



**Summit Hotel Condominium Owners Association
Annual Meeting 2023
December 9, 2023 – 1:00 PM MST – Summit Talus Room/Microsoft Teams**

Board Members Present: Bill Mylonas (922/923), Dane Smith (405/406/924/925), Jason Martel (413/414),
Board Members on Teams: Barb Rooney, Ed Dembek
Owners Present: Taylor McCaslin (330/331), John Fishpaw & Kim Krohn (909/910), Kristen Prewitt & Micah Puyear (601/602), Patricia & Robert Rotello (311/312)
Owners on Teams: Andrea Massey-Farrell (1003), Gilbert Goldberg (705/706), Dan Jochem (711/712)
Others Present: Erika Korndoerfer, Michelle Frederick, Courtney Jones, Elizabeth Gallardo, Chuck Donch, Mark Perdue
Others on Teams: Zander Fogg, Yann Benjamin

Call to Order

Bill Mylonas called the meeting to order at 1:09 PM MST.

Quorum is established with 53.62% of owners represented in person or via proxy.

Board of Director's Election Results

Bill Mylonas was re-elected to the board after running unopposed.

2022 Annual Meeting Minutes

Jason Martel makes a motion to approve the 2022 annual meeting minutes. Bill Mylonas seconds the motion. The motion is approved unanimously.

Management Report

Sales & Marketing – presented by Yann Benjamin

- Winter Objectives
 - Attract New Guests
 - Brand Awareness 46% to 48%
 - Increase Share of Wallet
 - 'Year-over-year' Increase +7%
 - Drive Increased Length of Stay
 - Average Length of Stay 4.5 to 4.8
 - Deliver a Seamless Lone Peak Tram Experience
 - Net Promoter Score 55.5 to 60.5
- Strategic Overview
 - Attract New Guests
 - Unlock Public Relations efforts
 - Multi-Media Creative Campaign
 - Core Geographies & Audiences
 - Increase Share of Wallet
 - Rental Value Pricing

- Increase Dwell Time (Programs & Events)
- Promotional Testing for Mountain Sports
- Drive Increased Length of Stay
 - Multi-Day Benefits
 - “Add A Day” Test Campaign
 - Lapsed Audience CRM Tactics
- Deliver a Seamless Lone Peak Tram Experience
 - AutoCharge Education
 - Ops. Transparency
 - “What to Expect” Series

Revenue – *presented by Zander Fogg*

- Summit Hotel Winter 23/24 Strategy: Increase revenue by maximizing occupancy
 - Focusing many of our promotions on Summit specifically (like Cyber Sale)
 - Targeting especially slow periods with OTA promotions
 - Transient Occupancy and Revenue are pacing ahead YoY, with a slightly lower ADR
 - Stronger Christmas/New Year’s holiday that we have seen in the past few years
- Winter 23/24 Holiday Shifts
 - Christmas - pushing demand to 2nd week and 1st week of January
 - Easter – Earlier this year, compressing into later March (may affect April demand)
- Western Mountain Region
 - Winter 23/24 occupancy down 1.7%, ADR up 2.7%
 - Months with higher ADR = lower occupancy
 - Months with lower ADR = higher occupancy
 - January and February occupancy down the most
- Key Data – Big Sky Resort Area
 - Occupancy down 11%, ADR down 3%

Owner Services – *presented by Erika Korndorfer*

- Owner Services Department – staffed 7 days/week
 - Capree (Tuesday – Saturday)
 - Erika (Friday - Tuesday)
- Owner Appreciation Gatherings
 - Mugs in the Mountains
 - Complimentary coffee & pastries
 - Friday Mornings – 8am – 9:30am
 - Illy Café
 - Owner Cocktail Hour
 - Complimentary cocktails & soft drinks
 - Times & locations to be included on email invite
- Next Reservations Deadline
 - January 31st to guarantee Summer 2024 dates
 - Summer 2024: June 8th to September 15th
- Owner Portal Website
 - Located at owners.bigskyresort.com
 - Each owner has a live unit calendar where they can:
 - View Availability
 - Reserve Owner Reservations

- Owners can access all rental revenue statements

Hotel Updates – *presented by Chuck Donch*

- Staff Updates
 - Front Desk Manager: Anna Popova
 - Assistant Front Desk Managers: Jordan Billingsley and Lei Freitas
 - Bell Manager: Richard Doller
 - Health Club Manager: Kim Richardson
 - Bell, Housekeeping and Front Desk teams consist of a majority of returning employees.
 - Purposeful mix of domestic, H2-B visa and J-1 visa team members.
 - Robust staff for the winter season.
 - Training for all departments completed.
 - All teams are excited to begin the season!
 - Seasonal deep clean of rooms and inventory replacement completed.

