

Iron Blossam 48th Annual Meeting of Owners – Recap

The 48th Annual Meeting of Owners was held via ZOOM on Saturday, September 23rd beginning at 10am mountain time. Association President, Harry Stillwell called the meeting to order and welcomed the participating owners.

He began the meeting by obtaining approval of the 47th Annual Meeting minutes. Moving forward, he welcomed Dave Fields, President and General Manager of Snowbird for an annual update of Snowbird resort operations.

Dave highlighted the historic 2022-2023 winter season, detailing Little Cottonwood Canyon's record amount of snowfall. In total, Snowbird recorded 838 inches of snow and 41 overnight road closures. He commended the staff for all of their efforts during such a challenging period. He next reported on Snowbird's annual Oktoberfest. The festival continues to attract record attendance. As a result, the resort has added additional safety and security procedures. Dave then featured the Resort improvements including the paving of much of the Resort parking areas and the asphalt repaving of the pathways that connect the Iron Blossam to the other lodges and the Snowbird Center. Other highlights include a new e-commerce system that will enhance lodging reservations, ticket sales and retail operations. This system will allow guests to use Apple and Google Pay in the retail shops, however, retail shops will no longer accept room charges.

Dave continued by discussing the transportation challenges for Little Cottonwood Canyon. UTA has reduced Canyon bus services due to staffing. He also discussed the Gondola project that is currently being proposed for the future. Looking to future years, Dave reported that Snowbird's plans include replacing the Wilbere Chair lift with a new faster, higher capacity lift, and the addition of the Summit Bar on Hidden Peak in 2024. The Gadzoom lift is scheduled to be upgraded to a six pack lift in 2025 and the Mid- Gad Mountain restaurant would be renovated over the summer of 2025 and 2026. Following his presentation, Dave had the opportunity to answer a variety of questions from the owners. Levi followed and reviewed Snowbird's Employment Engagement Survey. He stressed the importance of the staff and Snowbird's commitment to provide a safe and positive work environment. He also noted that the Snowbird Guest Service scores have been trending upward.

Chairman Ted Neff then opened the election process, noting that there was one open position with three candidates. The candidates, Paul Hezseltine, Jason Petersen and Dr. Laurel Sander, each made a brief presentation to the owners. Following the presentations, the voting was initiated. Later in the meeting Ted announced that Paul Hezseltine had been re-elected to the Board of Directors.

John Delany, Snowbird Controller, followed with a presentation on the Iron Blossam's financial status. He highlighted some of the challenges from the previous fiscal year which led to a fiscal deficit. He also reviewed the Iron Blossam Reserve Schedules noting the Iron Blossam was well funded for future capital expenditures.

Jim Maxwell, Iron Blossam Manager next presented the Iron Blossam update. He began by recognizing Iron Blossam staff that had reached service milestones including: Lisa Morey, Director of Housekeeping for 30 years; Sara Shafter who has held various positions for 30 years; Jessica Breitling, Front Desk Manager for 20 years; and Sue Duquette, Owner Recreation program for 20 years.

He also reported on that the carpet renovation project that was completed in May. Room drapes continue to be replaced in many of the units, with others to follow. Renovations were also completed on the Toddler Pool at the Family Pool area. Future renovations include: the hot tub, bath tub surrounds, and the Wilbere stairs that connect Iron Blossam to the lower parking. He reminded the Owners to visit the Iron Blossam website for a variety of services and information. He also stressed the importance of using the payment center to help Iron Blossam reduce costs. He ended by answering questions from the participants.

Iron Blossam owner Adriane Berg, took a moment to discuss the advantages of the Ageless Traveler website and its potential to enhance the Iron Blossam ownership.

In closing, Harry Stillwell thanked the owners for the opportunity to serve as President for the last two years. He re-emphasized that the Iron Blossam remains financially well-funded, despite the many challenges in today's economy and with the current labor market. He stressed the strong value of the Association's relationship with Snowbird and also commended Jim Maxwell and the Iron Blossam team, Dave Fields and Levi Thorn for all of their contributions. Following additional comments and questions from the Owners, the meeting was adjourned.