



MINUTES OF THE TELLURIDE MOUNTAIN VILLAGE OWNERS ASSOCIATION

BOARD OF DIRECTORS MEETING

July 13, 2020

BOARD MEMBERS PRESENT:	Bill Jensen, Tim Kunda, Jim Royer, Jeff Proteau and Sean Stogner (all via zoom)
BOARD MEMBERS ABSENT:	Tom Richards
STAFF PRESENT:	Anton Benitez and Whitney Pearce-Rosenfeld
OTHERS PRESENT:	Richard Child, Cath Jett, Stephanie Fanos, Nancy Clark, Patrick Latcham and Michael Martelon

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 5 out of 6 Board members present via phone.

2. TSG Economic Stimulus Funding Request for Regional Marketing Initiative

Chairman Jensen reported that the purpose of this meeting is to discuss TMVOA investing \$214K in a regional marketing initiative focused on the balance of this summer and the upcoming winter season. President & CEO Benitez commented that TMV, TSG & TMVOA have put a lot of work towards increased outdoor seating, live music and a merchant communications plan to help businesses survive during the pandemic. However, this winter will be unlike any other winter and the consensus from the ski industry is that marketing efforts need to be focused on the regional/drive market.

Mr. Latcham commented that he would lead the marketing initiative using proven tools to make it successful. Those tools focus around three pillars and include strategic partnerships with luxury meeting planners, travel agents and in-market influencers (2nd Homeowners & Club Members).

A discussion ensued regarding the relationship between TTB's marketing efforts and TSG's. Mr. Latcham commented that TTB is largely working "hard" marketing in the regional markets such as billboards, radio and TV. TSG's efforts focus on sales through strategic partnerships. Efforts will not be duplicated.

Chairman Jensen noted that Mr. Latcham's sales commissions are earned on sales across all of Mountain Village, not just TSG owned properties and restaurants. He offers clients a selection of properties based on the vacationers needs and the client makes the final decision.

Member Royer suggested a lodging committee be formed to which Mr. Latcham would report. President & CEO Benitez noted that the Merchant Association which includes Lodgers is active and meets monthly. They will have a vested interest in this initiative and Mr. Latcham will provide regular updates to the group. Member Royer noted that there needs to be a real estate tracking aspect to this initiative to ensure it is a benefit to our homeowners.

On **MOTION** by Member Royer to approve the budget of \$214k for TSG to embark on a regional marketing initiative subject to Merchants Association approval at its monthly meeting tomorrow, the **MOTION** was seconded by Member Stogner and carried unanimously (3-0). TSG Board members abstained from the vote.

3. Next Meeting Date

The next Board of Directors meeting will be held on Wednesday, September 16, 2020 at 4: 00 pm MST.

4. Adjournment

On **MOTION** by Director Royer the meeting adjourned at 2:45 pm MDT.