



Minutes of the extraordinary general meeting of APCAVERBIER Salle des Combins, July 18, 2023

The President opened the meeting at 2:00 p.m. She welcomed the members present and thanked the guests for their presence:

- Christophe Maret, President of the Commune of Val de Bagnes
- Laurent Vaucher, CEO of Téléverbier SA
- Simon Wiget, Director of Verbier Tourism
- Florian Michellod, President of the Verbier Development Company
- Vincent Michellod, Vice-President of the Municipality of Val de Bagnes

The agenda is as follows:

1. Welcome words from APCAVERBIER, Brigitte Borel, President
2. Information from the Commune of Val de Bagnes, Christophe Maret, President
3. Information from Téléverbier SA, Laurent Vaucher, CEO
4. Information from Verbier Tourisme, Simon Wiget, Director of Verbier Tourisme
5. Miscellaneous

1. Welcome words from APCAVERBIER, Brigitte Borel, President

Thank you to the Verbier Festival for making the Salle des Combins available to us, in particular thank you to its director Cécile Yamakawa, as well as to its technical director, Eric Sez, and his entire team.

During our last general meeting in December 2022, we informed you of our intention to adopt a more entrepreneurial approach to the organisation of APCAVERBIER, by professionalizing part of our activities.

On the eve of our 55th anniversary, which takes place this year, it seemed the right time to bring new dynamism to the APCAVERBIER to ensure its sustainability.

Like any organization, our association must evolve if it intends to continue. While continuing the activities carried out to date, our approach also aims to encourage the next generations of owners as well as new owners of Verbier to join APCAVERBIER.

You have already seen certain developments since the start of the year. We organized several thematic and networking events. We have worked to provide you with more content through our various communication channels. We also carried out a survey of all the



members for whom we have email addresses. A detailed report of this survey will be sent to you shortly. However, I can already provide you with some of the elements that emerge.

*190 people out of 450 who received the survey responded, which represents a very good participation rate and a testament to the interest in our association.

*Generally, there is a high level of satisfaction. This encourages us to continue our efforts. If we go into a little more detail, the conclusion (this is probably common when carrying out a survey) is that it is difficult to satisfy everyone. For some there is too much information communicated, for others not enough. For some, there should be fewer networking events, for others more. In terms of organizing events, it is very difficult to achieve consensus because some want them during the weekend, others during the week. In short, it is difficult to satisfy everyone, but we will do our best to consider the different expectations if they are not contradictory.

*Although most of our members speak or understand French, it is desirable to keep English as a second official language, with simultaneous translation during our winter AGMs.

*47% of our members are 70 and over, 85% 60 and over. Most of our members have children who come to Verbier and who therefore represent potential new members for the APCAVERBIER.

*99% of members who responded come in winter. 89% also come in summer and 68% between seasons. We therefore see high attendance throughout the year. In this respect, I would like to point out that the APCAVERBIER is open to both owners of primary and secondary residences, which sets us apart from other owners' associations in Valais which only address owners of secondary homes. We are open to all owners in the Municipality regardless of their origin, the size of their property, their domicile. In this, I vigorously refute the fact that our association is aimed at wealthy owners of luxurious residences (noted by at least one member in the survey) because our vocation is, on the contrary, to defend the interests of all owners of the region.

*The context in which APCAVERBIER can have an impact on the projects of the Commune or Téléverbier is not always clear. As president of APCAVERBIER, I represent the property owners within the committee of the Verbier Development Society, known as SDV. Florian Michellod is the president. Representatives of the different umbrella groups sit on the committee, namely the umbrella companies of ski schools, restaurateurs, hoteliers, real estate agents, traders and consulting companies.

Téléverbier is represented by its CEO Laurent Vaucher, the Commune by its Vice-President Vincent Michellod, in charge of culture, tourism and sport. President Christophe Maret also participates in most of our sessions. Verbier Tourisme is represented by its director Simon Wiget. Within this committee, projects and themes related to tourism and the development of the resort are presented and discussed. The points of view of APCAVERBIER, as the umbrella organization representing the owners, are considered.

* From the survey, we note certain unrealistic expectations from our members. We wish to explain this in these examples: 1) Televerbier, TVSA, is a private and independent company, we do not have the possibility of influencing the development of the ski area or the pricing



policy of Téléverbier. 2) We do not have the possibility of influencing the political system of the Commune and the Canton. We cannot influence the Commune to give second homes the vote.

