

GUNSTOCK AREA COMMISSION MEETING

June 26, 2019 AT 6:00 PM

Lakes Region Adaptive Sports Center, Gunstock Mountain Resort

APPROVED MINUTES

Notice of the meeting was posted at the Belknap County Courthouse, Gilford Town Hall, County Commissioners Office, Gunstock Area, and at GUNSTOCK.COM.

**GAC:** Bob Durfee, Gary Kiedaisch, Steve Nix, Brian Gallagher, Russ Dumais

**Gunstock Personnel:** Greg Goddard, Mike Roth, Robin Rowe, Patrick McGonagle, Cathy White, Becky LaPense, Tami Dubois

**BDC:** Rep. Howard

**Public:** Lorraine Sanborn, Mary MacDonald, Jim Bronson, Jeff Tandberg

Chairman Durfee opened the public meeting at 6:00pm. Chairman Durfee announced that Commissioners Gallagher and Kiedaisch have requested a non-public meeting per RSA 91-A3 II (a)&(c).

Minutes

The minutes of the May 22, 2019 Gunstock Area Commission meeting were reviewed. Chairman Durfee made a grammatical edit on page 2 of 5.

**ACTION**

- Motion:** Commissioner Nix made a motion to approve the minutes as amended.  
**Second:** Commissioner Kiedaisch.  
**Vote:** All in favor.

Correspondence

- a. *Memo on Statutory Contribution under 399:14(c)*- General Manager, Greg Goddard, sent a memo to the Belknap County Delegation Chairman, Mike Sylvia, with the calculation details of excess funds per NH Laws of 1959, Chapter 399:14(c). The calculations for Fiscal Year ending April 30, 2019 showed no excess funds.
- b. *Donation Request*- Resort Services Director, Robin Rowe, presented a donation request from Sharon Spanos of the Boys and Girls Club requesting a donation of a 360 Season Pass to be auctioned at their annual auction in August. GM Goddard reminded the Commissioners that the only season pass donations currently go to Granite United Way, Lakes Region Children's Auction, Gunstock Ski Club, and Gunstock Nordic Association, and any other season pass donations are per approval of the Gunstock Area Commission. Discussion ensued regarding other types of donations given to other organizations and the donations process. Commissioner Kiedaisch asked that when a pass was donated, if they could put a provision in with the donation that there be a minimum bid value. Robin Rowe responded that she could ask or the donation committee could put together another package.

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- Motion:** Chairman Durfee made a motion to donate a 360 Season Pass, valued at \$649, with a minimum bid of \$400.
- Second:** Commissioner Gallagher.
- Vote:** All in favor.

Public Presentations

- a. *Centerplate* - Mary MacDonald, Centerplate General Manager at Gunstock Mountain Resort, introduced VP Jim Bronson and Sr. VP Jeff Tandberg. Mary MacDonald reported out on updates with Centerplate since she rejoined the management team in December 2018. Some changes that were highlighted were the modifications in the Landing Zone and Food Court menu and seating changes, events that Centerplate has been involved with at the resort and upcoming events, and additional signage and advertising. Mary MacDonald opened up the presentation to questions from the commissioners. Commissioner Kiedaisch asked what Centerplate can do to generate more income at the resort. Mary MacDonald responded that they are working more closely with marketing and sales to bring in more events and groups. They have also set up an additional point of sale with a grill at the Panorama Pub on Belknap County Days and have scheduled three Taps and Apps events this summer, each one with a different brewer and food pairings. As for the winter season, Centerplate reported they will be making some menu changes at the Powder Keg and are working with the liquor commission to allow alcohol purchased from the Pistol Pub to be consumed in the main lodge balcony. Commissioner Dumais asked for a review of the decision for Gunstock to no longer be a wedding venue. GM Goddard reviewed the reasoning behind this decision that took place last year. Jim Bronson added that he is looking to increase revenue just as much as the GAC is hoping. Commissioner Kiedaisch asked for a revenue comparison with some of the other resorts that use Centerplate. Jim Bronson responded that the per cap ratios are similar at other their other resorts. Discussion ensued regarding opening times and menu options at the Panorama Pub and Stockade during the winter operating season.

Action Items

- a. *FY20 RAN Authorization Vote*- GM Goddard updated the commission about the Belknap County Delegation's approval of the RAN.

ACTION

- Motion:** Commissioner Nix read a motion to approve the RAN authorization.
- Second:** Commissioner Dumais.
- Vote:** Roll Call vote - all in favor.
- b. *FY19 Profit Sharing Contribution Authorization* - GM Goddard requested that the discussion be moved to the non-public session to avoid any public discussion of individual salaries and wages.

