

Plumas Ski Club

2008-2009 Business Action Plan

Introduction

The Plumas Ski Club, a non-profit corporation, has managed and operated the Plumas Eureka Ski Bowl since the 1950's. The area has been operated under a concession agreement with the State of California, Department of Parks and Recreation. Although the area lifts have not been in operation for the past several years, the focus of the Plumas Ski Club is to again offer community skiing, especially to school age children, while maintaining and promoting the historic background of our ski area.

This Business Action Plan is intended as a guideline for the 2008-2009 season and beyond. It is a working document revised continually throughout the year with a major update and adoption by the ski club scheduled annually during the summer months. It identifies specific actions and lead persons, sets timelines for us to work toward, and where appropriate, estimates associated costs.

This year our efforts are focused on the revitalization of the Plumas Ski Club and our current efforts to work closely with community organizations, especially signatories of the "Plumas Eureka Ski Bowl Memorandum of Understanding", and the California Department of Parks and Recreation to acquire grant funding necessary to complete major facilities upgrades and improvements. These improvements include the acquisition and installation of a chair lift and associated power generation supply, construction of a maintenance and groomer building, and improvements to the lodge and restrooms.

It is our hope that with renewed community interest and involvement, continued effective communication and support from the State Park System, and a focused and active Plumas Ski Club Membership the actions detailed in this plan lead to the successful re-opening of our community ski area.

Ron Logan

President, Plumas Ski Club

October 16, 2008

Organization Committee

Committee Chair: Ron Logan

General Goal: To continue Plumas Ski Club's revitalization efforts by expanding and organizing membership involvement and focusing efforts on ski area improvements through the following activities.

Activities

- Develop commitment template for MOU partners
 1. Lead person: John Sheehan & Marilyn Eschenbaum
 2. Timeline: Finished
 3. Cost:
Letters of intent were signed by Feather River College, Eastern Plumas Chamber of Commerce, Quincy Chamber of Commerce, and Central Plumas Recreation & Parks Dist. These partners provide some of the main support needed to make a prop 84 grant viable. Several other letters are being developed and finalized.

- Develop full PSC business action plan
 1. Lead person: PSC Board, Ron Logan
 2. Timeline: Completed by July 2008
 3. Cost:
The business action plan will outline the operations of the club and show that the PSC is in a position to receive grant funding and effectively oversee ski area operations.

- Review and refine ski hill org chart and staff management
 1. Lead person: PSC Board, Nick Polzak
 2. Timeline: August 2008, draft in hand
 3. Cost:
An organizational chart that shows how the ski area will operate is needed. It should also include job descriptions, pay rates, and job durations for running the ski area during the operating season.

- Develop grant application appendix (include articles of incorporation, tax returns, meeting minutes, PSC history, insurances etc.)
 1. Lead person: Ron Logan
 2. Timeline: October 2008
 3. Cost:

In order to show that the PSC is a viable organization, the last three years tax returns are needed for when the ski area was operational (1996-1999). These and other PSC documents need to be included in the prop 84 grant application.

- Research workers comp insurance for volunteers
 1. Lead Person: Bob Burney, Ron Logan
 2. Timeline: August 2008
 3. Cost:

Since there will be volunteer workers at the ski area, they may need to be covered by workers comp. Initial research shows coverage is not needed for uncompensated volunteers. A final agreement should be made with State Parks.

- Develop a volunteer coordinator position
 1. Lead Person: Lisa Kelly/ Ron Logan
 2. Timeline: August 2008
 3. Cost:

Since the ski club will need volunteer help in both the capital improvements and operations stages, a coordinator is needed to manage volunteers

- Explore records storage facility
 1. Lead Person: Ron Logan
 2. Timeline: October 2008
 3. Cost:

The PSC does not have an official office with all of the past records stored in it. A central location is needed to store these documents, and the PSC needs an official “office”.

Promotional Committee

Committee Chair: Lisa Kelly

General Goal:

Activities

- Continue website development
 1. Lead person: Bob Burney
 2. Timeline: ongoing
 3. Cost:
The PSC website is continually updated. The PSC is working to develop a contact email address for more information.

- Establish newsletter mailings to members and maintain membership database
 1. Lead person: Lisa Kelly, Sara Metzler
 2. Timeline: Quarterly per year
 3. Cost:
Membership cards have been sent out for the year of 2008. However, a short newsletter detailing current ski club progress and functions needs to be sent out quarterly.

- Plan next years Snowball
 1. Lead person: Sara Metzler, Lisa Kelly, Dennis Bailey-Fougner
 2. Timeline: Yearly
 3. Cost:
The snowball is a fundraiser held each year by the PSC.

- Longboard race
 1. Lead person: Rob Russell, Phil Gallagher, Jim Webster, Nick Polzak, Shannon Morrow
 2. Timeline: Yearly
 3. Cost:
The historic longboard revival races are held three times a year on the third Sundays of January February and March. This is the largest event that the PSC puts on and requires a lot of planning. Additional volunteers are always welcome.

