

AAFPO Special Board Meeting 3/21/24

The meeting was called to order at 5:35 PM MDT.

Roll Call – Price

Erik Sevigny, President	Present
Bruce Roach, Vice President	Not Present
David Simon, Treasurer	Present
Kyle Price, Secretary	Present
Kellie Buchanan, Director	Not Present
Kristen Devlin, Director	Not Present
Keith Parker, Director	Present
Glen Tillery, Director	Not Present
Samantha Weeks, Director	Not Present
Andy Whitacre, Ex Officio	Present

A Quorum was not necessary as there is nothing on the agenda requiring a vote. This was an information sharing meeting.

1. Purpose of Meeting – Price

- a. Kyle stated that we have an excellent opportunity before us to exceed the expectations of our constituents and begin building a solid trust base by proactively communicating the Pickleball Center/New Chairlift partnership.
- b. The Property owners are very eager for information on this. When this Project was addressed in our meeting minutes, Kyle had a person approach him in Albertson’s in Taos to ask questions. He’s been approached in the gym, at the Valley Market. His neighbor stopped by when he was snow blowing his drive the other day for information and to thank us for our involvement and openness.
- c. Kyle reviewed the AAFPO BOD Statement of Purpose to assure alignment of the Project Communication Plan activities with the stated objectives of the organization. One of our key **Values** is *“The AAFPO BOD values transparency. We will actively communicate all activities to our members to ensure they are well informed and understand our actions. Our goal is for the membership to regard the Board as a genuine advocate of their interests.”* Another is *“The AAFPO BOD values financial stewardship. We understand that the finances of the organization are the finances of the membership and will assure rigorous oversight on how it is spent”*.
- d. Also, one of our **Vision Statements** is *“AAFPO members will be well informed of AAFPO Board activities and engagements with the Resort, fostering trust in the Board’s dedication to representing their interests”*.
- e. Therefore, the Communication Plan activities are very well aligned with our Mission, objectives.
- f. Kyle stated that, with our very first communication regarding this Project, we received 91 Likes/Loves, 29 comments, and 6 Shares. The feedback is very positive, comments focused on sharing their excitement and thanking us for

working this agreement. We have also received several Helloaafpo.com inquiries. The Owners are responding overwhelmingly positively to our openness to share! This is great to see! We need to keep feeding this excitement!!

- g. It is critical that we keep our constituents up to date on progress. Almost 80 % of the Owners (3600/4700) do not live here full time. They need to be kept up to date on progress. It's analogous to building a home up here while living remote. You would expect your builder to send weekly updates and photos, at a minimum, so that you could keep an eye on your investment. This Project is being funded in part by the Owners, therefore they deserve frequent updates on their investment.
- h. Kyle spoke directly with Resort personnel prior to sending the announcement letter, and they informed him that communications on our involvement on this Project are entirely up to us. They will provide guidance and support, but it is the Board's responsibility to keep our constituents up to date. The Resort encourages our leadership on this.

2. Overview of draft AAFPO Pickleball Center/New Lift Improvement Project Communication Plan – Price

- a. Kyle went through the draft Communication Plan item by item. He stated that the Secretary was the primary responsible party to execute the plan. The Job Description, approved last year by this Board, states that the Secretary is responsible for communicating activities to the constituency.
- b. Communication Plan.

