

MINUTES OF THE  
BOARD OF DIRECTORS MEETING OF  
BEAVER CREEK RESORT COMPANY OF COLORADO  
August 22, 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, August 22, 2024.

Mr. Bobby Murphy called the meeting to order at 8:00am. 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	Bob Boselli-zoom
Phil Metz	Jeff Luker
Mike Trueblood	Peter Dann
Jim Donohue	Brian Nolan

Representing the Company were Jim Clancy, Executive Director, Nick Osborn, Treasurer and Erin Jarvis, Secretary.

Attendance in Public Session:

Clint Huber-BCRC	Jen Oberlohr-BC Public Safety
Krista DeHerrera-BCRC	Jerry Hensel-BC Village Ops
Laura Dziadosz-BCRC	Dave Eicholt-BCMD
Koby Kenny-BC Public Safety	Robin Nash-BCRC-zoom
Bill Simmons-BCMD	Alison Buhler-BCRC-zoom
Lee Hoover- BC Resort Ops	Stacy Thibedeau-BCRC-zoom
Paul Gorbald-BC Village Transportation	Casey Wydra- BCRC-zoom
Cameron Morgan-VPAC	Olivia Lyda-BCRC-zoom
	Michael Paderewski-Gallery Owner-zoom

1. Public Comment. None

2. Minutes of the Beaver Creek Resort Company Board Meeting July 25, 2024. Upon motion made by Mr. Trueblood and seconded by Mr. Nolan, it was unanimously

**RESOLVED** to approve the minutes of the July 25, 2024.

These minutes are attached as Exhibit A.

3. Public Safety Report. Mr. Kenny reviewed the July report. Construction violations have increased YOY primarily due to issues with attempts for early starts and parking on roadways. Wes Cunningham with Public Safety is tracking these violations daily and is having educational conversations with the contractors for further compliance. Bear activity and suspicious activity have increased slightly YOY. E-bike speed complaints on the Recreation Path were not previously logged by the team but they will now be tracked moving forward. Mr. Luker stated the temporary speed bumps on Holden Rd are effective and suggested the BC Metro District look at putting them in other high speed violation areas.

4. Financial Report. Mr. Osborn provided the operating results ending June 30 which can be found attached as Exhibit B. There are no significant changes to the financial position through June with the exception of a \$1.5M transfer to Alpine Bank from Fidelity to fund the summer operations.

Budget reviews with departments will continue throughout the month to allow for diligent tracking of expected budget expenses. Non-RETA assessments for the month were in line with Prior Month and YOY results. RETA for the month was slightly below budget, however July and August are projected to be strong.

Year to date, all assessments are exceeding budget, but only Mountain Assessment is exceeding prior year results. There are no significant changes to the Year End Forecast. End of year cash position is forecasted to be \$28M versus the budget of \$27.8M.

The Finance Committee reviewed the draft budget which took a conservative approach for revenue assumptions. Non-RETA Assessment revenue assumptions took a small decrease from FY24 actual forecast. RETA Assessment revenue budget took a small decrease from the average of 2022-2024 to create the baseline. Major expense changes are primarily payroll with merit increases finalized by the Compensation Committee in October. Inflation was factored in at a 3.5% increase and the VR Management fee at a 3.3% increase. The first version budget is very close to break-even with a slight positive income. While taking a conservative approach, the budget is not delaying any scheduled maintenance or capital projects.

Clarification about capital forecasting and July assessments were discussed. Finance committee members are participating in the budget process at certain department level meetings.

Mr. Clancy reviewed the preliminary capital plan with projects reflected in the new reserve study. There are two items that need to be approved by the BOD for timing purposes including:

- Beaver Creek Public Safety CCTV camera replacement and upgrade for fall 2024 will allow for higher resolution images, cloud based image storage for 30days, tracking of individuals and headcount capabilities.
- Garage updates were not originally included in the proposal but Mr. Luker suggested this gets added for further safety measures including roadways and pedestrian paths. Conversations about additional locations and property partnerships ensued. Upon motion made by Mr. Donohue and seconded by Mr. Dann, it was unanimously,

**RESOLVED** to approve the camera proposal with additional locations and scope with a not to exceed budget of \$200,000.

Mr. Boselli is proposing a statue of Helmut Fricker to honor and recognize all of his contributions to Beaver Creek over the last 40+ years. He would like the concept to be presented during a Birds of Prey ceremony. The previous bids from 2021 were around \$200-\$300k. If partnering with Paderewski Fine Art, the cost can be greatly reduced to under \$150k. Mr. Luker suggests there needs to be a location identified prior to approving any sculpture but the BOD is overall supportive of the project.

5. Transportation Committee. Mr. Gorbald reviewed the service agreements for Village Connect and Parking Lot services. The service rate is increasing by 3%. The spread of service hours were modified to be consistent with the ski season start and end dates. Village Connect service hours are increasing to FY24 actuals which better reflect the strong hiring practices in early season. Staff is working on a solution to implement a minimum age requirement to ride the buses without an adult.

6. Event Committee. Ms. DeHerrera gave an overview of the summer music series which have been impacted with weather. Steins are available for sale for Oktoberfest but the committee is seeing lighter presale than previous years. Oktoberfest VIP is sold out for Saturday. Recognition was given to the Events staff, Robin Nash and Susan Raol, for all their hard work while being a staff member down.

Conversation about the logistics of increasing activations in the village ensued; however, that was determined to be an Activations department conversation and would not impact events.

7. Marketing Committee. Mr. Huber presented an update on the Vail Resorts rollout of the new brand package, “Not Exactly Roughing It”. Lodging indicators from the summer were favorable despite July performance being down 10%. Six influencers and three media visits have been planned for the summer with performance reports available at the end of the summer. The Culinary research strategy survey was sent out to 16,000 known guests for insights on culinary differentiation and preferences.

