

BRIDGER BOWL

STELLAR COMMUNITY STELLAR MOUNTAIN STELLAR DENDRITES



**Bridger Bowl Association Meeting
Spring Meeting Minutes
May 24, 2017, 7:00 p.m.
Holiday Inn – Bozeman, MT**

BOARD MEMBERS

Present: Julie Bennett, President; Kelly Wiseman, Executive Vice President; Robb Larson, Associate Vice President; Mark Manseau, Secretary; Diane Allen, Martha Collins, Pat Hoffman, Dave Weaver; Randy Elliott, Vice President of Operations; Dave Ballinger, Treasurer; Lindsay Korth, Recording Secretary.
Absent: Todd Goertzen

CALL TO ORDER

Julie called the meeting to order at 7:10 and introduced the board members and staff present. The winner of the 2016-17 Point & Chute event at Bridger Bowl was Duncan Hamilton for his film about his grandfather, Ross Macpherson and the history of Bridger. She presented the film.

MINUTES

Julie presented the minutes from the Fall 2016 Association meeting and requested a motion to approve the minutes. Sheila Harr moved to approve the minutes from the November 15, 2016 meeting; Ellyn Murphy seconded the motion. After no additional discussion, members voted: All in favor none opposed, minutes approved.

PRESIDENT'S REPORT

Julie reported that Bridger had a great season with a big profit despite the mild snowpack and fewer skier visits than last season. The snow is continuing to melt, allowing the summer projects to begin; Randy will have further detail. The board continues to focus on a number of things; one of the biggest topics is the growth in Park and Gallatin counties and its' impact on Bridger Bowl. The most important thing that they know is that Bridger is a ski area, not a ski resort, and they would like to keep it that way. This will allow Bridger to be true to its corporate objective and mission statement, which is to provide affordable and quality skiing consistent with good business practice. Bridger has yet to get near its allowable skier visit number of 6100. Julie reported that with technology, Bridger will have improvements, such as phone apps, extra web cameras and more. She is also optimistic about the partnership with the Crosscut Mountain Sports. Julie thanked members for their support and for attending the meeting. She requested people listen to all presentations and save questions until the end.

TREASURER'S REPORT

Dave presented the financials for year-ending April 30, 2017, a pre-audit and incomplete report. Skier visits for the year were 227,777, which was the second best year ever; last season there were 244,916. Lift ticket and season pass income was about \$8.5 million, compared to \$7.7 million in the prior year. Snowsports and Playcare income was better than last season; Food service income was a little lower, but cost of sales was at 39.3% which is very acceptable. Rental income was up from last year; retail was a bit off which could be attributed to the small retail space available. Reservations income was also a bit

off; people tend to do their vacation planning on their own more. Total income for the year was at a record \$10.94 million. Departmental expenses were up from last year, mostly due to labor. The bus & carpool lot expense doubled, due to the busses that were added to the program this year. General & Administrative expenses were up primarily due to increased revenue. Net profit was at \$2.67 million, which is the best bottom line Bridger has seen. Bob Kolesar inquired about the cash position; Dave explained that as of April 30, Bridger had \$10.6 million in cash and equivalents with \$1.5 million already spent on this summers' capital.

MANAGER'S REPORT

Randy reported on the projects assigned for this summer. The Saddle Peak Lodge (SPL) addition will be completed; it will include: additional seasonal lockers, a new Snowsports office and expanded locker room for instructors, an expanded Playcare center, a new conference room, a larger area for Snowsports program rentals and additional restrooms. The addition to SPL includes 14,300+ sq ft, the remodel includes 8,500 sq ft. Randy displayed a picture of what the lodge should look like at completion. The new beginner area configuration includes moving the Snowflake lift south and adding two new carpet conveyors. The conveyors will be covered and access the new area and the Snowflake lift. There will also be a 768 sq ft warming hut with bathrooms and a viewing area. Randy showed graphics of what the new beginner area would look like, as well as the warming hut. The Virginia City (VC) chairlift, a 1978 Riblet Double, was sold to Teton Pass ski area and will be replaced with a Skytrac Fixed Grip Triple. The new chairlift will load closer to the Jim Bridger Lodge with load access on the skiers' right. Re-grading of the Glen's Glad slope will improve skier access to SPL. The new VC lift will also have adjustable height loading carpets, similar to the Sunnyside Quad, for easier loading. The top terminal enhancements will allow easier unloading and will create a better ski-off experience. Other summer projects include new high voltage power for lifts, a base area fiber optic network, an additional snowmaking system in the new beginner area, a fresh water tank on lower Missouri Breaks and the removal and replacement of the septic tanks. Randy displayed a map of the fiber optic, cell tower and septic tanks.

