

EAGLECREST BOARD OF DIRECTORS
Meeting Agenda
Thursday April 6th, 2022, 5:30pm

Join Zoom Meeting

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Agenda:

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF MINUTES
 - a. Minutes from March 3rd
4. PUBLIC PARTICIPATION
5. COMMITTEE & LIAISON REPORTS
 - a. Eaglecrest Summer Operations Task Force 3-17
 - b. Eaglecrest Planning Committee 3-24
 - c. Eaglecrest Summer Operations Task Force 3-31
 - d. Nordic Advisory Committee 4-4
6. MANAGERS REPORT
 - a. Financial Report
 - b. Department update
7. UNFINISHED BUSINESS
 - a. Plan for end of the season employee Bonus
8. NEW BUSINESS
 - a. Recommendation on Goldbelt Partnership for Gondola Project
 - b. Budget presentation April 27th and increment request for payplan increase
 - c. Future Committee Meeting schedule?
 - i. HR committee
 - ii. Finance committee 2022/2023 pricing
 - iii. Planning committee

9. PUBLIC PARTICIPATION

10. BOARD OF DIRECTOR'S COMMENTS AND QUESTIONS

11. ADJOURNMENT – Next meeting date May 5th 2022 5:30pm Location TBD

EAGLECREST BOARD OF DIRECTIONS
March Meeting Minutes
Thursday March 3rd, 2022, 5:30pm
Via Zoom

Agenda:

1. ROLL CALL: Mike Satre, Dave Hanna, Jon Dale, Shawn Eisele, Kevin Krein, Mark Rainieri and Stephanie Hoag were present. The mountain was represented by GM Dave Scanlan. Assembly member Greg Smith was also present.
2. APPROVAL OF AGENDA: Mike called the meeting to order at 5:30. Kevin made a motion to approve the agenda. The agenda was approved without any additional changes or objections.
3. APPROVAL OF MINUTES: Dave H made a motion to approve the February regular and special meeting minutes, the minutes were approved without changes.
4. PUBLIC PARTICIPATION: None.
5. COMMITTEE & LIAISON REPORTS: Assembly member Greg Smith discussed the 5-4 vote for the Assembly approving the gondola ordinance. There is still lots of work to be done for the board and the Summer Operations Task Force. The group needs to work with the public as well as figure out financing.

Mike provided a summary of the Task Force meetings on the 11th and 22nd of February.

6. MANAGERS REPORT:
See Manager's Report for detail. The board also discussed staffing struggles and the possibility of keeping the park open until the lifts close.
7. UNFINISHED BUSINESS:
The GM provided the board with an update on the amended ordinance. Going forward it will be important for the Planning Committee to help support the Summer Operations Task Force.
8. NEW BUSINESS:
 - a. A discussion was held regarding weekly planning committee meetings to help support the gondola ordinance. The committee chair will work with members to find the best day and time.

- b. End of season staff bonuses. The GM shared with the board his desire to offer end of season bonuses to who all staff who complete their contract. Dave H made a motion to authorize the GM to pay all employees up to \$1 per hour worked for an end of season bonus for those who fulfil their contact/obligations as in previous years. The motion passed without objection. The GM plans to do end of season bonuses for salaried/management staff similar to last year and will provide an update and the next board meeting.

9. PUBLIC PARTICIPATION:

Erin Lupro inquired about using volunteers to operate lifts which was addressed that they would have to be properly trained.

10. BOARD OF DIRECTOR'S COMMENTS AND QUESTIONS

Mr. Smith thanked the board and encouraged them to work in alignment with the Task Force so the gondola purchase can be done right and they can find out all the questions to answer. He hopes the board and the task force can divide and conquer.

Mark thanked everyone for questions and comments and thanked the GM for the terrain park opportunity. He is really excited how smoothly it worked out and loves seeing all the park traffic.

Kevin was happy about the outcome of the Assembly vote but has lots of concern about all the comments regarding process. He hopes its not too late to reassure the assembly our commitment to process. He is concerned about the shortage of staff and looking forward to spring skiing.