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#### Written Reports

**Financial Report-May** - A written report was provided. Commissioner Gallagher thanked Finance Director, Cathy White, for the newly formatted reports. Commissioner Kiedaisch had emailed GM Goddard and the management team prior to the meeting with specific questions in regards to the reports. Commissioner Gallagher asked how the audit was going. Cathy White responded that the auditors will be sending an open item list to her when they have completed the audit. She expects the audit to be done by the end of next week.

**Marketing and Sales Report** - A written report was provided. Commissioner Kiedaisch asked Marketing and Sales Director, Mike Roth, if the highway billboard was ready. Mike Roth replied yes it is up. Commissioner Gallagher asked about the group sales update from his written report and what the 50% figure represents. Mike Roth responded that that dollar amount is about \$220,000. Commissioner Gallagher asked about the overall profitability of the Hillclimb and Mike responded that a final amount is not yet available. Discussion ensued regarding the revenue share and which party is responsible for different aspects of the event.

**Resort Services Report** - A written report was provided. Resort Services Director, Robin Rowe, addressed some questions that Commissioner Kiedaisch had emailed including a review of the building plans for the retail store renovation. Commissioner Nix asked about summer retail margins versus winter and that they are not as high and suggested bringing in more high end products. Robin Rowe responded that management is reviewing products as the new Mountain Sports program develops.

**Snowsports Report**- A written report was provided.

**Human Resources Report** - A written report was provided. Commissioner Dumais asked about the 19 additional staff from last year. Human Resources Director, Becky LaPense, responded that the increase is due to on call shuttle drivers and parking attendants that are used for special events throughout the summer.

**Operations Report** - A written report was provided.

**General Manager's Report** - A written report was provided. Commissioner Kiedaisch asked if GM Goddard would provide a tracking model of ongoing projects, rather than narratives. GM Goddard responded that he will send out a copy of the project management tool that is currently being used. Commissioner Gallagher asked about reciprocal advertising with the Bank of NH Pavilion. GM Goddard responded with the types of advertising and promotions that highlight Gunstock.

#### New Business

- a. **Grants and Other Funding Updates** - GM Goddard reported that he spoke with former Commissioner Sean Sullivan about his interest in helping with organization of an endowment fund. Sean Sullivan agreed to help. Chairman Durfee asked what the next steps would be. Commissioner Nix responded that GM Goddard and Sean Sullivan should seek legal counsel before moving forward.

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**Motion:** Commissioner Nix made a motion to have management contact a law firm to look into the creation of an endowment fund and come back to the GAC with recommendations.

**Second:** Commissioner Kiedaisch.

**Discussion:** Chairman Durfee asked what the endowment group would be charged with, what will be the limits, purpose, etc. Commissioner Nix responded that it will be a separate organization from the GAC with the sole purpose of accepting donations that can only be used at Gunstock with restrictions on what can be spent and on what.

**Vote:** All in favor.

Commissioner Gallagher provided an update on prior discussion about NH Charitable Foundations. Gunstock is not a 501 c3 non-profit organization and does not meet eligibility requirements but suggested that the "Friends of Gunstock" such as the GNA, GSC, etc. may be encouraged to seek an unrestricted grant. Chairman Durfee asked when the grant application deadline was. Commissioner Gallagher responded that the deadline is August 1. Chairman Durfee suggested that a proposal be written and GM Goddard send it out to the "Friends of Gunstock" organizations, making them aware of the grants available. Discussion ensued about grant writing and the possibility of bringing in a professional grant writer on a part-time basis. Chairman Durfee asked the commissioners to come back to the next GAC meeting with a list of grants that Gunstock or the "Friends of Gunstock" may be eligible for.

- b. *Commissioner Meeting Format & Staff Participation* - Commissioner Kiedaisch recommended changing the seating layout of the room to create a better environment for dialogue with management.
- c. *Belknap County Conservation District* - GM Goddard reported that, as part of the 10-year timber management plan by Peter Farrell, the BCCD would like to move forward with the intent to cut, but they need permission of the landowner. To receive permission there needs to be a 2/3 affirmative vote from the Belknap County Delegation after a public hearing, a 2/3 affirmative vote from the Belknap County Commissioners, and a 4/5 vote from the GAC. GM Goddard proposed that the Forestry Management Plan be put forward to the BCD and Belknap County Commissioners for a vote so that if there are any other landowner permissions needed, then a hearing and vote would not be needed for each request. Rep. Ray Howard asked who would handle the timber tax. GM Goddard responded that the land plan manager would handle any matters on behalf of Gunstock. Discussion ensued in regards to where the money would go and all agreed that it would go into Gunstock's Reserve Funds and that GM Goddard should move forward with presenting the plan to the BCD. Rep. Ray Howard announced that there would be an executive meeting of the BCD at the end of July and suggested that would be a good time if GM Goddard could be ready to present.

