

Attendance

Yes: Helen Flynn, David Wise, Ken Kinneer, Allie Claar, AG, Business, CVMBS, HHS Natural Sciences,

No: Michael Needham, Omar Loliman, Engineering, Graduate School, Liberal Arts, Warner College

Ski S U

Erika Benti active transportation professional
New business presentation

Current (2022-2023) Season

History: student run eco leader project did HDS sustainability fund for 2017-2018 season for \$2,065 (5 trips) Grant from Housing and Dining sustainability fund ATFAB took over 2018-2023 six trips sold out first year. Covid slowed down trips in 19/20. It picked up in 20/21. Ikon pass is more popular. 21/22 moved into Ikon only due to rsvp. Current season funded last year 22/23 sold out steamboat trip. Three more trips after spring break. Were able to give out five Ikon comp passes due to attendance. End of first trip the entire season has sold out for all student slots. Started @skisuatcsu Instagram Account.

New student outreach is through email. 735 subscribers.

42 students /12 employees. Employees get charged full price.

Does a post season survey annually

2023/2024 season proposal: 12 trips. Continue Ikon for discounts. Determine locations based on previous seasons sold outs plus survey answers. New prices: 12 employee tickets for \$34 and 42 student tickets for \$25.

Survey shows large percentage of students would not have been able to ski without transport.

Students are very satisfied or satisfied with all aspects of the service.

This service supports a car free lifestyle and lowers emissions.

Projected income: \$17,496.00

Operating Expenses: \$21,656.00

Request is \$1,604. It is a low ask due to trips being mostly sold out all season.

Questions asked from ATFAB: have you asked other sources for funding? Like Rec or Sports?

Answer: There has been a new push to work with Rec even so far as to host or partner with.

There is a push for expansion as attendance is high.

Question: if you expand how long does that take?

Answer: Summer is when planning happens and dibs happen on bus requests.

Question: how far in advance can tickets be rsvp'ed?

Answer:

Same online ticket sales as CSU bookstore. Maybe find a solution to ticket sales that is easier? Maybe through the Rec?

Will test the last trip of the season for a second bus.

2/3rd occupancy is necessary for profit/loss. Keystone was not occupied enough to

continue services there.

Current busses are best due to amenities available and comfort for a long drive instead of using a van or small bus.

There has been outreach to resorts to partner but there has not been interest from the other side.

Ikon currently works with the program successfully.

Snowrider club has reached out and meeting has been set to partner.

CSU has limits in partnerships due to being a government entity.

In-person orientation push for ridership was successful to first year students. 90% of interest at the table was Ski S U.

Will expand survey to include more than just current ticket sales. To clubs, past ticket sales, and other avenues.

Meeting adjourned