

IX. 10:50 a.m. Action: Tahoe Donner Association – Public Vs. Private
 (Jeff Connors, Board President)

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The Board of Directors will discuss assigning an additional Finance Committee goal – define the net income that the public segment amenities generate by amenity versus the membership revenues that are generated. The Public being defined and conjugated into the following categories (1) guests of members (2) unaccompanied guests of members (3) and non-affiliated public usage. Net income would be defined as revenue less the expenses that would no longer be required.

6.22.2018 Board meeting video link to above Board conversation on agenda topic
<https://vimeo.com/276540004#t=1h56m00s> Board action assigned the task to FC.

- A Private Amenities,
 not applicable to this topic
 Unaccompanied guest is being addressed, which not 100% directly, but to some extent addresses short term renters.
- B Public Amenities
 selling excess capacity to public is general concept, without overburdening facilities authorized in Governing Documents
 a few key comments (paraphrased from video, see video for exact wording/conversation)
 move away from emotional comments and be more fact-based on this topic
 question is, is public helping us
 is public where marketing is spending dollars/efforts, and to what end result
 revenue growth is not as meaningful as net income result

Salmon initial comments on each Public Amenity follows:

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|----|-------------------|--|
| 1 | Downhill Ski | #1 Priority, Peak periods steep premium on public products
High level of fixed costs. |
| 2 | Cross Country Ski | #1 Priority, Peak periods steep premium on public products
High level of fixed costs. |
| 3 | Snowplay | #1 Priority, Peak periods steep premium on public products |
| 4 | Equestrian | Task Force active |
| 5 | Campground | Mix of member guests and public, high level fixed costs
~ 20% Member, 25% Guest, 55% Public |
| 6 | Golf | ~95% of play is members/guests |
| 7 | Trails | open access, low cost to operate, high on capital investment--for Members |
| 8 | Bikeworks | primarily a service to members and guests |
| 9 | Summer F&B | an HOA restaurant services serving members and guests
lunch at lodge, t-9 grill/cart for golfers, marco polo grille for TC pool |
| 10 | Alder Creek Café | Winter- XC Skiers cafeteria Summer - an hoa café |
| 11 | The Lodge | Primarily an HOA restaurant serving members and guests
Banquets- has been analyzed, Public events pricing increased substantially |
| 12 | Pizza on the Hill | an HOA restaurant serving members and guests |