

Hiawatha Highlands Operation Meeting Minutes

September 10, 2009

Present:

Jim Mihell, Adriana Tomie, Tina Bowen, Gil Edwards, Mike Kornell

1. Business Plan Update/Revision for 2009-2010

- Adriana to update budget numbers for Club's Business Plan
- Tina to review/amend marketing & administration sections of Business Plan
- Adriana and Tina will work on Personnel planning
- Doug and Gil to work on Trail Maintenance costing & advise Adriana
- Expectation is that revenue will be in line with next year, with most operating expenses rising by inflation factor, say 2 to 3%

2. Staffing Requirements

- Jon and Jordan will be returning this season along with hiring a part time counter person to fill in for days off.

3. Equipment needs/maintenance

- Gil will put together a proposal on the purchase of a front renovator for the Pisten Bully for Octobers Meeting, as ordering is time-sensitive, to meet delivery by end of year. The proposal to outline the pros and cons of the possible new purchase. This equipment to be put into budget for purchase, pending confirmation at October meeting

4. Trail Clearing /erosion control

- Gil will get in contact with Doug and Paul for feedback on all trail bridges. Gil to provide email feedback to operating committees to condition of all bridges and provide priority as to level of repair required and tentative cost. Doug is proceeding with purchase of 5-6 sheets of plywood to provide immediate repairs on some of the bridges.
- Gil to work with Doug on gathering Man Power to do brushing , Gil suggested Ted as he is on standby to do so anyway
- Jim to find out about Brush mower from the MNR

5. Rental Ski replacement program-new purchases/selloffs at Swap

- 1/3 of our equipment will be sold at the hall not at the ski swap early January
- ABC will be ordering in the new equipment very shortly, cost approx \$4500 + tax

6. Office opening/administrative issues

- Got the OK from the Kinsmen to start using the office only November 1st, no equipment will be entering the building until November 15th
- Adriana and I to get accounting up to date early November
- All season pass issues are in the process of being printed

7. Marketing/promotion issues

- Sootoday ad will start November , approx \$300 per month

- New brochure and insert will be circulating soon, Algoma's Water Tower Inn will also be mailing it out with their winter mailings
- Possible mailing with SFN to membership list (to be finalized)
- 4x4 signage will be put out around town mid to late October
- 10 x 20 banner will also be displayed somewhere around Sault Ste. Marie (location to be announced)

8. Other Business

- Hiawatha Highlands to purchase EasyMaps for retail sale likely in \$3-5 range at office.

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Supplementary information was provided by Tina Bowen, Inside Manager, as below. This information was not discussed directly.

Marketing/Promotions Activities

- Trax subscription complete
- Chamber of Commerce membership complete
- Display of 10x20 Green Banner approx \$650
- Waiting to finalize the new brochure, would like done before end of September to issue to hotel/motels for the color train.
- Our brochure will be sent out with AWTI mail out list. More exposure for us.
- Price insert to be printed and distributed with brochures to hotel/motels
- Working on Season Pass posters for Pass Sale
- Starting the process for the season pass sales books and stickers
- Need to contact Gail for possible shared info letter mail out again this season.

Administrative Activities

- Working on Price insert for Brochures
- Working on Season Pass Books to print
- Need to order the new 2009/2010 stickers for passes
- Soon to order supplies for printing season pass cards
- Accounting will be starting shortly with Adriana.
- New Season Prices will be posted on the Website soon, as well as needed updates. Season Prices are to stay the same.