Jon was happy about the outcome of the vote but also stated that the board still has lots of work to do as the gondola is by no means a done deal. He thanked mountain ops, grooming, lefties and all staff for all their work to support last weekend's ski club race, it was awesome to see a crowd on the hill. It was a huge turn out and fun to see the next generation of Eaglecrest users out and having fun.

Shawn was concerned about phrasing surrounding financials and the term "stipend". He hopes for more discussion about the successful, community ski area that we are and hopes that the mountain can be a part of the city budget with less focus on the "stipend" and focus more on the very successful public recreation area that we are. He wants the mountain to remain a part of the city budget.

Stephanie was happy to see the gondola moving forward and appreciated that thoughtful comments. Happy to see so many people putting so much thought and so many comments into what is going on at the mountain. She thanked the GM for doing the job of 2 people and reminded the board to schedule a nordic advisory meeting in early April.

Dave H echoed all comments about the mountain and the staff. He noted the tremendous work load carried by the GM and appreciated the work of the PR team in supporting the gondola. We need a cohesive plan and committee meetings will be important.

Mike thanked everyone for their input and thanked the assembly for the opportunity to try and push the gondola across the finish line. The board will work hard to make sure we maintain the faith and confidence of everyone making decisions. He noted that we are still running a ski area and need to reorganize and support. He appreciated the staff bonus and urged all board members to take the time to thank staff.

11.ADJOURNMENT – The next meeting date is April 6th, 2022. The meeting was adjourned at 6:51 pm.

**EAGLECREST SUMMER OPERATIONS TASK FORCE
THE CITY AND BOROUGH OF JUNEAU, ALASKA
March 17, 2022 5:30pm, Zoom Webinar
Draft Minutes**

1. CALL TO ORDER / ROLL CALL

Members present:

Assemblymember Greg Smith (Chair), Carole Triem, Wade Bryson
Michael Satre, Shawn Eisele

Members Absent: Jonathan Dale

Staff present: Dave Scanlan, Robert Palmer, Di Cathcart

Others in Attendee Mode: Alicia Hughes-Skandijs, Jeff Rogers, Bruce Garrison, Bruce Denton, Kevin Klein, Lyndsey Brollini, Jeremy Hsieh (KTOO)

2. APPROVAL OF AGENDA

Agenda approved as presented.

3. APPROVAL OF MINUTES:

None

4. Update from City Attorney Rob Palmer/Key Dates & Milestones in Gondola Purchase

Mr. Palmer gave an update and overview of what CBJ staff is working on towards procurement of the gondola. Discussion was had related to shipping costs, potential buyers within Europe and the U.S., securing a licensed ski lift engineer as well as staff that would travel to Austria to inspect the gondola on-site. If the gondola purchase does not go through, CBJ would have expended roughly \$150,000 Euros in non-refundable funds.

5. Summer Operations at Eaglecrest – a brief history

Mr. Scanlan discussed the cost of the “no action alternative” and the increasing pressure for more general funds to continue running the ski area under status quo levels of operation. There was some conversation on how to define sustainability of Eaglecrest in regards to levels of General Fund Support for Eaglecrest. There was talk about the future capital schedule needs for Eaglecrest over the next 5 years. Mr. Scanlan noted that the Board has been planning annual capital needs of \$500,000 per year to begin major upgrades of core infrastructure. Mr. Smith asked what has happened in bad snow years financially. Mr. Scanlan answered that during bad snow years the Ski Area with cut expenses to try and manage to the bottom line and ultimately will draw from some of the reserve fund.

Mr. Satre spoke to the Comprehensive Plan and the goals of Eaglecrest to become a year-round recreational facility. These goals are shown in the Comprehensive plan in the following chapters and sections; Chapter 5 Tourism and Visitors, Policy 5.6 and SOP 4, Chapter 8, Chapter 9: Parks, Recreation, Trails and Natural Resources, Chapter 9: Policy 9.1 and Implementing Action 24, Subarea 8: North and West Douglas Island.