*We do, however, seek to defend the interests of owners through dialogue in a constructive manner. I note an expectation on the part of our members that we communicate more about the activities we carry out to defend property owners.

* The opinion of Apcav members is requested by SDV. This was the case, for example, regarding the development of Place de l'Ermitage. A participatory workshop was organized in April so that we could give input and the members who participated were invited to hear the results of this working group this Saturday, August 22 from 11 a.m. to 12:30 p.m. at the Ecurie restaurant.

* APCAV was also invited to participate in the development of a master plan. The Commune and Verbier Tourisme launched in-depth work in 2022 allowing all stakeholders in the Commune to have a coherent and long-term vision of the development of tourism. In this context, owners of second homes were invited to express their opinion during a survey in October 2022. The master plan will be finalized shortly.

* Concerning the themes that members raised as being particularly important to them, the results are as follows:

- 1) 80% of voters were concerned about infrastructure, accessibility for the elderly, children and people with disabilities as well as public transport.
- 2) 77% of the voters, were concerned with Téléverbier infrastructures.
- 3) 68% of the voters, were concerned with issues relating to property, namely construction, taxation, energy.
- 4) Also highlighted were questions of sustainability, the desire for horizontal pedestrian paths to be created in the station, traffic during busy periods and even the problem of medical emergencies.
- 5) Finally, there were requests for Apcav to offer more services; for example to offer a platform for exchange between members or to offer advice on specific themes such as the sale of properties. I need to point out this is not part of Apcav's mandate and would require more resources than those we currently have. However, in analysing the survey data, we will explore various options to address the suggestions made.

In conclusion, this survey provided us with a wealth of useful information on the expectations of our members regarding our association and gave us insight into the subjects that are important to you. A big thank you to everyone who participated, we will take your feedback into account.

I would like to share some more information about APCAV before handing over to our hosts.

In accordance with our communication with you last December, we have entered into a certain number of partnerships to enable us to finance the development of our activities. These partners are the Porsche Center Sierre, the international school Le Elfes Verbier SA, the insurer La Mobilière Verbier and Air Glaciers. Thank you to our partners for their commitment to us. We took care to limit the number of partnerships and excluded



companies directly linked to construction and real estate, such as real estate agencies, construction companies or even trustees who act as administrators of PPE.

Regarding the APCA V committee, I announce the departure of Mr. Maarten van Geest who was appointed as delegate for the economic promotion of the Commune, a newly created position to serve as a point of contact for businesses present in the region or who wish to settle here. He took up his new position in June 2023, and to avoid any conflict of interest, he is leaving the APCA V committee with immediate effect. A big thank you to Maarten for his commitment to our association since his appointment in December 2017. We wish you much success in this new activity, which is very important for the development of the Commune and which will, without a doubt, allow us to remain in contact.

Finally, I remind you that we will celebrate our 55th anniversary on August 12 at Chalet Blanc. There is still time to register for those of you who wish to participate.

2. Information from the Commune of Val de Bagnes, Christophe Maret, President

The President, Christophe Maret, is not only President of the Commune, but he chairs numerous companies such as Verbier tourism, Altis, Sogesa, Gécal, Netplus and he is also on the Council of administration of TMR.

The Commune has numerous projects and the monitoring of these projects can be consulted on programme.valdebagnes.ch.

Current projects are:

- Sports center whose work will begin this autumn.
- Curala in Châble with completion within 5 to 10 years
- Place de l'Ermitage with the creation of an underground car park and a green space
- Chalet Orny, which will be used by Verbier International School, but will also provide conference rooms.
- Rue de Médran will be closed to traffic the first 2 weeks of August for a trial with a view to making this street pedestrianised.
- Ecorecycling, the Commune will provide skips for household waste, and a new recycling center will be opened in Merdenson and the "dechetterie" of Verbier will be adapted. Access cards will be required to access the recycling centres.
- La Chaux works for the end of 2026
- The pedestrian path file is still in progress, but it requires a long procedure for registration.
- For the health service, dialogue is complicated with doctors who are independent. As a reminder, it is the Canton, which is responsible for the service, but the Commune is often called upon.