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Old Business

- a. *Historic Single Chair Project* - GM Goddard reported that he had signed the agreement for the foundation engineering work and still waiting on sheave wheels from NY. Facility Operations Director, Patrick McGonagle, reported that Mountain Sports Director, Iwan Fuchs, will be taking over the project going forward.
- b. *GAC Website* - Chairman Durfee asked if the GAC website was live and if a press release had gone out. GM Goddard responded that the site is live and a release was sent to the Warren Bailey for distribution. Chairman Durfee announced that the committee is now terminated and any minor changes/edits can be done in house and if any initiatives or larger changes that need to be made can be presented under new business at public GAC meetings.
- c. *Study Committee- Gunstock Business Model* - Commissioner Nix reported on the most recent meeting of the study committee and the committee found that the recommendations from the last study committee in 1991, still apply and provided a draft of recommendations to the GAC. One recommendation that was discussed was entering into a new MOA with the county with a new formula that is fair for Gunstock and provides some income for the county. The study committee recommends a flat percentage of the gross revenue and requests the GAC to authorize preparations of a new MOA and have the legislation changed to include the new formula. Discussion continued about timeframe and wording.

ACTION

**Motion:** Commissioner Nix made a motion for the GAC to authorize Commissioner Nix and Commissioner Kiedaisch to negotiate with the BCD delegates in order to prepare amended legislation in regards to the MOA.

**Second:** Commissioner Kiedaisch.

**Discussion:** GM Goddard added that “gross revenue” needs to be clearly defined in the legislation and all agreed that those details would be worked out through the legislative process.

**Vote:** All in favor.

Commissioner Nix added that there will be a special meeting set at a later to discuss the master plan.

- d. *Doug Irving Memorial* - GM Goddard reported out on the most recent meeting and the group is looking into proceeding as a non-profit so that funds can be received to move forward with memorial ideas.
- e. *Main Parking Lot Paving* - Commissioner Gallagher updated the GAC and recommends that GM Goddard draft a letter to Mike Sylvia, BCD Chairman, asking the BCD to submit an LSR with Rep. Huot as the sponsor for the paving project. Discussion ensued.

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- Motion:** Commissioner Gallagher made a motion to have GM Goddard draft a letter to the Chairman of the BCD that asks the BCD to support renovation of the main parking lot.
- Second:** Commissioner Nix.
- Vote:** All in favor.

Other Business

**BCD Gunstock Subcommittee** - Rep. Howard reminded the commission that they look into storm water management when having discussions around paving the main parking lot.

**Affiliated Agency Reports** - None.

**GNA Ski Jumps** - Chairman Durfee reported that he had been in contact with a colleague who has connections with the Nansen Jump on the state registry of historic places. They formed a non-profit group to do the restoration work and received a sponsorship from Red Bull at one point for funding. The group wanted to do more events and fundraising but have had a hard time keeping momentum, just as the Gunstock Historical Preservation Society has experienced. Chairman Durfee will pass on more information at the next joint meeting with the GNA and Historic Preservation Society. Commissioner Kiedaisch has been in touch with Lisa Kling and believes that if the jumps can be restored then more events, both summer and winter, could be created and bring back more enthusiasm for the sport.

Miscellaneous

Commissioner Gallagher asked if there have been focus groups done with Gen Y and Millennials. Mike Roth responded that Gunstock has a research group that provides demographic data and analysis. Brief discussion ensued.

Public Comment

Lorraine Sanborn commented that she enjoys being part of what is being discussed at the last few meetings.

Non-Public Session

**ACTION**

- Motion:** Commissioner Kiedaisch made a motion at 8:45 PM to go into a non-public session in accordance with RSA 91-A3 II (a) & (c).
- Second:** Commissioner Nix.
- Vote:** Roll call vote with all in favor. GM Goddard was present.

**ACTION**

- Motion:** Commissioner Nix made a motion to come out of non-public session in accordance with RSA 91-A3 II (a) &(c) at 10:02 PM.
- Second:** Commissioner Kiedaisch
- Vote:** Roll call vote with all in favor.

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Adjourn

ACTION

**Motion:** Commissioner Nix made a motion to adjourn the GAC meeting at 10:03 PM.

**Second:** Commissioner Kiedaisch.

**Vote:** All in favor.

Respectfully Submitted,

Brian Gallagher, Secretary  
Gunstock Area Commission