Mr. Scanlan walked the task force through a list of meetings the task force had since 2019 as well as various groups Mr. Scanlan has given summer operations presentations to between 2019 and present. Mr. Scanlan also showed the results from a 2012 Master Plan survey prepared by McDowell Group and highlighted items from the survey that are now completed. In 2019, Eaglecrest did an informal survey to current users of Eaglecrest asking what summer activities users would explore if offered at Eaglecrest; expanded hiking/biking trails and a gondola from base to summit were among the top choices of respondents. A mountain coaster, long span zip line, disc golf, ropes course and playground all ranked over 25% for interested uses.

6. Current Vision, Plans, Timeline and Associated Costs for Summer Operations

Mr. Scanlan shared a PowerPoint presentation of potential Eaglecrest area summer attractions as revenue generators such as a mountain coaster, additional hiking/biking trails and project costs. He also discussed other winter activities that could be possible such as expanded ski area boundaries, snow tubing and higher elevation access to a new Nordic ski trail area.

There was short conversation about the viability of certain components and potential lift alignments.

7. Unknowns and Uncertainties

Mr. Scanlan discuss some of the uncertainties that still exist as is customer being in the early stages of large construction projects. As the project continues forward additional certainty on various aspects we continue to be clarified. Some discussion ensued.

8. Adjournment

There being no further business to come before the task force, meeting adjourned at 6:51 p.m.

Eaglecrest Nordic Advisory Meeting

April 4, 2002

Meeting Notes

The meeting began at 5:30 with roll call: Fred Hiltner, Betsy Fischer, Tristan Knutson-Lomabardo, Merry Ellefson, Dave Scanlan, Shawn Eisely, Stephanie Hoag.

No one proposed additions or changes to the notes from our last meeting on November 18.

Grooming discussion:

Both the upper and lower Nordic loop trails were groomed daily during the ski season, on all days that the lifts were opened, as per the goal set. On some occasions the grooming was delayed past 9 AM. There was a lot of turnover in grooming personnel. Some trail connections at intersections and some parts of trails were not always groomed; there could be some fine-tuning. Fred, Wayne, and Betsy all had good experiences riding along with the groomers to help them understand the trails and skiers needs, and the groomers were willing and helpful. There was a problem with the classic track setter for part of the winter. A new one will be purchased by Eaglecrest before the beginning of our next Nordic Season.

Communication discussion:

It was announced daily, as per the set goal, that the Nordic Trails were groomed, but the time of grooming was not always communicated. It was noted that there was much less detail in the grooming reports than in previous years. Partly because of the turnover in groomers, the groomers did not always submit information to Nate to post on the website. Dave will ask the groomers to make a phone call when they are done, in the future. Betsy posted Nordic trail conditions more or less daily on the JNSC website and Facebook and encouraged others to do the same. There will be a new marketing person next year for Eaglecrest who may be adept at getting the word out about Nordic conditions.

Signage and walkers:

Some signs need replacing to help new Nordic skiers access the trails and to make it clear that the groomed trails are closed to dogs and walkers. There was not much of a problem with postholes on the upper loop trails from hikers headed toward Troy, but plans are continuing to post signs on the upper loop reminding hikers to respect the trails.

Trail naming:

Fred suggested naming a part of the trail on the lower loop “Leghorn Hill” in honor of Ken Leghorn. There was general agreement that specific names for parts of the trail would be helpful in communicating with groomer. Any requests to name trails or other features for people need to be approved by the Eaglecrest Board. It was noted that a leghorn is also a type of chicken. Merry suggested using traditional place names for trails.

Future plans:

Tristan asked about Eaglecrest’s priorities in regard to Nordic skiing, and Dave replied that those included attracting more skiers, improving connectivity and flow on existing trails, and looking at the Cropley Lake area as a place to develop an additional trail network that could be accessed by the Gondola.

Betsy brought up the need for more Nordic Instructors, and Dave indicated that he’s ready to hire them. A recruitment message will be sent out via the JNSC website.

