

**TOWN OF WATERVILLE VALLEY
BOARD OF SELECTMEN
SPECIAL MEETING MINUTES**

DATE: March 15, 2016

MEMBERS PRESENT: Chairman Mike Aronson, Bill Larsen and Margaret Turner.

MEMBERS ABSENT: None.

OTHERS PRESENT: Reggie Breeckner, Brooke Wakefield, Mark Decoteau, Rich Rita, Helen Rita, Cheryl Saenger and Sharon Charron.

1. The meeting was called to order at 10:01am By Chairman Aronson.

2. Privilege of the Floor I

Town Clerk Reggie Breeckner introduces Rich Rita, who will be serving as the newly appointed Deputy Town Clerk.

Chairman Mike Aronson also states that there is an opening on the Planning Board for an alternate position, and Rich Rita has agreed to serve in that position as well.

Margaret Turner motions to appoint Richard Rita to a 3 year term as an Alternate Member of the Planning Board., starting in 2016 and ending in 2019.

Bill Larsen: 2nds.

Motion was carried by a unanimous voice vote.

Mark Decoteau presents the MS-232 which summarizes the appropriations voted upon at the town meeting for the Selectmen's signatures.

Mark also presents a DRA form with regards to equalization, which was previously signed, but needs to be on a PINK piece of paper, per DRA regulations. The paper is signed by the Selectmen.

3. Discussion of Possible WVRA Marketing Changes

Brooke Wakefield, Recreation Director and a WV Resort Association board member on behalf of the Town, opens the discussion concerning potential marketing changes for WVRA. WVRA is presently considering hiring the ski resort marketing department to take over this role. This idea was presented at the last WVRA meeting and has not yet been voted upon, but is planned to be at their next meeting. Brooke reviews what the WVRA board considers are the pro's and con's of this change as follows:

Pros

- Consistency of marketing Waterville Valley
- Print materials and promotional ads would be more inclusive of all WV regular activities, seasonal events and group events (e.g. WVAIA, Rey Center, etc).
- Continue to keep separate websites, but linked together to create continuity.

Cons

- Ski resort would have control over all of the marketing.
- Would they have enough time for WVRA marketing needs after their own marketing needs?
- Potential JPP grant funding for marketing WVRA could be lost.

Additionally, Brooke mentions that the mountain has offered to place a marketing person in the Town Square office, which is centrally located to WVRA members. Discussion followed as to what this person would do in relation to marketing being in the Town Square office. This would not affect the concierge desk located in TS, but rather be an individual who would focus on the needs of WVRA members specifically involving website updates and event schedules. This person would not be working at the concierge desk itself, but would be in an office and able to see, on a daily basis, the activity of Town Square. This person would be accessible to WVRA members close by, as opposed to being physically at the mountain offices. It was mentioned that typically in the off season staffing at the mountain offices is very sporadic, with employees taking time off, and it can be difficult to find someone. There was great concern expressed by the Board over the JPP funding, and the criteria needed to continually qualify for the JPP funding. Additional concern was expressed over the continuity of the mountain's marketing department employees as there has been a lot of turnover in the last 3 years.

The current marketing agency for the WVRA is EVP, which has been in place for a number of years. Brooke stated that she felt the WVRA board has not done well with tasking EVP appropriately. She felt this needed improvement on the part of WVRA board, and that a change of the marketing could be beneficial to all. Discussion followed regarding listing the tasks, and the benefits of establishing a task oriented payment system for marketing versus a paid retainer. The options for the WVRA board at this time are either to stay with EVP or to go with the mountain, or a 3rd option would be to bid this out to an outside agencies. Another concern was how does the mountain benefit from this arrangement, and would WVRA benefit in the same ways. Further discussion followed regarding the unique symbiotic relationship between the ski resort, merchants, lodges and the town and how Matt Hesser is very knowledgeable in this regard. Mark Decoteau mentions the dual positions that Matt Hesser would have, as serving as the WVRA President and the Director of Marketing for the ski area, and would this potentially create conflict for JPP funding.

To summarize the top concerns of the Selectmen:

- Loss of JPP Funding of \$65K
- Prioritization of needs of Ski Resort over WVRA
- Lack of continuity if Matt Hesser leaves the mountain's employment
- Limitations of just 2 options

On the flip side, the gain would be that there is a talented individual, possessing a great knowledge of Waterville Valley, and they have the energy to address the marketing needs of the community as a whole.

4. Privilege of the Floor II

Cheryl Saenger comments that if JPP funding was lost, that it would be a great loss for WVRA. She doesn't believe the WVRA members could offset the lost revenue. Her suggestion is not have the WVRA marketing go to the mountain and instead have the WVRA board provide more guidance to EVP, or whomever they decide to go with, on the marketing of WVRA.

Reggie Breeckner comments that she believes Matt Hesser, or someone equal to him in knowledge of WV, could be hired independently as opposed to the ski resort marketing department.

5. Adjournment

Bill Larsen motions to adjourn the meeting.

Margaret Turner: 2nds.

The meeting was adjourned on a unanimous voice vote at 10:39am.

Respectfully Submitted,

Sharon Charron

Town Clerk/Town Office Assistant