

## General Meeting of 28 December 2023 Minutes

**Venue : Gymnasium – St-Romain (Ayent)**

<u>Present :</u>	85 people including 7 Committee members / 264 ASPA members as at 22 December 2023. As the Committee does not vote, there will be <b>78 votes.</b>
<u>Proxies, reasons for absence :</u>	2 people
<u>Excused absences :</u>	> 40 people

Translation DeepL

At 5:05 p.m., Chairman Daniel Gallay (GM) opened the meeting. He thanked the Municipality of Ayent for making the premises available for the meeting and the meal. He also thanked the large number of members who had taken the time to attend during their holidays.

He reminded everyone of the documents received by e-mail :

- - 11 points on the agenda:
  1. Welcome, appointment of scrutineers and conduct of the meeting
  2. Minutes of the AGM of 27 December 2022
  3. Chairman's report
  4. Treasurer's and Auditors' Report
    - a) Treasurer's report
    - b) Auditors' report
  5. Finances
    - a) Annual accounts 2023
    - b) Discharge of the Committee
  6. Membership fees 2024
    - a) Committee proposal
    - b) Vote
  7. 2024 budget
    - a) Committee proposal
    - b) Vote
  8. Elections
    - a) Chairman
    - b) Auditors and deputy auditors
  9. Information from the Committee
    - a) Creation of a working group (Aims / Objectives of ASPA)
    - b) Partnership
      - I. How it works
      - II. Presentation of partners
    - c) Information from the Webmaster, new Data Protection Act (DPA)
    - d) Activities planned for 2024
  10. Date of next meeting: 27 December 2024
  11. Miscellaneous and individual proposals

### 1. Welcome, appointment of scrutineers and conduct of the meeting

DG asked whether the agenda could be accepted

Accepted by 76 votes - 2 abstentions

DG pointed out that there would be 2 parts to the meeting, the second of which would be attended by the Director of the Tourist Office and the political authorities of Ayent and Arbaz.

Following their agreement, the 2 scrutineers were appointed:

- Mrs Dorette Stoller
- Mr Yves Schlienger

### 2. Minutes of the AGM of 27 December 2022

DG met en discussion le PV adressé par mail à tous les membres. La parole n'étant pas demandée, il est mis au vote avec remerciements à son auteur !

Accepté

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### 3. Chairman's report

DG lists his activities and those of the Committee in 2023 :

- 11 Committee meetings, either at the offices of one of the 7 members or by videoconference;
- CEO: 3 meetings of the Board of Directors ;
- Isma Hofmann: 3 meetings of the Advisory Board of Anzère Tourisme SA;
- General Meeting of the Alliance des Résidences Secondaires Suisse - ARSS (minutes on our website);
- Several meetings with the Fédération Valaisanne des Résidences Secondaires - FVSR2, including the General Meeting. I also support the County Council on a number of specific issues;
- 7-8 events organised by ASPA or in partnership with OT.
- 1 non-event that took up a lot of our time: the parallel group to ours, Anzère-R2, which we met in May, with whom we share some ideas, but not the same way of communicating. It took up a lot of our time and energy, and our fruitless discussions came to an end;
- The flat-rate tourist tax (Taxe de Séjour Forfaitaire - TSF) :

- Background : Following opposition from Mr Ulrich, President of Anzère-R2, challenging the method of calculating UPM (Unité Par Ménage) - which in this case defines the number of Anzère Liberté cards - the State of Valais accepted his appeal and ordered the Communes of Ayent and Arbaz to revise their regulations on tourist tax. Faced with the need to maintain the same level of revenue from tourist tax, the communes worked with the canton on a new method of calculation.
- ASPA's position : The Committee opposed this proposal, first orally and then more officially in writing:
  - an increase in the TSF was rejected; at worst, the status quo was accepted ;
  - we rejected the reduction in the number of Anzère Liberté cards distributed per home, as all R2s would lose one or two Anzère Liberté cards ;

Our position was communicated to the cantonal authorities, FVSR2 and SETI (Service de l'Économie, du Tourisme et de l'Innovation). They consider the calculation method proposed by the communes to be correct!

- Current situation: DG hopes that you, the members, have written your opposition following our information letter (deadline December 25). To date, the Arbaz Assembly has accepted the new measures, while the Ayent General Council has asked for a second reading, proposing to appoint a committee to work on the matter before making a decision. It is possible that this update of the TSF regulations will be forced through, but the Committee is firmly convinced that it has done everything in its power to assert its (our) rights!

