



**STORRS HILL FACILITY PLANNING ADVISORY
COMMITTEE
JANUARY 28, 2025 - 6:00 PM**

CITY HALL, MEETING ROOM #1

51 N PARK ST

LEBANON, NH 03766

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- 1. Call to Order**
 - 2. Approval of Minutes**
 - A. December 10, 2024
 - 3. Old Business**
 - 4. New Business**
 - A. Review Straw Poll Survey results: Paul and Brett
 - B. Begin formulating content for the written recommendations.
 - C. Create small team of 2 to create draft of recommendation
 - 5. Other Business**
 - 6. Future Agenda Items**
 - 7. Next Meeting Date**
 - A. February 11, 2025
 - 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 December 10, 2024
Lebanon City Hall Meeting Room 1 & LebanonNH.gov/Live
6:00PM**

MEMBERS PRESENT: (/8)

**Dan Mielcarz
Brett Sowerby
Angela Orlando (online)
Lauren Cockerill
Cory Grant
Jennifer Meade**

MEMBERS ABSENT: (1/7)

**Stephanie Vallee
Trent Jones**

STAFF PRESENT: (2)

Paul Coats (Recreation Arts & Parks Director)

Guests:

Cindy Heath

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2 **1. CALL TO ORDER**

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4 Paul Coats called the meeting to order at 6:10 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. Dan moved, 2nd by Cory. 5
9 yes. 0 no.

10
11 **3. OLD BUSINESS**

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13 Cindy guided the team through an exercise to create action points for each of the primary 3 improvement
14 options: Lodge, Jumps, Learn to Ski / Magic Carpet / Sledding. For each option, top 5 Strengths that can
15 be used to help strengthen our top 5 Opportunities. How can those same Strengths help mitigate our top
16 Threats. What can we do to improve our top 5 Weaknesses to help us capitalize on the Opportunities, and
17 how do we mitigate our top Weaknesses as they relate to our Threats. Summary sheets of this exercise
18 are included as addendums to these minutes.

19
20 Brett reviewed some key takeaway lessons learned from the public survey. Those are also included in the
21 addendum.

22
23 **4. Future Agenda Items**

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26 Potential funders list: Specific list of funders. Angela and Lauren are leading the initial effort starting this
27 Friday Dec 13. Paul and Cory to send Angela a summary of current funding sources for the LOC.

28
29 Look at benchmark data.

30

1 Use all these results compiled so far to begin formulating a recommendation. Next meeting will be a
2 group decision making session to decide the content of the recommendations. Then a team of 2 or 3 will
3 work to create a draft for the committee to review and comment for the 2nd meeting in January. We hope
4 to have a final product in February.

5
6 Next Meeting: January 14, 2025

7
8

9 **6. ADJOURNMENT**

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

12
13 Respectfully submitted,
14 Paul Coats

Group Strategy Discussion **JUMPS**

1. S-O How can we use our strengths to take advantage of opportunities?
2. S-T How can we use our strengths to avoid threats?
3. W-T How can we minimize weaknesses & avoid threats?
4. W-O How can we overcome weaknesses using our opportunities?

Group Analysis: After summarizing individual responses & discussion

ACTIVITY: Insert top five/most pressing SWOT list & strategize!

JUMPS	OPPORTUNITIES -US Ski Jumping Association -Regional interest in our jumps -Can combine programs with FS / Andover -Federal funding -Community Outreach	THREATS -Immediate improvements needed -Taxes are high -Low volunteerism -Liability
STRENGTHS -Access -Low participant cost -Unique -Snowmaking -Tracks on inrun -Cory	-Attract regional interest by focus on snowmaking and tracks and unique nature of having a 50m. -Raise money from partners highlighting the unique nature of the 50m. Include US Ski Jump and federal. -Ski Jump community is motivated and ready to help.	-Educate public that Storrs is not primarily funded through taxes. -50m jump is clearly one that needs investment by larger than local community. -Focus on uniqueness to inspire help with short term needs. -Cory connections can get contractors to do maintenance needs much cheaper (i.e. painting)

WEAKNESSES -Structural condition -Funding -Lack of program and coaching -Maintenance needs	-Use community outreach to address coaching needs, funding and maintenance. -Combine teams with other regional teams helps fill coaching needs. -US Jumping and Federal money to help funding.	-Use outreach to encourage more coaching -Find money to do maintenance on 50m -Find money to replace 50m
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Group Strategy Discussion LEARN TO SKI/ MAGIC CARPET / SLEDDING

1. S-O How can we use our strengths to take advantage of opportunities?
2. S-T How can we use our strengths to avoid threats?
3. W-T How can we minimize weaknesses & avoid threats?
4. W-O How can we overcome weaknesses using our opportunities?

