



**STORRS HILL FACILITY PLANNING ADVISORY
COMMITTEE
DECEMBER 10, 2024 - 6:00 PM**

LEBANON CITY HALL

MEETING ROOM 1

51 N PARK ST, LEBANON

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- 1. Call to Order**
 - 2. Approval of Minutes**
 - A. November 26, 2024
 - 3. Old Business**
 - A. Analyze SWOT study for jumps, lodge, learn to ski area
 - 4. New Business**
 - A. Look at benchmarking results from various other ski operations
 - 5. Other Business**
 - 6. Future Agenda Items**
 - 7. Next Meeting Date**
 - 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 26, 2024
Lebanon City Hall Meeting Room 1 & LebanonNH.gov/Live
6:00PM**

MEMBERS PRESENT: (/8) **Dan Mielcarz
Brett Sowerby
Angela Orlando (online)
Lauren Cockerill
Trent Jones**

MEMBERS ABSENT: (1/7) **Jennifer Meade
Cory Grant
Stephanie Vallee**

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. Brett moved, 2nd by Dan. 5
9 yes. 0 no.

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11 **3. OLD BUSINESS**

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13 Outreach to various similar organizations is being conducted by members of the team. Hoping for results
14 by the next meeting.

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16 Cindy suggests preparing for the outcomes discussions related to the SWOT analysis we are conducting.
17 This involves analyzing the results to produce action steps: prioritizing each quadrant, matching strengths
18 with opportunities, are the threats real and/or compelling.

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20 Cindy lead the team through a S.W.O.T analysis focused on the lodge, and then again for the learn to
21 ski/magic carpet. The analysis is included as an addendum. Strengths: What do we do well? What do the
22 people we serve and work with like about us? What distinguishes us from other similar facilities?

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

26 Threats: What do we need to prepare for? How are we vulnerable?
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28 **4. Future Agenda Items**
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- 1 Potential funders list: Specific list of funders. Angela and Lauren?
- 2
- 3 Additional survey result analysis? Compile them into bullet points. Brett Sowerby.
- 4
- 5 Analyze SWOT data. Cindy will provide prompts.
- 6
- 7 Look at benchmark data.
- 8
- 9 Next Meeting: December 10, 2024

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12 **6. ADJOURNMENT**

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14 *Paul Coats adjourned the meeting at 7:35 pm.*

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Respectfully submitted,
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
Strengths, Weaknesses, Opportunities, Threats Analysis
LODGE

<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> <p>Food service: Commercial kitchen and can serve indoors or outdoors Patrol Room up to date Bathroom updated New inside tables Liquor license and year-round permission to serve with the City of Lebanon Rustic charm Pellet stove Adequate parking Rental capabilities Year round facility Pavilion is large and protects from precipitation and sun Friendly culture – welcoming and safe Contained – parents can see kids Roof is up to date</p>	<p><u>Weaknesses:</u> What can we improve? What do the people we serve and work with want to see us improve?</p> <p>Side entrance is dangerously icy Untidy Pavilion is unfinished Pavilion needs windows Flow through lodge is poor Public space is small and crowded No exterior bathroom Storage is limited Old couches should be tables and chairs Not inviting Footprint is limiting A/C is window units - noisy</p>
<p><u>Opportunities:</u> What are the trends we should be aware of? Who are our potential partners in ensuring success?</p> <p>Outdoor improvements on deck: Heaters, pods, fires. Enclose pavilion Visibility from pavilion – windows on slope side wall Rental income could be increased Tidiness: Tool shed for local storage, or large sled that aids in transporting gear to garage. Serving window inside Food service vendor like McIntyre, Manchester NH Camps: Contract camps location Events and food trucks</p>	<p><u>Threats:</u> What do we need to prepare for? How are we vulnerable?</p> <p>Funding Inflation and other climbing expenses Fire suppression system New ADA compliance Shoreland protection regulations Liquor license liability Decreasing volunteerism More decking = less ski area and more possibility of collision with deck Poor drainage around the building Increase use = Increase maintenance needs</p>

Beer Garden: Expand options to cider/wine Expand decking Expand and draw attention to brook side Mini splits Solar Energy efficiency	
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Storrs Hill Facility Planning
November 2024
Strengths, Weaknesses, Opportunities, Threats Analysis
Learn to Ski, Magic Carpet, Tubing

<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> <p>No competition for tubing services in our area Caters to new clients and beginners Magic carpet is good for beginners Magic carpet is an industry standard Parents like magic carpet more than lugging kids up slope Tubing is in demand Designed and designated tubing area could decrease liability compared to the current rogue nature of it Current cliental favor skiing and snowboarding Our ski lessons are inexpensive Increase capacity for beginner area and increase # of visits = increase revenue Less expensive capital cost compared to a ski jump</p>	<p><u>Weaknesses:</u> What can we improve? What do the people we serve and work with want to see us improve?</p> <p>Less advanced learn to ski skills (no side stepping) New lift to maintain Takes space Excludes 25m jump in the same space No design plans exist currently Can tubing be successful here? Staffing tubing and/or magic carpet lift Are tubes BYO or provided and stored?</p>
<p><u>Opportunities:</u> What are the trends we should be aware of? Who are our potential partners in ensuring success?</p> <p>Magic carpet helps jumpers reach 15m Special tubing days rather than always open Keeps us competitive with other areas that offer these type services Attracts from a wider demographic Adaptive ski programming Summer tubing and summer alpine ski lessons with plastic 25m could go to terrain park area Expanding our socio-economic reach (tubing is cheap entry point)</p>	<p><u>Threats:</u> What do we need to prepare for? How are we vulnerable?</p> <p>Drive away current users Climate change Doughts effect snowmaking Liability Tubing needs a track and staffing Community perception of high taxes and funding challenges</p>