Your Committee took legal advice from a Valais lawyer to find out whether our association could legally oppose the new TSF regulations with any chance of success. The lawyer's answer was clear: if the new regulations do not violate constitutional law and are not arbitrary but fair and equitable, the chances of winning an appeal are very slim. It should be remembered that the Canton of Valais has delegated the application of the FT to the Communes. The cost of such a procedure is also excessive for our Association, and it takes 2-3 years to obtain a decision.

We have therefore decided not to take legal action.

However, individual members could take action on points specific to their property. We can provide you with the contact details of this lawyer.

There is still one area we are working on, and that is the number of Anzère Liberty cards issued, which, according to the proposal, would be 1 card/piece. The Committee is trying to get things changed, but it will have to convince the Anzère Tourisme Board of Directors, which is the decision-maker in this area, unlike the TSF, which is the responsibility of the Communes' political bodies. You can ask any questions you may have in Part 2.

### 4. Treasurer's and Auditors' Report

Raël Hofmann (RH), our Treasurer, made a few brief comments, highlighting the reduction in "IT" and "Travel" costs. On the balance sheet, the 2023 financial year closed with retained earnings of CHF 19,503.85 and a profit of CHF 5,054.94.

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### 5. Finances

In terms of the accounts, the amounts per item are lower than those accepted in the budget in December 2022. The "Administration" item depends heavily on the number of privilege cards printed, and is therefore proportional to the number of members. RH thanked Isabelle Jaunin for her commitment to the "IT" item and to the printing of privilege cards.

RH put the accounts to the vote and asked the Committee for discharge:

Unanimously approved.

### 6. Membership fees 2024

In view of the accounts and the profit made, RH, on behalf of the Committee, is proposing that the profit be diluted by reducing the membership fee from CHF 50 to CHF 40, especially as all costs are well under control. As a corollary, in order to maintain our "lifestyle" without dipping into this capital, it would be necessary to increase the number of members by 40.

Accepted by 74 votes, - 3 noes, - 1 abstention

DG explained that the Committee had hesitated between an individual membership fee of CHF 50 and a couple's membership fee of CHF 80, and individual membership fees of CHF 40 for everyone, in the interests of simplification, particularly for Privilege Cards.

### 7. 2024 budget

The budget has been drawn up with a membership fee of CHF 40.-, and there is little change from the 2023 accounts. This 2024 budget is :

Unanimously accepted

### 8. Elections

DG announced that the entire Committee elected last year for a 3-year term would remain in place. However, the position of Chairman had to be put to the vote. He handed over the microphone to Vice-Chairman Gabriel Roch (GR).

GR announced that the Committee was proposing DG as Chairman, and thanked him for all his work. He nevertheless asked the meeting if anyone was interested in the position. In the absence of a reply, he put the Committee's proposal to the vote:

To the applause of the room, DG was re-elected ASPA Chairman.

DG thanked the meeting for its confidence and the Committee for its investment.

*Editor's note: the Committee had omitted to proceed with the election of the auditors, apologies! Nevertheless, the Committee had worked in advance and the 3 auditors, Ms Isabelle Volet, Mr Werner Fahrni and Mr Yves Schlienger, had given their agreement. They will therefore be the auditors for the 2024 accounts!*

### 9. Information from the Committee

DG wishes to refresh, innovate and revise art. 1 of our Articles of Association, which deals with the aims of ASPA :

- ASPA is an association founded in 2005 whose main aim is to represent and defend the interests of property owners in the Anzère, Ayent, Arbaz and surrounding area.
- It oversees the development of the resort in collaboration with the members of the Board of Directors of Anzère Tourisme SA.
- To help improve the quality of the tourist infrastructure, the association's committee members are in regular contact with local tourism representatives.
- We encourage and support events and projects that make our resort more dynamic.

With what has happened this year, do we need to amend these articles of association? To this end, I would like to set up a working group outside the committee to look into this issue, following the example of the Société de Développement d'Ayent, which is also looking into this matter. Anyone interested is asked to contact GR, the secretary, at the end of the meeting to give their contact details (see end of Minutes - Part 1). But first, I would like to know what you think :

72 people accept, 6 abstain.

Isabelle Jaunin announces that the site is now in 3 languages (French, German and English). You can switch between them using the flag in the top right-hand corner. She welcomes any corrections you might make! As far as the site is concerned, she has replaced the questionnaires at the end of the page with a contact button (centralisation).