COMMITTEE REPORTS

Finance – Mark displayed several statistics from the ski season and compared them to last year. Both seasons consisted of 116 days, but there were more skier visits in the prior year. He reported various departmental statistics from the 2016-17 season: Food Service sold 304 kegs of PBR and 8.94 tons of french fries; Snowsports sold a slightly lower amount of lessons than in 2015-16 and there were 387 employees that worked through the end of the season. Mark then provided the upcoming 2017-18 ticket and season pass prices; he explained that the board spent a lot of time reviewing different pricing options and felt that the increases were necessary due to the current and future capital projects. Current capital projects scheduled for completion this fall will total to about \$8.4 million. Adult Day tickets will increase by \$3 to \$60; all season pass prices increased about 7% except for the Adult Midweek and the Senior Midweek passes which did not increase. Mark informed members of the new online enhancements to pass purchasing: all releases can be completed online, season pass pictures can be uploaded online and there is a shipping option for those who don't want to pick it up during Bridger's fall hours. He reinforced the importance of purchasing online in order to avoid waiting in line.

FOUNDATION REPORT

Chris Bulger introduced himself and thanked the community for their continued support to the Bridger Bowl Foundation. There was a nearly 40% increase in the number of participants in programs throughout the 2016-17 ski season. Chris reminded members that there is still available wall space in the Alpine Cabin for tiles; this fall will be the final installation. He then reported that the Bridger Bowl board donated 85 chairs from the Virginia City chair lift to be sold for \$750. To date, there are over 750

raffle entries for the opportunity to purchase a chair. This is a great fundraising event for the Foundation. Chris acknowledged the passing of Jane Jonas, a member of the Foundation Board of Directors as well as a big supporter of Bridger Bowl and the entire Bozeman community. She passed in January after being diagnosed with cancer in December. She will be sorely missed and her legacy will always live on at Bridger Bowl. Chris thanked members again for their support.

BOARD NOMINATIONS

Julie informed members that there are three openings on the Bridger Bowl Board of Directors. After finishing her second 3-year term, Julie will be retiring; Martha Collins and Mark Manseau are finishing up their first 3-year terms and seeking another. The board recommends Martha Collins, Mark Manseau and Jake Werner as nominees for the next members of the Bridger Bowl Board of Directors. Julie requested nominations from the floor three times; there were no additional nominations. Mark and Martha each gave a brief biography, along with a synopsis of their work on the board over the last three years. Jake Werner was unable to attend the meeting; Julie read his biography and displayed a short video that he made to introduce himself. Ballots will be mailed out to Association members in June.

NEW MEMBERS

Mark presented the following membership applications for ratification: Molly Ambrogi-Yanson, Mark Anderson, Peter Burke, Kim Epskamp, Trevor Huffmaster, Marvin Hessler, Molly Hessler, Chip Hurt, Gil Israel-Rosen, Brock Johnsen, Graham Miles, Rik Miller, Carrie Samsel, Audrey Stoltzfus, John Tatu and Steve Titus. Ellyn Murphy moved to ratify the new members; Rich Stoltzfus seconded the motion. Vote taken, all in favor; motion carried and memberships approved.

NEW BUSINESS

Spring 2018 Meeting Date – Julie reported that the meeting date for the Spring 2018 Association meeting will be Tuesday, May 22, 2018; the meeting is being moved from a Wednesday to a Tuesday to avoid scheduling conflicts.

Association Membership Feedback –

- Dick Dowdell requested a tour of the new facility prior to the Fall 2017 Association meeting.
- Ellyn Murphy asked the board why Bridger doesn't buy ski bikes; she stated that many people would be able to use them.
- Sheila Harr would like to have the spring meetings up at Bridger and the fall meetings in town at the Holiday Inn. Other members noted their agreement; some would prefer both meetings to be held at Bridger Bowl.
- Sonja Berg inquired about additional parking and there was discussion regarding parking and traffic issues on busy days.
- Bob Kolesar would like to see lift-line cutting privileges for bus riders.

Thank you – Kelly presented Julie with a plaque of recognition for six years of serving on the Bridger Bowl Board of Directors. Julie served as Secretary, Vice President and President; she made an outstanding president. Robb presented Julie with a picture-plaque signifying both hers and her father's tenure on the board; the picture was taken of Julie and Marshall Bennett while skiing on the Ridge. Julie represents something that Bridger Bowl is famous for: family. He also noted that Marshall has skied at Bridger every single year that Bridger Bowl has existed. He thanked them both for their work and commitment to the organization.

Employees – Julie asked the employees that were present to stand and be acknowledged. She thanked them for all of their hard work.

MOTION TO ADJOURN

Julie thanked everyone for attending the meeting and their involvement with Bridger Bowl. She welcomed a motion to adjourn the meeting. Dick Dowdell moved the meeting be adjourned; Kent Kasting seconded the motion. Vote taken, all in favor; Julie adjourned the meeting at 8:40 p.m.



KELLY WISEMAN, PRESIDENT



PAT HOFFMAN, SECRETARY