8. Rules and Regulations. Ms. Jarvis reviewed the final recommendation from the Rules and Regulations Committee regarding the Civic Assessment Bylaw Amendment which was tabled at the September 28, 2023 Board of Directors meeting. Upon motion made by Mr. Nolan and seconded by Mr. Boselli, it was unanimously

**RESOLVED** to not amend Section 2 of Article IX (iii) of the Bylaws so long as the current operating environment of the Colorado State Tax laws with Destination Sourcing (2019-current) remain unchanged.

9. Birds of Prey. Mr. Clancy provided an update on the Birds of Prey lodging packages. East West and Beaver Creek Park Hyatt will provide three-day VIP packages for the Men’s races and two-day packages for the Women’s race. Oktoberfest will have promotional signage around the village. The schedule of events is coming along with great music artists being booked at the VPAC and village. Hawk’s Nest Cabin may be used as a VIP party location.

9. Annual Meeting Date and Record Date to Determine Members Entitled to Vote. Ms. Jarvis reviewed the procedural process for the annual meeting. Upon Motion made by Mr. Nolan and seconded by Mr. Boselli, it was unanimously,

**RESOLVED**, that the 2024 Annual Meeting of Members shall be held in the Beaver Creek Park Hyatt with a Zoom internet platform option at 9:00 a.m. on Tuesday, December 3, 2024, with the Annual Meeting of the Board of Directors to follow immediately thereafter in person with a Zoom internet platform option;

**FURTHER RESOLVED**, that October 15, 2024 is hereby established as the record date for the purpose of determining members entitled to notice of or to vote at the Annual Meeting of Members of the Company set for December 3, 2024;

**FURTHER RESOLVED**, that October 15, 2024 be the date by which all nominations for directors seats must be received; and

**FURTHER RESOLVED**, that the Company deliver notice of such nomination deadline date to the members as soon as practical after September 19, 2024.

10. New Business. Mr. Nolan stated it would be helpful to have a real estate expert present the status of Beaver Creek Real Estate to the Board. Mr. Boselli said the report created for group occupancy and F&B needs in September and October is very helpful for the Merchant community.

11. 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, August 22, 2024 at 9:27 and enter into Strategic Workshop.

12. Strategic Workshop. In order to inform the Marketing and Finance Committees of the FY25 project budgets, Mr. Huber reviewed the Economic Development and Strategic Capital projects and initiatives for alignment on inclusion in the budget process.

- **Elevate Economic Vitality** through partnership with VR marketing channels, creating a guest insight program, routine monitoring of lodging metrics, identifying resort's target audience, assessments of guest-facing marketing/communications, create a roadmap for a new CRM database and data analytics, and supporting optimal merchant mix in commercial leasing.

Conversation about the impact of these initiatives to the Class A Residential constituents and property values ensued. Mountain town comp set review from a Real Estate expert or RCLCO should be added to help measure KPIs for the homeowners. Mr. Luker suggested a customer loyalty program with Vail Resorts should be reviewed. Mr. Nolan stated Lech, Austria does a large welcome party for their loyal guests.

- **Increase Economic Sustainability & Resiliency** with summer marketing efforts including PR/Media/Social Campaigns, develop a Group/Village Wide strategy, and pursue destination Camps.

Mr. Donohue suggested that the opportunity exists to not just activate high occupancy periods like holidays and spring breaks, but drive business in the lower occupancy dates through elevated activations.

- **Optimize Village Experiences** by developing a culinary identity, enhanced 2024 Birds of prey support, and improved marketing of village events and activations.

Mr. Dawsey commented that having an influence on the retail mix and offerings would be beneficial. Research to define who the target market guest is for Beaver Creek when considering activations and events, will allow for better decision making on how they are implemented and enhanced in the future.

- **Create a World Class Partnership with the Business Community** by creating an Economic Advisory Council.
- **Strategic Capital Improvements and Support Village Maintenance** which is *Beaver Creek Inspire* and will focus on the following plans:
  - **Increased Maintenance:** Maintenance Surge plan with responsibility directives, Hardscape masterplan, and One Beaver Creek loading dock garage door.
  - **Evening Experiences:** Permanent Ice Rink lighting, new Clock Tower video, and lighting optimizations for storefronts.
  - **Engaging Spaces:** Lawn activations for the summer with new furniture and features along with FY26 planning of summer activities and new scavenger hunt.
  - **Modern Design Elements:** Market Square escalator awning remodel.
  - **Technology:** Support technology hardware requirements, and interactive signage and wayfinding.
  - **Accessibility:** ADA Phase 1 masterplan.

The Board discussed opportunities to further partner with Vail Resorts on maintenance projects throughout the village. Consensus from the Board that the Ice Rink infrastructure and improvements are a high priority for guest impact.

The initial scope of projects proposed for the FY25 budget based on these priorities is \$2.995M with anticipated Technology and Maintenance Surge projects TBD until further scope and review. An additional headcount or dedicated third-party resource will be needed to support all the marketing and project management for these initiatives.

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

**RESOLVED** to adjourn the Strategic Workshop at 11:03am.

Respectfully submitted,

Erin Jarvis

Beaver Creek Resort Company

Secretary

LIST OF EXHIBITS  
BOARD OF DIRECTORS MEETING  
BEAVER CREEK RESORT COMPANY OF COLORADO  
August 22, 2024

- A. Minutes of the Beaver Creek Resort Company Board Meeting July 25, 2024
- B. Financial Report June 30, 2024