- Review merchandise management/ develop new merchandise
 1. Lead Person: Carol Burney, Phil Gallagher
 2. Timeline: Ongoing
 3. Cost:

The PSC has a stock of shirts, visors, stickers etc. and maintains an inventory of merchandise. Also, any new merchandise ideas are investigated and implemented if the PSC.

- Create media outreach package and advertising
 1. Lead person: Suzie Brakken, Shannon Morrow, Doug Hart
 2. Timeline: Ongoing
 3. Cost:

A coordinated effort to promote PSC events is underway. The PSC will communicate with State Parks on the promotional policy.

- Assist with Plumas Eureka State Parks “Gold Days”
 1. Lead person: Doug Hart
 2. Timeline: July 19th and 20th 2008
 3. Cost:

The Plumas Eureka State Park puts on a function in the park every summer called Gold Days. The PSC participated in this event.

- International Ski History Assc.
 1. Lead Person: Rob Russell
 2. Timeline: November 2008
 3. Cost:

The PSC will expand communication with this organization and attempt to participate in its’ events.

Facilities Committee

Committee Chair: Doug Hart

General Goal: To oversee and implement the necessary improvements that are needed at the Plumas Eureka Ski Bowl. This includes improvements to both Intorff Lodge and the area encompassing the ski area.

Activities

- Develop Prop 84 grant package
 1. Lead person: John Sheehan, Chris Murray, Nick Polzak
 2. Timeline: October 2008
 3. Cost: undetermined

The grant package is needed to secure funding for the capital improvements needed at the Plumas Eureka Ski Bowl. The package should include cost assumptions, ski club business plan, environmental documents, ski club history, management structure etc.

- Review and refine ADA solutions for ski area upgrades
 1. Lead person: Mike Kelley, Larry Fites, John Sheehan
 2. Timeline: October 2008
 3. Cost: undetermined

Since the approved environmental document details ADA accessibility to the lodge, we will evaluate options given by the State Parks ADA office. Also, an ongoing dialogue between the Alpine Meadows adaptive ski program and the Plumas Eureka Ski Bowl will continue.

- Develop vegetation management plan
 1. Lead person: Donald Fregulia
 2. Timeline: November 2008
 3. Cost: undetermined

Donald Fregulia works for the Plumas National Forest and is working with Rich Adams (State Parks Forester) to write up the vegetation management plan for the PESB.

- Review and perform ongoing infrastructure upgrades (lodge, water, bathrooms etc. *See next page*)
 1. Lead person: Chris Murray, Mike Kelley, Nick Polzak, Robert Murray, Pete Bartels, Phil Gallagher
 2. Timeline: Ongoing
 3. Cost:

LODGE IMPROVEMENTS

Task	Estimated Cost	Interested Individuals
Entry steps and ADA accessible entrance	\$4,000 plus volunteer work	
Handrail and Guardrail improvement	\$1,500 plus volunteer work	
Electrical upgrade	\$1,500 plus volunteer labor	
Water heater	\$500 plus volunteer labor	
Kitchen sink upgrade	\$300 plus volunteer labor	
ADA accessible lodge restroom	\$6,000 plus volunteer labor	
Space heater upgrade	\$300 plus volunteer labor	
Repaint Lodge	\$1,500 plus volunteer labor	

- Develop and schedule volunteer work days

1. Lead person: Nick Polzak
2. Timeline: Ongoing
3. Cost: no cost

Volunteer work days have historically occurred at the PESB. The work days use volunteers to perform ongoing lodge and ski area maintenance and upgrades as needed.

- Ratify and complete contaminated soils clean-up

1. Lead person: Chris Murray
2. Timeline: September 2008
3. Cost: undetermined

A contaminated soils clean up was performed and needs to be finalized.

- Make longboard storage facility

1. Lead Person: Pete Bartels
2. Timeline: September 2008
3. Cost: undetermined

There is an old storage container at the PESB that could be used for longboard ski storage. This container needs to be cleaned out and secured.

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Finance Committee

Committee Chair: Bob Burney

General Goal:

Activities

- Seek funding
 1. Prop 84 grant package
 - Lead person: John Sheehan
 - Timeline: September 2008
 - Cost:

The main portion of money needed for the capital improvements will come from Prop 84. This money will pay for installation of a new lift, water system, maintenance facility and equipment.
 2. Develop local capital improvements package
 - Lead Person: Nick Polzak
 - Timeline: September 2008
 - Cost:

There are improvements that can be completed prior to Prop 84 funding. These are mostly lodge improvements that can be done by volunteers and may need donations from local agencies.
- Prepare PSC budget
 1. Lead person: Bob Burney, Janet Rudholm, Ron Logan
 2. Timeline: Yearly
 3. Cost:

The PSC will prepare an annual budget.
- Review ski area operating expenses
 1. Lead person: Mike Kelley, Ron Logan, Jim Webster, Nick Polzak,
 2. Timeline: August 2008
 3. Cost:

The Prop 84 grant package needs to include ski area operating expenses from the past and include projected operating expenses when the ski area re-opens.