AAFPO Pickleball/ Lift Project Communication Plan							
Date:	17-Mar-24					Item Complete	
Item	Communication	Timing/ Project Milestone Linkage	Purpose	Initiator	Distribution	Media	Actual Date
1	Announcement of Resort/ AAFPO Partnership Agreement	Agreement signed + 2 weeks	To inform Membership that the Resort and AAFPO have entered into an agreement to co-fund the creation of a Pickleball Center and a New Highspeed Chairlift on the ski mountain.	President	All Members	E-mail to all Members Post to AAFPO FaceBook Page Post to AAFPO.org	3/9/24
2	Presentation overview of the Project	Agreement signed + 2 weeks	To provide overview on known details of the Project. To generate excitement and support of the Property Owners.	Secretary/Communication Committee	All Members	AAFPO.org	3/9/24
3	Resort Thank You note	3/22/24	To highlight the healthy working relationship between the Resort and AAFPO Board. To build trust with the Property Owners.	Secretary	All Members	AAFPO.org AAFPO Facebook Page	
4	Defining an Amenity	Item 2 + 1 month	To educate members' understand of the value and benefit of designating the Pickleball Complex an Amenity.	Secretary/Amenities Committee	All Members	AAFPO Facebook Page AAFPO.org	
5	Groundbreaking Announcement	Pickleball and New Lift construction commencement + 1 week	To demonstrate commitment to the Project. To generate Owner excitement and support for the Project by highlighting progress, sharing photos, etc...	Secretary/Communication Committee	All Members	AAFPO.org AAFPO Facebook Page E-mail to all members	
6	Project Detail Overview	Annual Meeting	To provide the latest details on the Project (renderings, photos of activities, financial obligation overview and status, where we stand relative to our \$5.2M committment). To generate interest and excitement for the Project. To provide Owners opportunity to ask questions regarding the Project.	President	All Members	Presentation at Annual Meeting Post to AAFPO.org Post to AAFPO FaceBook Page Resort website	
7	Financial Updates	Quarterly, Fiscal Quarter end + 2 Weeks	To show Property Owners how their money is being spent and that it is being accounted for properly. To demonstrate good stewardship of our constiutents' money.	Treasurer	All Members	AAFPO.org	
8	Project Status	Monthly after Construction Start (Item 4).	To keep Property Owners up to date on Project progress. To maintain interest and demonstrate transparency.	Secretary/Communication Committee	All Members	AAFPO.org AAFPO Facebook Page Resort Newsletter?	
9	Project Completion	Project completion + 1 week	Communicate availability of new amenity/amenity improvement.	Secretary/Communication Committee	All Members	AAFPO.org AAFPO Facebook Page E-mail to all Members	

- c. Kyle asked if anything was missing, what other project milestones should trigger a communication? There were no additional items suggested.

3. Overview of Resort Communication Plan – Whitacre

- a. Andy shared what the Resort has already done to start this project.

**Angel Fire Resort
Pickleball and New Chairlift Projects
Progress to Date
As of March 21, 2024**

	<u>Timing</u>	<u>Amount</u>	<u>Notes</u>
Pickleball			
Ownership contribution of private land	June 2022	750,000	
Property survey	August 2022	3,000	
Wetland delineation study	September 2022	6,000	
Topographical survey	October 2022	9,000	
Conceptual site planning	November 2022 - October 2023	83,000	
Hired engineering company	October 2023	5,000	
Hired geotechnical company	October 2023	_____	A
		<u>856,000</u>	
A Waiting on geotech soils analysis			
New lift			
Hired a planning company	2018 and still ongoing	24,000	
Los Alamos National Labs wind study	Summer 2020 and still ongoing	0	
Relocation of vehicle maintenance shop and clinic	Summer 2020 and still ongoing	0	
Surveys, concept plans, and engineering	Summer 2020 and still ongoing	160,000	
Engineering lift profile and top/bottom terminals	June 2021 to present	6,000	
Purchase of Aspen Street right of way	July 2022	55,000	
Land exchange with Ski Run Condos	Late 2022	0	
Meetings with lift manufacturers	June and July 2023	0	
Lot clearing and tree removal	October 2023	7,000	
		<u>252,000</u>	

- b. Andy stated that the Resort does not have a formal Communication Plan at this time.

4. Discussion on an integrated Communication Plan – Price

- a. Kyle stated that, when the Resort develops their Communication Plan, it would be good to integrate both plans so that we had a single plan with all communications identified.

5. Proposal to post Resort Thank You note – Price

- a. Kyle will post the Resort’s Thank You note (item 3 in the Communication Plan) to the AAFPO.org website and AAFPO’s Facebook page by Monday, March 25, 2024 if there are no objections. Kyle has already received Resort Executive Management approval to do so.

6. Next steps – Price

- a. Each communication item in the Plan will be distributed to the Board and Resort personnel prior to posting/distribution to assure alignment and consistency.

Adjourn