



**STORRS HILL FACILITY PLANNING ADVISORY
COMMITTEE
NOVEMBER 26, 2024 - 6:00 PM**

CITY HALL MEETING ROOM 1

51 N PARK ST, LEBANON

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- 1. Call to Order**
 - 2. Approval of Minutes**
 - A. November 12, 2024 minutes DRAFT and SWOT Analysis of Jumps
 - 3. Old Business**
 - A. Benchmarking update
 - B. SWOT Analysis of: Lodge, Learn to Ski Area, Mountain Biking, POMA lift
 - 4. New Business**
 - 5. Other Business**
 - 6. Future Agenda Items**
 - 7. Next Meeting Date**
 - A. December 10, 2024
 - 8. Adjournment**

The order of agenda items is subject to change.

Meetings are open for in-person and remote attendance. Members of the public that wish to attend remotely may do so by going to LebanonNH.gov/Live where you will find instructions on how to enter the meeting. Members of the public will be able to participate and ask questions through the City's virtual platform or by phone. Please note: Should technical difficulties occur during the meeting that disrupts virtual or phone connection(s), the meeting will continue without remote access capabilities.

Draft

**CITY OF LEBANON
STORRS HILL FACILITY PLANNING ADVISORY COMMITTEE
MINUTES November 11, 2024
Lebanon City Hall Meeting Room 1 & LebanonNH.gov/Live
6:00PM**

MEMBERS PRESENT: (/8) **Dan Mielcarz
Brett Sowerby
Angela Orlando (online)
Stephanie Vallee
Lauren Cockerill (online)
Cory Grant**

MEMBERS ABSENT: (1/7) **Trent Jones
Jennifer Meade**

STAFF PRESENT: (2) **Paul Coats (Recreation Arts & Parks Director)**

Guests: **Cindy Heath, Erling Heisted**

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2 **1. CALL TO ORDER**

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4 Paul Coats called the meeting to order at 6:05 pm.

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6 **2. APPROVAL OF MINUTES**

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8 Minutes were accepted as written by unanimous vote of the committee. Cory moved, 2nd by Dan. 6
9 yes. 0 no.

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11 **3. OLD BUSINESS**

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13 Drafting improvement recommendations. Cindy Heath was introduced as a contracted facilitator for
14 this process. Cindy began by reviewing the committee's charge. Key components needed when
15 formulating a plan are 1) Data, and 2) Story. Quantitative and qualitative inputs.
16 Items we could still use: Benchmarking. Ask a few other similar facilities about their operations. How do
17 they fund themselves? What do they offer? Participation rates? Maintenance? Goal is to learn what is
18 proving to be successful and identify trends.

19
20 Other quantitative info to gather? Closer look at City Master Plan and Strategic Plan. Learning area plans.

21
22 Cindy lead the team through a S.W.A.T analysis focused on the ski jumps. The analysis is included as an
23 addendum. Strengths: What do we do well? What do the people we serve and work with like about us?
24 What distinguishes us from other similar facilities?

25 Weaknesses: What can we improve? What do the people we serve and work with want to see improved?
26 Opportunities: What are the trends we should be aware of? Who are our potential partners in ensuring
27 success?

28 Threats: What do we need to prepare for? How are we vulnerable?
29

30 **4. Future Agenda Items**

1
2 Homework:
3 Benchmarking – Paul will develop a question bank and list of other programs. Committee members will
4 share the responsibility of contacting the various programs.

5
6 Potential funders list: Specific list of funders.

7
8 Additional survey result analysis? Compile them into bullet points. Brett Sowerby.

9
10 Include lodge in SWAT analysis.

11
12 What is the timeline to achieve improvements?

13
14 Next meeting November 26. 2024. 6:00 pm at City Hall

15
16
17 **6. ADJOURNMENT**

18
19 ***Paul Coats adjourned the meeting at 7:30 pm.***

20
21 Respectfully submitted,
22 Paul Coats

Storrs Hill Facility Planning
November 2024
Strengths, Weaknesses, Opportunities, Threats Analysis
Ski Jumps

<p><u>Strengths:</u> What do we do well? What do the people we serve and work with like about us? What distinguishes us from other facilities?</p> <ul style="list-style-type: none"> Access Cost to participants Unique (50m jump) Inrun metal tracks Snowmaking Lights Available 7 days a week Includes Ski Jump Inn and Lodge Ski Patrol Regional Support Established facility LOC has ski jump equipment Rich history Storrs also currently has 15m jump Local interest/support LOC were pioneers and set the standard for investing in ski jumps 	<p><u>Weaknesses:</u> What can we improve? What do the people we serve and work with want to see us improve?</p> <ul style="list-style-type: none"> Current program is weak Physical structure decaying (or removed) Maintenance needs Coaching / staffing Profile needs to change and be certified Funding Event hype has been low No 25m jump Awareness of jumps is low Space constraints Current # of local jumpers is very low No Jump = No jumpers; No Jumpers = no jump
<p><u>Opportunities:</u> What are the trends we should be aware of? Who are our potential partners in ensuring success?</p> <ul style="list-style-type: none"> Community outreach: Schools, public places US Ski Jumping is an active organization Regional interest in 50m and 25m jumps Could combine various regional teams into one regional program Federal \$\$ (earmarks, congressional support) City of Leb Grant Administrator Local fundraising capacity exists Could further develop the program with regional partners with an LOC liaison Alpine program has exposure to ski jumping Many local Olympians and previous jumpers to reach 	<p><u>Threats:</u> What do we need to prepare for? How are we vulnerable?</p> <ul style="list-style-type: none"> Time: 50m jump needs work in the short term, and replacement eventually. Time: Is there a time crunch to replace the 25m? (now or never?) Liability with aging structure and weak program? Step from 15m (Storrs) to 30m (Andover) is it too big or reasonable? Climate change Volunteerism is lower now Taxes are high in Lebanon Other snow sport organizations may also have capital campaigns

<p>Ford Sayre is already active Good coaching in the area (Dodds) Hanover Improvement Society has a good model for funding similar operation with theater Oak Hill Nordic model</p>	
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Storrs Hill Facility Planning November 2024

Benchmarking: Comparing Storrs Hill's model with other successful organizations of a similar nature.

Questions to ask:

- What services to you offer?
- How many participants annually do you have within those services?
- What facilities do you have? (lodge, jumps, alpine hill, etc)
- How do you fund your capital improvements? Maintenance? Operations?
- What are your main expenses? Revenues?
- How many paid staff do you employ? Volunteers?
- How does your municipality support your operations and facility?

Organizations to reach:

[Andover \(NH\) Outing Club](#), Chris Jones, 603-219-9488,
jonesch@proctoracademy.org

[Ford Sayre](#) (Hanover), Heidi Nichols, 603-795-2203,
jumping@fordsayre.org

[Brattleboro Ski Hill](#) /Harris Hill Ski Jump (Brattleboro VT), Bill Bailey, 802-380-9986

[Arrowhead Rec Area](#) (Claremont NH), 603-542-7016,
arrowhead@arrowheadnh.com - Lauren

[Whaleback Ski Area](#) (Enfield), Jon Hunt, 603-448-5500,
info@whaleback.com

[Abenaki Ski Area](#) (Wolfeboro NH), Beau Betz, 603-569-5639
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