Merry pointed out the lack of a waxing/warming facility for the Nordic community, and Shawn talked about the value of having facilities that could do double (or triple) duty such as a building on or near the lower loop that could serve summer tourists and Nordic skiers both during their respective seasons and might also serve as an overnight rental.

The Nordic Development Plan was discussed. There is a desire to make that a more formal part of the Ski Area’s master plan process. It was suggested that a focus on development plans that relate to the Cropley Lake area trails would be the best place to put efforts for the near future.

Collaboration:

All present at the meeting agreed that collaboration between the Nordic community and the ski area could be helpful. Ways to collaborate can include grant-writing and fundraising for Nordic improvements, large numbers of volunteers who are ready to provide labor for trail improvements, and finding experts to help with the design of new trails. Dave suggested a meeting in June or July to discuss ways to collaborate.

The meeting was adjourned at about 6:50 PM.

Eaglecrest Manager's Report April 2022

Financial Analysis: The chart below shows the total year to date revenue and expenses as accrued in each year. The warm weather that we have experienced at the base of the mountain has dampened down our sales pace over the last 6 weeks. Also, the lessening effects of COVID restrictions stimulated many families to leave town during the spring break period which resulted in lower than anticipated revenue. That being said the strong showing in seasons pass and mulit-visit card sales have helped to bolster our overall revenue numbers. This again reinforces the importance of maintaining confidence in our local market to sustain our season pass sales. We have had a lot of out of town visitors coming to the mountain utilizing the reciprocal passes and the Alaska Airlines Boarding Pass program. So far this season we have a tracked a total of 1582 outside visitors to Eaglecrest. We will provide a more comprehensive breakdown during pass pricing Finance Committee Meeting. These visitors have helped to keep visitor dollars circulating through the local economy. On the expense side of the equation, we are in the process of working through larger vendors to get all of our invoices paid and

