

The Mountain Club Owner's Association

1399 Kirkwood Meadows Drive, Kirkwood CA 95646

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Website: <http://www.kirkwoodps.com/associations/mountain-club/>

February 13, 2023

Dear Mountain Club Owner:

The Mountain Club Board of Directors is pleased to announce the formation of three (3) committees that have been created to assist the Board on several important initiatives. The three committees are:

- Interior Design
- Marketing
- Community

The missions of each committee are detailed on the next page. The Board is seeking Mountain Club Owner volunteers to serve on these committees. It is anticipated that each committee will contain two Board members and 3-5 owner representatives. Each committee has a specific term commitment that is detailed on the next page. If you are interested in participating in one or more of these committees, please email your interest to johnreiter@kirkwoodcp.com. We would like to hear from you no later than March 15, 2023 so that we can solidify the make up of each committee and begin work!

Thank you in advance for your interest, the Board truly appreciates your participation and looks forward to the positive results that we truly believe will result from the efforts of these committees.

Mountain Club Board of Directors,

Chuck Swanson Nate Whaley Doug Threet Ben Hutchinson Greg Cohen

Proposed Charters for Discussion

1. Interior design

Mission: The interior design committee mission is to work with the Mountain Club Board and a to be decided interior design firm on the theme and selection of materials and furnishings for the 3 year interior mountain club upgrade.

The committee will provide guidance and recommendation to the Board on the final design plan.

When the final design plan is approved, the Board will re-evaluate if there is a need to extend the committee's charter.

Members: 3-5 home owners plus two Board members to oversee the committee's work.

Term: The original term is until the acceptance of a design proposal (expected to be < 12 months).

2. Marketing

Mission: The Marketing committee is responsible for improving Mountain Club's positioning and appeal for both current and prospective homeowners. The committee will first decide a list of improvement opportunities and recommend to the board a prioritized list based on impact maintainability. Projects to evaluate include:

1. Newsletter
2. Mountain Club website
3. Social media presence and posts
4. Coordinating w/ realtors to improve the marketing of Mountain Club
5. Coordinate w/Kirkwood Lodging on the marketing of Mountain Club for short term rentals and improving trip advisor ratings
6. In room and lobby promotion

Members: 3-5 homeowners plus two Board members to oversee the committee's work.

Term: Committee members are expected to serve a two year term. Committee members are eligible for re-appointment after their term. The first committee will be a split of one and two year appointments to allow for continuity in the committee.

Projects raised after board approved charter:

- a. enhancing communications between the Board and owners
- b. Biographies for Board Members

3. Community Committee

Mission: The Community Committee is responsible for recommending and implementing programs that will build a sense of community between Mountain Club homeowners. Projects to evaluate include:

1. No host socials at Kirkwood watering holes or owner units during winter and summer seasons
2. Online Discussion groups
3. New owner welcome
4. Surveying homeowners on satisfaction and priorities
5. Owner swaps

Members: 3-5 homeowners plus two Board members to oversee the committee's work. Committee members are eligible for re-appointment after their term. The first committee will be a split of one and two year appointments to allow for continuity in the committee.

Term: Committee members are expected to serve a two year term