



EAGLECREST SALES AND COMMUNICATION COMMITTEE AGENDA

August 5, 2026 at 12:00 PM

Zoom Webinar Only

<https://juneau.zoom.us/j/88555371873> or 1-253-215-8782 Webinar ID: 885 5537 1873

- A. ROLL CALL
- B. APPROVAL OF AGENDA
- C. AGENDA TOPICS
 - 1. MEET AND GREET GUIDELINES
- D. BOARD OF DIRECTORS' COMMENTS AND QUESTIONS
- E. NEXT MEETING DATE
- F. ADJOURNMENT

ADA accommodations available upon request: contact the Clerk's Office (907)586-5278 or city.clerk@juneau.gov at least 36 hours prior to a meeting, to request ADA arrangements.

Eaglecrest Board Monthly Meet & Greet Guidelines

Purpose

The Eaglecrest Board will host monthly Meet & Greets to enhance community engagement, promote season pass sales, and raise awareness of Eaglecrest's programs and services. These events will offer the public a chance to meet board members, learn about Eaglecrest's operations, and discover the positive impact of its youth and community programs.

Primary Objectives

The Monthly Meet & Greet program will:

1. Promote Eaglecrest season pass sales and communicate the value of becoming a season pass holder.
2. Highlight the success and community impact of the Books 2 Boards Program.
3. Showcase School Group Lessons and their role in introducing local students to snow sports.
4. Promote the Snow Sports School and its offerings for youth and adults.
5. Create opportunities for community members to engage directly with board members and staff.

Quick Numbers:

School Group sponsorship Lessons- 298

School group non-sponsored class lessons- 639

Community outreach- Native Youth Sports, Pelican schools, Big Brother big sister, Sitka exchange students, Juneau Jazz Fest, UAS, Hoonah Robotics- 56 lessons

Overall Lessons- 4738- adults, Youth, School Groups, Multi-week programs, Ski and snowboard, B2B

Event Schedule

- Meet & Greets will be held monthly from July 2026 to December 2027.
- The Sales/Marketing/Communication Committee will be tasked with scheduling

Roles and Responsibilities.

Board Members

Two Board members at each location are expected to:

- Attend Meet & Greets on a rotating basis.
- Serve as ambassadors for Eaglecrest.
- Share information about Eaglecrest programs and initiatives.
- Listen to community feedback and answer questions when appropriate. (If you are unsure of an answer or do not know it, please ask the community member to follow up by emailing the entire board. Remember, a single board member or even two members cannot speak on behalf of the full board.)
- Direct operational concerns to Eaglecrest management for follow-up.

Possible locations: Devil's Club Brewing, Alaskan Brewing, Forbidden Peak.

Eaglecrest Staff (Not Required, but welcome)

Staff may assist by:

- Providing program information and promotional materials.
- Sharing program success stories and participation statistics.
- Supporting event logistics and setup. (For scheduled events only, i.e., Christmas in July)

Event Format

Each Meet & Greet should include:

Welcome and Introductions

- Brief introduction of attending board members and staff (if present).

Program Spotlight

Focus should be on Season Pass benefits and youth programming:

- Books 2 Boards
- School Group Lessons
- Snow Sports School
- Season Pass Benefits

Community Engagement

- Informal discussion and question-and-answer opportunities.
- Collection of community feedback, suggestions, and concerns.
 - Provide email addresses for the Board of Directors and General Manager. **Use Business Cards.**

Promotional Materials

Provide: **Brochures have been printed as of July 2026**

- Season pass information and pricing.
- Program brochures and registration information.
- Information on volunteer and sponsorship opportunities.

Messaging Priorities

Board members should consistently communicate:

Season Pass Value

- Benefits of season pass ownership.
- Support for local recreation and community programs.
- Long-term value compared to daily ticket purchases.

Books 2 Boards Program (Foundation)

Founded in 2009, Books2Boards (B2B) is partially funded through the Eaglecrest Foundation and is operated by Eaglecrest Ski Area. B2B provides Juneau middle school students the opportunity to ski and snowboard at Eaglecrest at no cost. Students for this program are chosen by Middle School teachers and staff based on their economic and social need, grades, and attendance. Students chosen are expected to keep good grades, have good attendance, and have good behavior in school. In return, they are provided free lift tickets, ski/snowboard rentals, bus transportation, and access to winter clothing. In addition to on-mountain benefits, an after-school mentorship program held once each week at each school is available for all Books2Boards students. (Books 2 Boards)

School Group Program (Foundation)

Eaglecrest Snowsports School works hard to bring Juneau area students to the mountain. The new School Group Program is a sponsor-supported program providing a day on the mountain for 3rd, 4th, and 6th grade classes, including bus transportation, lift tickets, rentals, and lessons. (School Group Program)

- Introduces students to skiing and snowboarding.
- Builds confidence, outdoor skills, and healthy lifestyles.
- Strengthens partnerships with local schools.

Snow Sports School **(Lots of Options refer to Brochures)**

Daily Lessons (Update Pricing)

Youth Programs (Update Pricing)

Adult Programs (Update Pricing)

- Provides quality instruction for all ability levels.
- Supports skill development and safety.
- Creates pathways from beginner participation to lifelong recreation.
- Ask Erin if she would like to use this as a recruitment tool. (Follow Up)

Evaluation and Continuous Improvement

Following each event, the Board and staff should review:

- Attendance numbers
- Community feedback
- Season pass inquiries and sales generated
- Program awareness outcomes
- Opportunities for future improvement

Guiding Principle

Monthly Meet & Greet should reflect Eaglecrest's commitment to accessibility, community engagement, youth development, and promoting lifelong participation in skiing and snowboarding. Every event should leave attendees with a greater understanding of Eaglecrest's value to the community and the opportunities available through its programs.

Sources:

Eaglecrest Foundation. (n.d.). **Books2Boards**. <https://www.eaglecrestfoundation.org/new-page-1>

Eaglecrest Foundation. (n.d.). **School Group Program**. <https://www.eaglecrestfoundation.org/new-page-2>