

1 community. An 80/10/10 partnership of investors underlies the resort's future. The resort must
2 perform to current market conditions.

3 Coastal Hotel Group welcomes people to come back for return visit. Casarez handed out
4 samples of the coupons that are given out for dinner at hotel.

5 In a question and answer session that followed the presentation, Casarez thought that the
6 plans would be for the golf course to stay at 3 nines. A driving range might become a reality if
7 the Resort gets the 56 acres along the back of the property. Casarez indicated that fees for the
8 golf course will likely increase about 15%. Member fees are not changing at this time.
9 However, they are still somewhat lower than found elsewhere.

10 The Resort owners will continue with community and environmental efforts already in
11 place.

12 The height of the proposed tower for Phase II is not yet known.

13 Casarez noted that the community was the resorts "home" just as it was the attendees'
14 home. The community will be invited in to use all the services available.

15 All rooms will be hotel rooms, not in private ownership.

16 Casarez does not yet know how their contracting will be done. Casarez is referring calls
17 from contractor and designers to the owners.

18 Casarez noted that all public relations and marketing are handled by a firm in
19 Washington. They are doing press releases as renovations. The marketing strategies are being
20 worked on at this time. They are still looking on golf ad placements. They are looking to bring
21 15 tournaments back...especially after the golf course is renovated.

22 With regard to the Mt. Hood Golf Club times, Casarez said he is aware of that club's
23 impact and that they are working with them to position them positively in a variety of business
24 models. They are not looking to make any dramatic changes right now. They are definitely
25 looking to protect the strengths of the business.

26 The Resort's name will stay the same, but the logo might be modified with a Mt. Hood
27 identifier with Mt. Hood.

28 Casarez noted that he came into management well after many plans were in the works,
29 and company decisions regarding vendors well advanced.

30 Casarez reaffirmed support for Tony Lasser's continued work/vision with environmental
31 programs.

32 Casarez emphasized that the company is looking to increase occupancy from the mid-
33 40% occupancy now, to the mid-65%'s, with it being in the 70%'s within nine years. The Resort
34 as an industry product will be competitive with Salishan, Sun River segment.

35 A press release will come out shortly regarding the new chef. He is deemed excellent in
36 terms of new culinary standards out there. Everything presented is fresh. Good additional.
37 Keep staff and train them into leadership. Hope to grow staff.

38
39 As the presentation question/answer session concluded, Villages at Mt. Hood Board of Directors
40 member Rick Applegate addressed Casarez to briefly introduce the Board's work, noting the fact
41 that they are looking at some serious regional challenges in commercial design standards,
42 signage, streetcaping, and the like. He also noted that the Board was working actively with the
43 Commissioners to be overseeing tourism marketing and administration of the County's tourism
44 tax dollars for the local region. Much of this work would impact the Resort and he said the Board
45 was looking forward to partnering with the Resort, to all be in room in to work on these projects.
46

1 In response to one last question, Casarez noted that all but two employees were retained
2 by the new company. The new company hoped to invest in training for the employees, gradually
3 adding new employees to the staff as the Resort grows.

4 The Vice-Chair Bob Reeves thanked Frank Casarez for his presentation.
5

6 **Notes of Appreciation**

7 Board Member Rick Applegate cited the Board's appreciation to Dave Lythgoe as one of the
8 founding members of the Villages at Mt. Hood. Lythgoe noted the sacrifices that the Board puts
9 in on behalf of the community; he encouraged attendees to value their work.
10

11 Board Vice-Chair Bob Reeves expressed the organization's appreciation to Marilyn Peterson for
12 her service in taking minutes for the various meetings over the past several months.
13

14 **Hoodland Fire Department Presentation on 911 System**

15 The floor was then turned over to Hoodland Fire for a presentation on 9-11 system by District
16 Firefighters Derek Macy and Kim Jarman.

17 A video was shown regarding 911 services. Afterwards Macy briefly addressed the issue
18 of calling from a cell phone when you needed emergency services. He explained that the call
19 would be picked up by the cell tower closest to you. On Mt. Hood it can be picked up first in
20 Central Oregon where receivers then contact Clackamas County. Because so many cell phones
21 get bumped and inadvertently turned on, protocol now has it that receivers have to hear the word
22 "Help!" or a cry of some sort to respond. Heretofore, up to 40% of the cell phone calls were
23 unintentional bumps to cell phone speed dial buttons.

24 Macy noted that it can take up to a half hour for response...or longer if it is a busy
25 weekend. Hoodland Fire District emergency personnel can offer some life support services until
26 the ambulance arrives. Many times there are also personnel at the Station. There is a 911 call
27 box outside the Station, too.

28 Hoodland Fire offers house numbers/staking to insure that properties are marked for easy
29 location during an emergency.

30 In further discussion, it was noted that dispatchers can get confused with "milepost # on
31 Hwy 26", sometimes confusing it with 26's extension out towards Sylvan on the other side of
32 Portland.

33 Various attendees gave testimony of making a decision for paramedic services and going
34 directly to the hospital. Praise was given for the quality of service and their techniques.

35 One attendee asked about disaster relief volunteers, asking if the fire department can let
36 the public know via their reader board. Firefighter Kim Jarman spoke about the work of the
37 HEART program, a group of disaster relief volunteers that works the second Monday of every
38 month. Jarman will take the reader board idea to Chief Mic Eby. The HEART meets March 10,
39 2008, 7 pm, in the community room of the Fire Station.
40

41 Vice Chair Bob Reeves thanked the Fire Dept people for their presentation.
42

43 **Comments from County Liaison**

44 Christine Roth was introduced as the County's liaison between Villages at Mt. Hood Board and
45 the County Commissioners. She thanked everyone for coming. She noted she is there to hear
46 issues as they come in and to help facilitate the Board's work in addressing them.

1
2 Marilyn Peterson, Chair of the Villages of Mt. Hood Tourism Marketing Alliance, announced the
3 Alliance Board's annual open work session on the revision of the region's Tourism Marketing
4 Plan and concomitantly the development of its work plan for the upcoming year: Thursday,
5 March 6, 2008, 3:00 pm to 5:30 pm, the Fireside Room, Mt. Hood Village, 65000 E Highway 26,
6 Welches, OR 97067. A flyer regarding the meeting was available at the sign-in table for today's
7 meeting.

8
9 **Public Comment**

10 Vice-Chair Bob Reeves called for comment from attendees. None came forward.

11
12 **Adjournment**

13 There being no further business before the group, Vice-Chair Bob Reeves adjourned the meeting
14 at 10:41 pm.

15
16 Respectfully Submitted,

17
18 Marilyn Peterson
19 Mountain Quail Business Services, Inc.

20
21

Attachments:

22 Board Member Sign In

23 Agenda

24 Minutes of the November 17, 2007 Town Hall Meeting