

Waterville Estates Village District

Amenities Profit Improvement Committee Minutes – September 7, 2023

The Profit Improvement Committee meeting was called to order at 17:00 hours on September 7, 2023. Present were Gerry Panuczak, and Nancy Seward, Joe Feiner. Guests present were Ron Beard, Samantha Banville, and Anthony Patti. Joining on Zoom were Ralph Wilbur, Tom Lithgow, Kyle Gulino, Jim Cahill, and Maureen Patti.

Ms. Seward stated that minutes would not be discussed as the author, Linda Ivers, was not present.

Ms. Seward presented a verbal draft plan for Yoga instruction to be held at the Community Center. The plan included marketing by both the Village District and the instructor, the Village District would get a percentage of receipts based on the number of participants, and the initial frequency would be twice per week. Ms. Seward would obtain approval from WEA Board to implement.

Mr. Panuczak shared the draft Ski Area/Lodge operations plan. There was discussion on refining the categories to be more accurate to the actual operation times expected based on snowmaking availability by mid-December 2023. Mr. Panuczak will update the analysis based on Committee input. Mr. Feiner will update the snowgun cost analysis based on Committee input. Ms. Banville shared current ticket prices (\$40 all day, \$25 night, \$200 season). Mr. Lithgow suggested that we look at other small New England ski areas to obtain a comparison. Mr. Lithgow made several observations that will be written in a proposal. He suggested that our digital marketing present would have to be robust enough to get our brand in the first page of a Google search. Mr. Wilbur asked that WEA and the District request photos of ski and lodge operations that could be used in the marketing efforts.

The next meeting is scheduled for October 5, 2023 at 17:00 hours.

The meeting was concluded at 18:30 hours on September 7, 2023 by unanimous roll call vote of committee members present.

Respectfully Submitted

Gerry Panuczak