Various current information:

- Income generated by second home owners represents approximately 10-15% of the income of the Commune
- In the construction file, out of the 289 files, only 2 are not finished but are nearing completion. The Commune was relieved of the supervision of the Canton.
- Energy; solar installations will be installed between La Chaux and Les Ruinettes. The Commune also wants to produce Hydrogen and solar energy.
- The IRIS system allows you to optimize your electricity consumption
- A new company Solaco was created for solar energy
- A partnership with Mobility makes it possible to have 2 electric vehicles available
- The Commune is a member of different recognized labels such as Valais excellence

3. Information from Téléverbier SA, Laurent Vaucher, CEO

Laurent Vaucher looked back at the 2022-2023 winter season which was excellent, and he thanked the property owners. He reminded us of uncertainties linked to energy, in particular the price of energy which has significantly increased and will have to be passed on within our subscriptions (from 700.- in 2024 instead of 600.- in 2023).

There is also the rising cost of construction equipment, but the company has signed outline contracts with builders to guarantee projects.

Current projects are:

- Renovation of the Carlsberg restaurant which will become the Inkontro
- The renewal of the Nord chairlift
- The Télémix des Esserts is planned, with work starting in 2024. and commissioning for the winter of 2025-2026

Important events and changes for this year

- Purchase of gift vouchers online
- New development in Le Châble for gentle mobility
- Bruson is open in the summer up to the top of the Pasay
- Sunrise at Montfort
- The panorama
- Family Day
- Téléverbier bought the Relais des Neiges building



4. Information from Verbier Tourisme, Simon Wiget, Director of Verbier Tourisme

Mr. Wiget reminded us that the region's owners are the best ambassadors for the destination.

He presented a Master plan which had been put in place in 2021 after the initial surveys. Then in 2022 there were numerous workshops and surveys. In parallel with the Master plan, the tourist office has also reviewed its marketing strategy which is made up of several stages but must remain evolving:

1. Inventory
2. Identification of issues
3. Vision and mission
4. Marketplace

The vision is to become a mountain resort for all the 4 seasons.

A final review will be presented in the autumn 2023.

A presentation of Verbier Tourism's finances has been reviewed by Mr. Wiget and can be viewed on their website.

5. Miscellaneous

Nicolas Leuba, President of FVSR2, bringing together 15 destinations, informs us that our problems are similar to the situation in other resorts, but that we can be satisfied with the good relations we have with the authorities.

Soft mobility is a concern in general in resorts, much more than the tourist tax.

The FVSR2 is a force and a player in tourism in Valais; it also sits on the Valais Chamber of Tourism. A day will be organized during the next Valais fair and invitations will be sent to APCA V.

Mr. Jutzi Jean-Philippe, presented a project on Verbier, the writing of a book; the last book written on Verbier dates from 1986, it will be entitled "Chronicles of Verbier" and will include many stories and anecdotes about the station. Its release is planned for 2025 and there is the site www.verbier-chronicles.ch which is under construction.

Information from questions and answers

- The temporary road under "Le Rouge" is for a private construction site and everything will be restored at the end of the construction in time for winter.



- The R2s were poorly informed about the provision of skips for green waste, the Commune was late providing access cards for the recycling centres owing to the lack of availability of electronic chips. When these cards are available information will be sent to the second home owners.
- Concerning the construction site of the new private school at the sports centre, the Commune has made the land available in the form of a DDP and the construction is to be carried out by the school.
- To replace the future old Savoleyre station, nothing has been defined, but there will certainly be a warm bed project.
- A member pointed out that the French resorts (e.g. Les Gets) are very full in the season, and Téléverbier informed us that the offers those resorts give in relation to the population pool are different compared to in Verbier, but Verbier is working on its development of offers.
- The OT informed us that in development, local projects are the priority, but that a development with Italy is also underway.
- During the summer there are a lot of activity and a lot of events in Verbier, but there are also a lot of offers in other destinations so it is more difficult to stand out from other resorts, and a lot of work is done in relation to this development.
- As there are brands that come to set up shop and take over stores, local stores disappear. Eg the kiosk has disappeared. The Commune cannot influence these transactions between private individuals. To remind everyone, it is possible to buy books in the bookstore in Le Châble. In the new Hermitage project there will certainly be a new kiosk.
- The renewal of the Rouge ski lift is planned at the same time as the Télémix des Esserts. The start will be at the same place as now. Téléverbier also informed us that the Médran cabin is now called the Barnes Lift because it is a sponsor.
- The sports centre will be completed in 2026. As a reminder, it is possible to follow the project on the site mentioned above by Mr. Maret and on this site it is also possible to ask questions.
- In relation to the LED screens Téléverbier pointed out that they do not hide the fresco in Médran (apart from twice a year) and that the screens are very useful for communication.

The President closed the meeting at 4 p.m.

Verbier, August 2023