



STEERING COMMITTEE MEETING NOTES

Date: March 10, 2014; 9-10:30 am
Location: Deer Valley

DISCUSSION ITEMS:

Communications Update:

- Brief discussion of comments to date, and note that updated plan is being developed.

System Group milestone development review:

- Discussed process for public review of the system group products, and that they would not be reviewed by the project committees before posting on web. They will be products of the System Groups themselves, who are advisory to the EB.
- Group had no objections.

Catalog of Current Plans

- Reminded group that the catalog is on the website, and requested that they review and provide any comments to system group leads (consultant team), such as missing plans

System Group debrief:

- Economic system group went very well.
- Suggestions for transportation group operation improvements:
 - Some members need to be mentored to understand that we need to avoid getting into too much detail or fixating on single issue.
 - Ask chairs to reinforce the point at each meeting.
- Environmental: Some members understood systems approach and some didn't. Not many people spoke up. Let's have the co-chairs help them speak out.
- Different levels of engagement and expertise in each of the system groups. Need to ensure consistency in outcomes of these interest groups.
- Kimi offered to have one on ones with county staff who are participating if needed.

Should the Steering committee keep meeting?

- Don't need to meet monthly but need updates and face time.
- Meet every other month (next meeting in May) and send written update in alternate months
- After the meeting Laynee Jones circled back to those that commented they wanted to continue meeting, and they agreed that the steering committee meetings could be placed on hold while the system groups met

Snowsports Industry presentation:

- See powerpoint
- Fewer ski areas than there used to be. Were 780, now about 420. Many smaller areas have closed including municipal ski areas.
- Need to include the age cohort/generational differences in how they recreate and travel, per RRC data/findings.
- Remember that visitation data for Deer Valley is different than national avg. They do have an older crowd but their kids program is growing at double digits. Their overall visitation continues to grow.
- Note that looking just at national data could give wrong impression of Utah ski industry future. We should be looking more at Utah data than national data.

ACTION ITEMS:

1. Jeff get Mike's ppt and Ex Summary and send to Steering Committee members.
2. Jeff get proposed Communications Plan update and send to Steering Committee and Coordinating Committee
3. All Tech Leads work with System Group co-chairs to reinforce systems understanding, focus on big picture, and need to get all members to provide input.