from 7-3 each day and longer shifts on concert series nights and VPAC shows.

5. Appointment of Nick Osborn at BCRC Treasurer. Mr. Clancy requested a formal appointment of Nick Osborn, Director of Finance for BCRC, as the BCRC Treasurer with the impending retirement of Karen Braden-Butz. Upon motion made by Mr. Dann and seconded by Mr. Dawsey, it was unanimously

RESOLVED to appoint Nick Osborn as BCRC Board Treasurer, replacing Karen Braden-Butz.

6. Financial Report. Mr. Osborn provided the operating results ending April 30th which can be found attached as Exhibit B. There are no significant changes to the financial position through April. Total assessment revenues exceeded budget largely due to RETA. April expenses resulted in a slight positive variance to budget.

Year End Forecast includes the updated insurance expenses of the new carrier's premiums and umbrella policy. Spending related to the Creekside Park project will be shifted between the years of budgeted FY25 capital spend into FY24 due to the success of the project completion timeline. There is no increase to the overall capital spend on this project.

The Finance Committee is following the budget timeline from previous years. The budget draft will be delivered to the BOD at the August meeting with Preliminary FY25 draft presented in September. The five-year cash flow forecast was reviewed at the committee level in order to evaluate liquidity needs and investment options. The Committee's plan is to review investments on a quarterly basis to evaluate the performance and recommend adjustments as needed. Mr. Boselli commented that the strategy with this committee along with Alpine Wealth Management has been very efficient and managed well. Mr. Donohue asked about the contingency plan if there is an economic downfall. Discussion about ongoing processes for expense reduction on contracted items and cash flow of investments ensued. Mr. Luker asked for clarification about the paid parking budget which will be provided by Mr. Clancy. Mr. Donohue reminded the BOD that BCRC is a nonprofit in a strong financial position which should allow for a more aggressive approach to programming and capital improvements.

The BOD recognizes the incredible work of Ms. Braden-Butz in her Director of Finance role the last three years and she will be greatly missed.

7. Economic Development and Marketing Committee. Mr. Huber provided the BOD with an update on the Marketing Committee. Vail Resorts provided two options for the new brand platform which are still in testing. Open Space, which provides marketing for the summer, showed that occupancy was favorable for the summer. The new PR agency and strategy has been successful with development of a "pitch" library for publications, influencers and journalists. Last week was a content capture day which focused on culinary images to be used in social media assets and publications. Further discussion about influencer demographic and exposure ensued.

Mr. Nolan stated he's very pleased with the progress of the Marketing Committee. He noted there's still progress to be made on the website along with further collaboration among stakeholders.

Mr. Huber reviewed the new Beaver Creek Culinary marketing campaign with creative logos, theme and copy. BCRC has developed a culinary website and communication plan for the roll out to the restaurant community. Further market research, with intercept surveys and consultants, will be conducted to inform next steps and decision making by September.

Mr. Donohue stated there needs to be a focus on the high-net-worth guest and align the strategies around the resort experience for that demographic. There is demographic data being collected in this market research for further decision making. Mr. Metz clarified that the culinary initiative tasked to Mr. Huber is take the existing culinary offerings and packaging them into an asset, while also doing research with the comp set to identify what gaps there are in Beaver Creek.

Mr. Huber presented the Economic Development Department Strategy which had been reviewed by the Marketing Committee at their June 19 meeting.

The proposed Mission statement for the Economic Development Department is:

Foster a refined and vibrant Village experience that is distinctly and authentically Beaver Creek, while driving sustainable economic growth in service of our businesses, community and guests.

The mission of the Economic Development Department is supported by the following three Strategic Imperatives:

- 1. Drive Revenue**
- 2. Support a World Class Village Experience**
- 3. Build Community Economic Partnership**

The mission and strategic imperatives would be supported by the following five top priorities of the Economic Development Department:

- 1. Elevate Economic Vitality**
- 2. Increase Economic Sustainability and Resiliency**
- 3. Drive Strategic Capital Improvements, and Support Village Maintenance**
- 4. Optimize Village Experiences**
- 5. Create a World-Class Partnership with the Business Community**

BOD discussion and alignment ensued. Mr. Huber will prepare a more detailed and action items for the July BOD meeting.