	FY14	FY15	FY16	FY17	FY 18	FY 19	FY 20	FY 21	FY 22
Sales	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals	Actuals
Ski School Fees	\$ 143,735	\$ 42,582	\$ 116,965	\$ 128,866	\$ 84,805	\$ 148,996	\$ 129,147	\$ 196,988	\$ 190,610
Ski Lift Fees	\$ 167,302	\$ 11,318	\$ 155,260	\$ 248,895	\$ 104,945	\$ 169,928	\$ 202,527	\$ 253,676	\$ 242,837
Advance Ticket	\$ 92,831	\$ 40,456	\$ 57,112	\$ 99,517	\$ 38,034	\$ 66,680	\$ 76,689	\$ 82,251	\$ 226,568
Season Ticket	\$ 331,908	\$ 302,261	\$ 209,964	\$ 198,404	\$ 215,698	\$ 233,067	\$ 235,581	\$ 164,925	\$ 935,981
On Line Season Pass Sale	\$ 515,836	\$ 461,583	\$ 263,080	\$ 357,909	\$ 461,108	\$ 389,950	\$ 362,258	\$ 741,941	\$ 3,940
Bus Fees	\$ 10,647	\$ 2,335	\$ 4,153	\$ 5,655	\$ 4,685	\$ 2,091	\$ 4,923	\$ 530	\$ 1,599,936
USER FEES	\$ 1,262,258	\$ 860,534	\$ 806,533	\$ 1,039,246	\$ 909,275	\$ 1,010,712	\$ 1,011,125	\$ 1,440,311	\$ 54,707
Retail - Soft G	\$ 30,802	\$ 7,227	\$ 31,031	\$ 42,333	\$ 18,995	\$ 30,321	\$ 50,107	\$ 52,819	\$ 119,366
Food Service	\$ 140,040	\$ 33,321	\$ 81,343	\$ 147,179	\$ 80,905	\$ 108,103	\$ 119,198	\$ 102,526	\$ 28,147
Ski Repair	\$ 24,430	\$ 12,494	\$ 15,353	\$ 17,894	\$ 19,598	\$ 14,406	\$ 20,812	\$ 28,145	\$ 202,220
SALES	\$ 195,272	\$ 53,042	\$ 127,728	\$ 207,407	\$ 119,498	\$ 152,831	\$ 190,117	\$ 183,490	\$ 68,758
Locker Rental F	\$ 68,623	\$ 68,476	\$ 62,163	\$ 63,770	\$ 63,260	\$ 71,433	\$ 61,686	\$ 63,249	\$ 101,042
Ski Rental	\$ 83,211	\$ 21,154	\$ 43,770	\$ 120,405	\$ 70,855	\$ 66,813	\$ 72,780	\$ 97,673	\$ 47,743
Cabin/Lodge Rental							\$ 30,540	\$ 35,736	\$ 217,543
RENTALS	\$ 151,834	\$ 89,630	\$ 105,933	\$ 184,175	\$ 134,115	\$ 138,246	\$ 165,006	\$ 196,658	\$ 1,084,764
Total Sales	\$ 1,609,364	\$ 1,003,206	\$ 1,040,194	\$ 1,430,828	\$ 1,162,888	\$ 1,301,788	\$ 1,366,248	\$ 1,820,459	\$ 2,019,699
	\$ 410,335	\$ 1,016,493	\$ 979,505	\$ 588,871	\$ 856,811	\$ 717,911	\$ 653,451	\$ 199,240	
Expenses									
Personnel Costs									
Ski Area Administration	\$ 376,165	\$ 370,270	\$ 394,728	\$ 429,349	\$ 408,704	\$ 401,821	\$ 395,769	\$ 354,922	\$ 309,418
Ski Rental Shop	\$ 52,244	\$ 27,636	\$ 44,980	\$ 49,314	\$ 38,197	\$ 35,981	\$ 31,362	\$ 50,732	\$ 37,363
Ski Patrol Program	\$ 121,718	\$ 66,610	\$ 102,702	\$ 110,305	\$ 83,128	\$ 81,007	\$ 97,764	\$ 164,495	\$ 158,529
Lift Operation Program	\$ 72,160	\$ 30,894	\$ 74,185	\$ 95,796	\$ 57,130	\$ 39,922	\$ 40,765	\$ 72,364	\$ 44,386
Maintenance Program	\$ 145,921	\$ 100,641	\$ 100,361	\$ 138,768	\$ 110,024	\$ 140,136	\$ 166,232	\$ 191,330	\$ 226,367
Lodge Operations Program	\$ 63,570	\$ 36,452	\$ 56,958	\$ 50,466	\$ 56,563	\$ 87,345	\$ 69,483	\$ 69,654	\$ 67,934
Food Service	\$ 33,521	\$ 18,223	\$ 21,514	\$ 32,338	\$ 69,323	\$ 22,488	\$ 22,512	\$ 37,290	\$ 42,193
Lodge Operations/Special Events	\$ 23,062	\$ 12,451	\$ 21,600	\$ 26,964	\$ 17,358	\$ 50,835	\$ 74,446	\$ 68,162	\$ 48,519
Ski School Program	\$ 167,583	\$ 113,093	\$ 103,149	\$ 156,704	\$ 101,409	\$ 100,310	\$ 97,063	\$ 135,701	\$ 150,055
Total Personnel Costs	\$ 1,055,943	\$ 776,270	\$ 920,179	\$ 1,090,005	\$ 941,836	\$ 959,844	\$ 995,396	\$ 1,145,250	\$ 1,084,764
Other Expenses									
Ski Area Administration	\$ 270,298	\$ 261,947	\$ 261,439	\$ 264,331	\$ 269,824	\$ 261,357	\$ 271,765	\$ 364,091	\$ 426,542
Ski Rental Shop	\$ 31,435	\$ 26,399	\$ 20,916	\$ 29,331	\$ 28,330	\$ 26,766	\$ 33,423	\$ 38,554	\$ 59,434
Ski Patrol Program	\$ 16,921	\$ 13,851	\$ 8,358	\$ 7,648	\$ 10,492	\$ 2,919	\$ 7,463	\$ 13,264	\$ 17,986
Lift Operation Program	\$ 10,477	\$ 12,737	\$ 12,583	\$ 13,918	\$ 7,932	\$ 25,404	\$ 24,702	\$ 8,422	\$ 13,677
Maintenance Program	\$ 88,889	\$ 43,196	\$ 29,203	\$ 48,892	\$ 45,056	\$ 41,951	\$ 79,996	\$ 72,475	\$ 91,229
Lodge Operations Program	\$ 39,603	\$ 43,988	\$ 54,911	\$ 53,095	\$ 64,126	\$ 70,333	\$ 94,778	\$ 99,424	\$ 89,522
Food Service	\$ 67,978	\$ 23,512	\$ 53,150	\$ 70,326	\$ 64,126	\$ 57,561	\$ 30,991	\$ 46,464	\$ 66,506
Marketing/Special Events	\$ 35,281	\$ 27,070	\$ 29,017	\$ 30,428	\$ 25,845	\$ 24,282	\$ 35,952	\$ 10,326	\$ 22,681
Building Maint/Utilities	\$ 56,993	\$ 53,071	\$ 51,913	\$ 55,345	\$ 61,673	\$ 57,865	\$ 55,515	\$ 54,942	\$ 89,307
Ski School Program	\$ 3,349	\$ 3,542	\$ 1,402	\$ 3,055	\$ 2,829	\$ 2,334	\$ 5,209	\$ 2,502	\$ 2,652
Equipment Replacement	\$ 66,667	\$ 66,667	\$ 66,667	\$ 75,000	\$ 74,997	\$ 75,006	\$ 75,006	\$ 75,006	\$ 75,006
Vehicle Maintenance	\$ 32,818	\$ 13,928	\$ 21,133	\$ 32,668	\$ 29,202	\$ 30,430	\$ 48,933	\$ 80,196	\$ 101,001
Total Other Expenses	\$ 720,709	\$ 589,907	\$ 610,692	\$ 684,036	\$ 684,432	\$ 676,208	\$ 763,733	\$ 865,666	\$ 1,055,543
Total Costs	\$ 1,776,652	\$ 1,366,177	\$ 1,530,870	\$ 1,774,041	\$ 1,626,268	\$ 1,636,051	\$ 1,759,129	\$ 2,010,916	\$ 2,140,307
Total Net	\$ (167,288)	\$ (362,971)	\$ (490,677)	\$ (343,212)	\$ (463,380)	\$ (334,263)	\$ (392,881)	\$ (190,457)	\$ (120,608)

