

Financial/Operations/Manager Report March 2016

Summary of Waterbury Business

Revenue/Sales/Reservations

- Up from last year
- Expedia/ Booking.com helped
- Special offers and packages helped
- Mailings & emails to Mid-Western Birding clubs. Trying to partner up with the Ridges Sanctuary since they host many events in the off season and into summer.
- 2015 we had 6 family reunions, a class reunion and 2 large friend reunions & 3 wedding groups
- 2016 we have several large family reunions already on the books for spring and summer

Change in Quarterly Maintenance Billing:

- Sewage & Insurance price increase forced the Board to realistically revise the maintenance budget and increase in those areas along with increasing the reserve fund.

Expenditures for 2015/2016 and Beyond: See Schedule.

- Loft windows were all replaced.
- New sofa sleepers, chairs, emergency table lamp & floor lamp were all replaced.
- We are finally retiring the strawberry dishes (Project will be completed by May)
- No more valance's in the living area. New faux wood blinds in living area

Completed Work this Past Year:

- New U/V system

2015 Pet Friendly Survey Results:

- 293 participated in the survey from March 16,2015 – January 24, 2016
- 229 Would like to see the Waterbury Inn have a few pet friendly rooms. The consensus was for only a few dog friendly rooms (50lbs or under) with a # limit.
- 64 Would not like to see the Waterbury Inn become pet friendly. The concerns were allergies, smell or just plain don't think pets should be in hotels.

Building/Grounds/Units

- Schedule for repairs and replacements.
(Kitchen table/chairs, coffee tables & chest)
- By the front entrance the tree on the right has wood bores and will have to be removed.
- WIFI Tower – The rewire for wifi will be completed by May. We will have free basic wifi for guests to check emails & social media.

Management and Staff:

- Core Group: Traci, Randy, Wally, and Stephanie
- Please take time to thank this core group of people who do so much for us – often going over and beyond what their job description lists.
- Staffing for the upcoming season looks reasonably good. We have two new staff members who are as of today on their probationary period. We reevaluate every 30 days throughout the 90 day period. We have 8 job offers submitted for the summer work and travel program. All but two are return staff members.
- Traci – Nominated Randy Zahn for CTA of the month. He won this honor in January 2016 and is now eligible to be entered for CTA of the Year.

Owners:

- The website helps owners stay fully informed and engaged with Waterbury business. Minutes are generally posted within two weeks of a Board meeting.
- Please make sure your contact information is updated: phone number(s), email address, postal address.
- If we do any updating for 2017 it will be completed during the winter months. If you belong to RCI and want to bank your room please check with management to make sure this doesn't conflict with the deliver and updating process. It makes it inconvenient for your guest if you are scheduled to have your new furniture coming in to your unit when they are on vacation.

Communications

- *Trip Advisor and Comment Cards:*
- Nearly without exception, comments note how clean the Waterbury is. Other comments state that the Waterbury is “charming, inviting and family-friendly.”
- Negative comments generally are about the dated wall art and door décor, lack of cool air flow, and how cramped some of the units feel.
- Negative comments on the wifi of guests not being able to get on.
- One of the Door County Magazine Best of for 2015 category in Best lodging for families.
- The Waterbury Inn received a Certificate of Excellence from Trip Advisor for 2015.