8. Rules and Regulations. Ms. Jarvis reviewed Business License authority and Colorado Common Interest Ownership Act (CCIOA) Governance Document Review that was discussed at the Rules & Regulations meeting on June 20th. She reviewed authority granted from the Business License and the modification to the Business License Rule and Regulation (R&R) which includes language around Vail Valley Partnership membership, Class C membership to the Merchant Association and Short-Term Rentals. Upon motion made by Mr. Luker and seconded by Mr. Boselli, it was unanimously

RESOLVED approve the redline edits of the Business License Rules and Regulation.

The second draft of the CCIOA Responsible Governing Documents was reviewed by the committee with Legal Counsel. The enforcement language in each Rule and Regulation has been edited to directly cascade to Section C.1 or C.2 of Article IV. Enforcement of Covenants Rules. Article I. Collection of Assessments is updated according to the new HB24-1233 & HB24-1337 signed into legislation in June. Upon motion made by Mr. Nolan and seconded by Mr. Luker, it was unanimously

RESOLVED adopt the CCIOA Responsible Governing Documents as presented.

Mr. Clancy updated the BOD on the progress of the Eagle County Short Term Rental conversations. BCRC presented a statement at the EC Commissioner work session on June 17th. The commissioners better understand how the resort community monitors STRs and appear to understand the value in not duplicating regulatory efforts. The County goal is to have a deliverable from Granicus and Legal by August with BCRC participating in more work sessions starting in July.

9. Vail Valley Foundation-Birds of Prey. Ms. Franke, Mr. Imhof and Mr. Jarnot of VVF reviewed the history of women's races application, the new two-week Birds of Prey schedule, and sponsorship agreement proposal. VVF had submitted eight proposals to the FIS to bring women to Beaver Creek since the 2015 Championships and is excited to finally be bringing a women's event. The unique opportunity here is that the women will be competing on the same course as the men. They understand the big lift it will take the mountain operations team to execute for the second week of training and racing and that it could cut into the holiday timeframe. This will be in addition to the impact the event will have on BCRC

team for the ten days of village activation. The economic impact of the second race will double the \$3.5M of the men to approximately \$6.9M.

Mr. Boselli asked about the strategy to keep guests in the village after the races and marketing for Beaver Creek. He mentioned that there is appetite from the merchants in the village to be engaged more in year-round Birds of Prey merchandise opportunities. Mr. Dressler stated they are open to partnering with vendors to curate the best village experience.

5,000 room nights are booked in Beaver Creek for racers and transient guests. There is still availability in lodging for more room nights and compression into Avon for overflow.

The VVF is seeking a sponsorship of \$520,000 with an additional \$150,000 for Village Activations. Mr. Metz stated that Exhibit A, Recognition Benefits, will be reviewed for more specific requests such as lodging package marketing.

The BOD is very excited about this opportunity and recognizes the incredible effort VVF has put in. There is only one opportunity to do this right for the first time and getting Beaver Creek recognized as a race destination.

11. Wildfire Mitigation. Mr. Fairfield Smith, Fire Management Officer at Eagle County Wildland, presented the status of the Wildfire Mitigation plan. 700 remaining acres are slated for mitigation this year and will complete the project. Federal land cannot currently be treated but hopefully that will be available next year with agreements and grants being worked on by Eagle County with the Federal Government. Slash piles seen in the community do have to sit for a year to cure prior to proper burning. Next year will transition to a maintenance cycle which will only cost 30% of the initial investment. The wildfire mitigation has benefited the wildlife population, especially the Elk. Grant funding will cover the maintenance cycle this year and next.

12. BCRC Annual Meeting Date. Mr. Clancy reviewed the winter calendar for holidays, winter events and history of the Annual Meeting date. After this review it is recommended to keep the Annual Meeting date of Tuesday, December 3rd.

13. New Business. No New Business.

14. Executive Session. With no further business to come before the board and upon motion made by Mr. Boselli and seconded by Mr. Dawsey, the Board unanimously

RESOLVED to suspend the public session of the meeting and enter into Executive Session to discuss legal matters with BCRC Attorneys at 9:54am and adjourned at 12:39pm to re-enter into public session.

15. Adjourn. With no further business to come before the board and upon motion made and seconded, it was unanimously

RESOLVED to adjourn the BCRC Board of Directors Meeting held on Thursday, June 27, 2024 at 12:40pm

Respectfully submitted,

Erin Jarvis
Beaver Creek Resort Company
Secretary

LIST OF EXHIBITS
BOARD OF DIRECTORS MEETING
BEAVER CREEK RESORT COMPANY OF COLORADO
June 27, 2024

- A. Minutes of the Beaver Creek Resort Company Board Meeting May 23, 2024
- B. Financial Report April 30, 2024