Group Analysis: After summarizing individual responses & discussion

ACTIVITY: Insert top five/most pressing SWOT list & strategize!

<p>LEARN/CARPET/SLEDDING</p>	<p>OPPORTUNITIES -Carpet provides access to 15m jump -Adaptive Ski program -Attract participants from wider demographic -Become more competitive among other ski areas</p>	<p>THREATS -High taxes -New area requires staff and volunteers -Climate change and droughts</p>
<p>STRENGTHS -No competition locally for same amenities -Carpet is good for beginners -Caters to new clients -Sledding is in demand -Cory</p>	<p>-Add magic carpet to serve adaptive ski program, 15m jump, and sledding</p>	<p>-New learn to ski and sledding area attracts new clients who pay Lebanon taxes. -Smaller area to focus on snow making during shorter/warmer winters. -Add turf to have warm weather ski.</p>
<p>WEAKNESSES -New lift to maintain -Takes up space -Staffing -Excludes 25m jump in same space</p>	<p>-New carpet will help entice new people who can become volunteers -Community outreach campaign to market to a wider demographic</p>	<p>-New re</p>

SWOT Analysis Follow Up

Goal: By pairing internal factors (strengths and weaknesses) with external factors (opportunities and threats) and identifying the connections between the different sections of the SWOT analysis, we can develop strategies and solutions.

For Strengths - Internal (areas where we have control)

ACTIVITY: Rank the top three to five strengths for the jumps & lodge

- 1.
- 2.
- 3.
- 4.
- 5.

For Weaknesses - Internal (areas we need to address)

ACTIVITY: Rank the top five weaknesses for the jumps & lodge

- 1.
- 2.
- 3.
- 4.
- 5.

For Opportunities - External (areas to advance)

ACTIVITY: Rank the top five opportunities for the jumps & lodge

- 1.
- 2.
- 3.
- 4.
- 5.

For Threats - External (areas to prepare for and minimize)

ACTIVITY: Sort threats into the following categories:

Certain to happen

Likely to occur

Unlikely to occur

Unknown

Group Strategy Discussion LODGE

1. S-O How can we use our strengths to take advantage of opportunities?
2. S-T How can we use our strengths to avoid threats?
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4. W-O How can we overcome weaknesses using our opportunities?

Group Analysis: After summarizing individual responses & discussion

ACTIVITY: Insert top five/most pressing SWOT list & strategize!

LODGE	OPPORTUNITIES	THREATS
STRENGTHS -Food Service -Liquor License -Bathroom updated -Patrol room updated -Friendly atmosphere	-Outdoor deck improvements -Tidiness -Rental income increase -Enclose pavilion -Promote rental opportunities using food service and alcohol service as incentives. -50m jump and patrol room can be attractive for tactical training groups. -Added pavilion improvements to increase rental income along with food and alcohol sales. -Updated bathroom = more incentive for renters. -Wedding planners can add Storrs Hill to their venue list. -Contract with event planning business to bring renters.	-Increase use = increase maintenance -Funding -Inflation -ADA/Fire Suppression needs -Shoreland protection regs -Decrease in volunteerism -Rental income from food and alcohol can mitigate maintenance costs. -Friendly atmosphere can help recruit volunteers. -Good collaboration helps navigate regulatory hurdles. -Patrol room meets ADA compliance. -Multiple potential funding sources exist.
WEAKNESSES -Dangerous side entry -Unfinished pavilion -Small public space -Couches take up table space	-Improvements to pavilion will make the area look more finished and will increase perception of more space.	-Look at routing pedestrian traffic to brookside of building. -Phase improvements to pavilion (floor, windows) -Establish funding opportunities. -New doors from lodge into pavilion.