



## MINUTES OF THE TELLURIDE MOUNTAIN VILLAGE OWNERS ASSOCIATION

### BOARD OF DIRECTORS MEETING

July 10, 2020

<b>BOARD MEMBERS PRESENT:</b>	Bill Jensen, Tim Kunda, Jim Royer and Sean Stogner (all via zoom)
<b>BOARD MEMBERS ABSENT:</b>	Jeff Proteau & Tom Richards
<b>STAFF PRESENT:</b>	Anton Benitez
<b>OTHERS PRESENT:</b>	Nancy Clark and Patrick Latcham

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#### 1. Call to Order and Determination of Quorum

Chairman Jensen called the meeting to order at 2:00 p.m. MST via zoom and noted that a quorum was established with 4 out of 6 Board members present via phone.

#### 2. TSG Economic Stimulus Funding Request for Regional Marketing Initiative

Mr. Latcham reported that TSG has been working over the past four years utilizing successful tactics through strategic relationships with luxury meeting planners, luxury travel agents and in-market influencers (2<sup>nd</sup> Homeowners & Club Members) to increase business to the area. Past efforts focused on the destination markets however, due to COVID-19, people are not flying as much and instead driving.

Therefore, marketing efforts utilizing the same proven tactics need to be shifted from the destination market to the regional market and drive-stays. The regional market entails Santa Fe, Denver/Boulder, Scottsdale, Phoenix, Albuquerque, Grand Junction, Durango, Cortez and Montrose. TSG is requesting \$200K in economic stimulus funds from TMVOA to embark on this initiative. The funds will cover the cost of travel, dues fees, group subscriptions, tracking software and welcome amenities.

Director Royer noted that it may not be palatable to our members if we just write a check to TSG for this initiative but rather pay directly for costs such as memberships, subscriptions and the tracking software. That way, TMVOA would have access to all the data which would be beneficial internally. Both Director Kunda and Director Stogner agreed that the initiative is of high-importance and funding details can be worked through in the coming days. Director Royer also suggested a third-party could be hired to manage the funds.

After some discussion, it was determined that Ms. Clark, Mr. Latcham and President & CEO Benitez will work together to figure out the most appropriate way to fund this grant request to ensure that TMVOA is acting as a proper steward of its Members money. Mr. Latcham noted that he will maintain trackable metrics and will report regularly to the Board. He will also share a detailed budget with the Board.

### **3. Next Meeting Date**

The next Board of Directors meeting will be held on Monday, July 13, 2020 at 2: 00 pm MST.

### **4. Adjournment**

On **MOTION** by Director Royer the meeting adjourned at 2:40 pm MDT.