accounted for as we come into the end of the season. We have had a fair amount of unexpected repairs in both lodges on our plumbing and heating systems that have hit in the Administration other expenses category along with our increased bankcard fees, and insurances. We have also had more than expected repairs on our snow groomers and other heavy machinery. The State DOT has also billed us for the full amount of \$75,000 for the road maintenance fees for the year which is hitting the books this month.

Mountain Operations: The mountain operations team is busy doing their best to keep all of the lifts running smoothly and slopes groomed. The weather has been a challenge over the last 6 weeks with lots of rain at the base of the mountain and lots of snow at the top. This make grooming challenging with regular digging out of the lifts at the top and challenging wet snow at the base of the mountain. Through it all, they have been able to provide good conditions and have had a couple days where they were able to groom the ski trails Most, Barrel Roll and Raven on the West Side of the mountain.

On the ski lift side of the operations. We are now down to only 4 lift operators when we typically have 12 when we are fully staffed. This has made it so we cannot keep Black Bear consistently operational and have been pulling staff from other departments and have engaged some volunteers to help us keep the bull wheels turning. Huge thanks to the Ski Patrol Department that have been staffing the top of Ptarmigan during the midweek days.

Ski Patrol: The big news in the Ski Patrol department is that Brian Davies has announced his official retirement after 34 seasons running Ski Patrol. Brian has done an amazing job leading a dedicated team of Patrollers and consistently gotten the mountain opened and kept all of our terrain skiable as often as possible. He is going to be leaving behind some very big boots to fill as we go forward without him at the helm of the Ski Patrol. Over the last month the Ski Patrol was a huge help during our first IFSA Free Skiing Competition. They have continued to keep up on their consistency with Avalanche Control to keep the bowls open as often as possible.

