

Second Homeowners Advisory Board
Teleconference Meeting
3pm MT
February 11, 2008

Leader: Bob Sirkus

1. *Call to order, take attendance, select volunteer to record the meeting.*

The meeting was called to order at 3:00 pm.

Roll was taken. In attendance were: in SV - Bob Sirkus; by phone - John Barrett, Mel Blumenthal, Colleen Doyle, Greer Fox; George Bletsas joined in by phone during the meeting. Colleen volunteered to take the minutes.

2. *Minutes from January 28 and 29 meeting.*

Greer stated that the 01/29/08 minutes should include a note that Kathleen Wanatowicz and Robyn Riggs attended. Bob stated that he would make this change. John moved to accept the minutes for 01/28/08, and 01/29/08 as amended. Mel seconded. All in favor. Motion passed.

3. *John Barrett. Agenda setting and arrangements for presenters. Consider: 1. Tax and Finance Issues and Questions, Marianne Rakowski, Finance Director. 2. Snowmass Village Marketing Strategic Post-Comp Plan. Marketing Board Member. 3. Realtor, on status of Snowmass real estate, etc., Greer and Rick? 4. Interpretation of what the new Comp Plan means to 2nd Homeowners, Mel and Russ Forrest? (John's request).*

John suggested that the responsibility for agenda setting and scheduling presenters be shared by all. There was discussion and agreement on this.

Proposed possible agenda items were discussed.

The Board discussed the next steps in the Comp Plan process. There will be meetings in February. In March there will be meetings that deal with legislative-type issues. In April and early May the Plan will be finalized and the moratorium may be lifted. Mel stated that Russ Forrest is the best person to provide updates to the Board on the Comp Plan. The Board discussed when and how frequently Russ should provide updates. Bob suggested Russ provide an update at our April meeting. Mel suggested that Russ provide a monthly update until the process is complete. John raised the issue of how the Board should arrange for expression of how the Comp Plan applies to second homeowners, and if there is no difference in how it applies to second homeowners, then how it applies to homeowners generally. Colleen stated that we need a summary of what comes out of the Plan process. Bob stated that the question is whether the Board is going to be changers or reporters. John suggested we do both. The Board agreed that we need to encourage second homeowners to participate in the Comp Plan process. Mel suggested that the Board hold a public meeting in March, perhaps in lieu of our monthly teleconference call, that will be similar to the 12/19/07 meeting. Bob said he would talk to Russ about this. Bob suggested that we postpone other presenters until after the March meeting.

Colleen stated that she would contact Marianne Rakowski and postpone the presentation on the tax and finance items.

The Board discussed having a panel of realtors at our April meeting and decided to invite three local realtors from different agencies: Rick Griffin, BJ Adams, and Steve Stay. The Board discussed the format for the meeting and decided to have each realtor present a five minute perspective on the state of the SV real estate market and then answer prepared questions from a list distributed before the meeting. Greer will compile the question list from suggestions made during this meeting; George will call Rick Griffin; Mel will call BJ Adams and Steve Stay. Bob asked what the Board will do with the information from the realtors. Mel stated that the Board should record it and prepare a consensus to give second homeowners. John suggested using the email list as a means of communicating the information. Bob suggested that someone prepare a draft report for our web page, in addition to an email. John suggested the information could also be in the local newspaper.

Mel stated that the Strategic Marketing Board Plan will be released at next Tuesday's Town Council meeting and it is to be incorporated into the Comp Plan. The Board discussed having

someone speak at one of our meetings about the Marketing Board Plan. Bob will contact Susan Hamley.

Summary:

March meeting – public meeting on the Comp Plan (and Marketing Board Strategic Plan ?)

April meeting – realtor panel on the state of SV real estate; Comp Plan update

May meeting – to be determined; Comp Plan update

June meeting – Marketing Board; Comp Plan update (unless process complete)

July workshop and meeting – Marianne Rakowski on taxes and finance; to be determined

4. *Greer Fox and Lesley Compagnone. Status of email listings and first emailing. (Comp Plan review?)*

Bob recently spoke with Lesley about what she planned to discuss today since she is unable to join us. John and Greer spoke with Kathleen Wanatowicz and learned that she had compiled a list of approximately 2000 email addresses, without names, which includes second homeowners but does not identify them as such. Colleen stated that the list she has a copy of has approximately thirty second homeowner email addresses and names compiled from responses to the secondhomeowner@tosv.com link or the recent community survey responses; Lesley Compagnone has a copy of this list. The Board discussed how best to build a separate second homeowner email list. Greer will contact Lesley about adding a notice in the TOSV Blue Tent Marketing emails (Blue Tent manages three email blasts for TOSV, with a set-up fee of \$1000 for each list and then a fee of \$300-500 per email: weekly town emails; Comp Plan emails; quarterly town e-newsletters) directing second homeowners to sign up for a second homeowner email list. Colleen stated that Lesley told her she thought she would be able to compose and send simple email blasts (without pictures or links) to approximately 100 email addresses from her system, without using Blue Tent. Mel suggested the Board have Lesley add all SV property managers to the second homeowner email list. There was also a reminder that every email blast have an option to unsubscribe from the email list.

5. *George Bletsas. Interaction at Town Council Meeting.*

George will attend next Tuesday's Town Council meeting to speak on behalf of the Board. George will address the potential parking and traffic issues and ask Council to conduct an updated, independent traffic management study and plan. He will also ask that Council require Related/WestPac to provide all Base Village changes together, and not to deal with them piecemeal. Bob asked George to provide notes so he could put this on the second homeowner webpage.

6. *Updates: George- Web site map; Mel- Granicus; George- Review of Town's website; Bob- Website update training.*

Bob met with Lesley and learned how to update the second homeowner webpage. Bob stated that he has already made some changes to the page and plans to add information on how second homeowners can participate in and learn about the Comp Plan process. The Board discussed how to make the webpage easier to find.

Mel will talk with Rhonda Coxon about having Grassroots TV cover our July 2008 meetings.

New Business:

Mel suggested that in the future the Board discuss SV elections in November 2008. The Board agreed to discuss this at the July meeting.

The meeting was adjourned.