Facilities Maintenance – *presented by Marc Perdue*

- All annual off-season projects have been completed
- New chiller has been installed
- Hardware has been ordered for the L1 & L2 controls
- Water fountains have been replaced with Elkay water bottle filling stations
- Health Club
 - New hand driers installed
 - Old shower doors have been replaced with curtains

Financials

Treasurer's Report *presented by Courtney Jones*

- More interest from investments as CD holding reserves grows
- Electricity cost increased from \$0.10/kWh to \$0.12/kWh
- Insurance costs anticipated to go up 22% with increases in replacement costs
- Pool/HC costs are higher with higher chemical costs
- Common reserve contributions going up 27%- \$150K more than reserve study to help with additional pool cost
- FF&E Reserve up 7% - 200K higher than reserve study to help with woodwork project

2024 Budget *presented by Courtney Jones*

- The proposed budget is an increase of 5.4% over last year.
 - Operating budget has increased substantially
 - Energy costs have increased
 - Insurance has increased
- Dues are expected to increase approximately \$1.36 per square foot

New Business

- Next Phase of Renovations
 - Health Club Remodel Design plan proposal includes:
 - Dry Sauna with Himalayan salt wall
 - Private steam showers
 - Heated floor
 - Heated benches
 - Cold experience
 - Lockers and cubbies

- Removal of the skylight
- The new indoor plan aims to encourage alternative activities apart from just the hot tub in effort to have less congestion in one place.
- Hot Tub Discussion
 - The pool-sized hot tub will need to be replaced given that it is 23+ years old, built on a mountain that shifts, held in place by dirt which should be concrete, and has rusting stainless steel.
 - The goal is to find a long-lasting solution that ultimately saves on propane and chemical expenses. Exact details on the new tub have not been finalized yet.
- Plans for the health club remodel and arrival experience will be posted on the Summit HOA website

Owner Comments

- Andrea Massey-Farrell (1003)
 - Loves the new health club design.
 - Would like to see an age limit set for the health club or a way to monitor poorly behaved people.
 - There will always be an attendant during operating hours to maintain a level of decorum and address any issues they see.
- Gilbert Goldberg (705/706)
 - Positive comments about the H2B workers who seem to be very professional.
 - Concerned that a smaller hot tub may be too crowded.
 - Bill Mylonas adds that the new health club is designed to spread out the crowd by providing them with more activities, hopefully resulting in less people in the tub at once.
 - Would like to see military appreciation discounts and events.
 - Yann Benjamin notes that there is a military lift ticket and lodging discount offered on the website. Marketing will look into whether or not this should be more advertised.
- Kristen Prewitt (601/602)
 - Thanks the board for all their hard work and dedication.
 - Glad to see a lot more added value to the hotel.
 - Loves animals but agrees that they do not belong in the hotel.
 - Would like to know the planned timeline for the health club remodel.
 - Michelle Frederick responds that the goal is to begin construction this May and have it available Winter 24/25
- Patricia & Robert Rotello (311/312)
 - Asks if there will be anywhere to swim that's medium temperature.
 - The current health club was built with the intention of one large hot tub. Due to this design, fluctuation in temperatures is not possible.
- John Fishpaw (909/910)
 - Owner is curious if housekeeping staff members are assigned to the same rooms and/or floors every shift. They enjoy knowing the staff and building relationships.
 - Chuck Donch responds that certain housekeepers are assigned indeed assigned to certain floors. A housekeeper named Luba has taken ownership over the 9th floor and takes a lot of pride in her work.
- Taylor McCaslin (330/331)
 - Would like to see Summit signage on the backside of the building so skiers know where the Summit Hotel is located.
 - Michelle Frederick to meet with the marketing team to address.

Adjournment

Bill Mylonas adjourned the meeting at 3:36 PM MST.