Base Operations: The Base Operations team has done a good job over the last month keep good flow in the food service program and ticket windows. They are starting to prepare to perform our season end close out calculating user statistics for the season and closing out open purchase orders.

Marketing: We want to extend our thanks to Nate Morris our Senior Marketing Assistant for his efforts this year keeping the website current and doing a great job promoting the mountain. Nate is in his last couple of weeks on the job. We will be planning to reopen recruitment soon to search for a new Marketing Director.

The Marketing Team is busy putting together detail for our end of the season party with live music and a live professional DJ Pineo & Loeb. They have been represented in a lot of our video edits over the last couple of years and perform at many ski areas across the country. We will have the stage set up below the base of Ptarmigan by the snowgun storage area. We will have the food service and outdoor beer garden outside by the music for closing day. The marketing

department helped to promote the IFSA freeride competition in Early March. Big thanks to the Juneau Ski Club for making this event possible. We brought over 70 families into town from across Alaska and the Pacific Northwest. The Marketing Department also worked in partnership with the Coastal Alaska Avalanche Center to host three uphill races on the last three Saturdays known as the Powder Keg Cup. Charlie Herrington stepped into help organize and MC the races and we want extend our gratitude to him for volunteer efforts.

We had a Snowbrains media visit: writer Kristen Strom had a great time thanks to excellent hosts: Travel Juneau, APD, and Charlie Herrington stepped in to share all the best highlights of springtime in Juneau. Her article should be published soon. Unfortunately, we're reaching the end of season, but another feature on SnowBrains is never a bad thing.

From the beginning of the season until now, @skieaglecrest has gained 1,000 followers on Instagram (moving from 7,200 to 8,200)

Facebook + Youtube ad campaigns from January – March drove 14,643 visitors to our landing page, which is skieaglecrest.com/visit. This page contains information about the ski area, boarding pass deal, and how to get to Juneau. In comparison, without ads, that page received 2.827 views during the same time frame last season.

SSS

- All multi week Youth & Adult programs & make up days are completed
- All Homeschool classes and make up days are completed. All invoices are now paid
- Spring Break was a success, slow business as many families travelled.
- We are working through the rest of our School Group visits that end on Friday April 8th
- Books 2 Boards had the last school club visits this week.
- Once all operation are complete final lesson number will be final
- The final lessons will be held April 10th 9:30-11am
- The SSS staff will assist Ski patrol with end of the season Mtn tear down.

The Eaglecrest Snowsports School was extremely fortunate this season to be able to offer many opportunities for our staff to continue their education. We hosted two full days of PSIA Alpine education with National Team member and one full day of PSIA Alpine- N.W Division team member. We were able to offer one full day of AASI Snowboard Division Team member education. Eaglecrest also hosted a Nordic training event from PSIA, which we opened to the Nordic community to offer additional training for other groups to use as a learning tool.

We were able to train our staff throughout the season with Early morning and late day trainings to host a successful Alpine and Snowboard certification that gave us 6 more certified instructors. We also hosted the Senior Specialist accreditation that gave 4 more instructors with a higher level of certification.

RRR

- All major orders for the FY23 have been placed for Rental & Retail.
- Smaller order will be placed in July for other logo items that we have very low inventory in.
- Retail has had the most successful sales season to record this year.
- We are hoping that we might be able to run the retail space while we have groups of tourist here this summer for walking tours.
- The rental Fleet will be inspected and maintained in the weeks that follow this season closure. In this time any warranty items will be taken care of and ordered immediately. Once the items arrive they will be assembling these items to return to our fleet.
- All broken and damaged items that are past warranty or beyond repair will be destroyed.
- The rental shop will be disassembled and readied for the Zipline for the summer operations.
- Retail inventory will be managed during the month of May for reporting to CBJ.