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In terms of data protection, the site is updated with the help of a professional webmaster. When you send in this PV and the privilege card, you will receive information that you will have to answer.

Isma Hofmann (IH) and Carole Blanc (CB), who are responsible for our partners, have announced 27 partners to ASPA. If you are a new partner, a small New logo appears. On each partner's card, the privileges are written in a beige coloured frame.

- *Are the benefits updated?*
- (IH) Yes, at the start of each season. The only one I haven't been able to contact yet is Pas-de-Maimbré
- *At Délices de Chez nous, is there only a 10% discount on Emery wine?*
- (CB) I'll go and check.

Next, IH and CB asked members for feedback on the partners. Their only response was a round of applause.

André Jaunin reviewed the events that had taken place since the 2022 AGM and thanked those who had taken part.

The next event will take place at the Anzère chapel on 5 January 2024 with a pan flautist, a pianist and a draughtswoman from the Festival Fantastique. Please let the Tourist Office know if you are coming so that we can provide mulled wine.

On 16 February, in collaboration with the Tourist Office, we will be welcoming Robert Bolognesi, snow expert and director of Meteorisk, to talk about "The words of the snow".

In 2024, a group of extreme sports fans will present their activities with an example. André Jaunin rappelle les événements qui se sont déroulés depuis l'AG 2022 et remercie les participants à ces événements.

### 10. Date of next meeting: 27 December 2024

DG announced that the date of the next General Meeting would be 27 December 2024.

### 11. Miscellaneous and individual proposals

- *What is the SDA?*
- (DG) The Ayent Development Society. There is also one in Arbaz. These 2 companies are represented on the Board of Directors of Anzère Tourisme SA. The Ayent SDA has around seventy members and is made up mainly of the shopkeepers who founded Anzère Tourisme SA.

The statutory meeting is adjourned at 6.00 p.m.

For the minutes :

Anzère, 29 December 2023

G. Roch

People interested in the ASPA statutes think tank:

- - Caroline Schlienger
- - Ms Myriam Romano
- - Other people will be contacted by e-mail at ....

**General Meeting of 28 December 2023**  
**Minutes**

**Venue : Gymnasium – St-Romain (Ayent)**

**2<sup>nd</sup> part**

**Speakers :**

Stephanie Dijkman	SD	Director of the Anzère Tourist Office
Christophe Beney	CB	President of the Commune of Ayent
Jean-Michel Bonvin	JMB	President of the Commune of Arbaz
Alain Décaillet	AD	Local councillor of the Commune of Arbaz, Vice-Chairman of Anzère Tourisme SA

**Stephanie Dijkman**

SD thanked DG and the Committee for welcoming them. She was delighted to see such a large gathering and apologised on behalf of Sébastien Travelletti (Chairman of Téléanzère and Chairman of Anzère Tourisme SA) and Christian Savioz (Councillor of the Commune of Ayent, member of the Board of Directors of Anzère Tourisme SA).

During his talk, SD will explain the work of ATSA (Anzère Tourisme SA), the use of the TSF (Taxe de Séjour Forfaitaire) and its adaptation, the Anzère Liberté card.

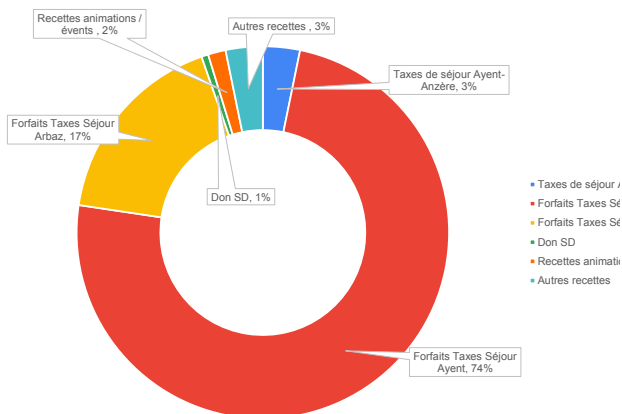
SD currently heads up the 10-strong Tourist Office, which is headed by the Chairman of the Board, Sébastien Travelletti. The Tourist Office's resources come from

- the tourist promotion tax (paid by shopkeepers in the communes of Ayent and Arbaz), which is used for marketing and communication ;
- the flat-rate tourist tax (paid by R2s and tourists staying in hotels), which is used for reception and information, entertainment, events and infrastructure.

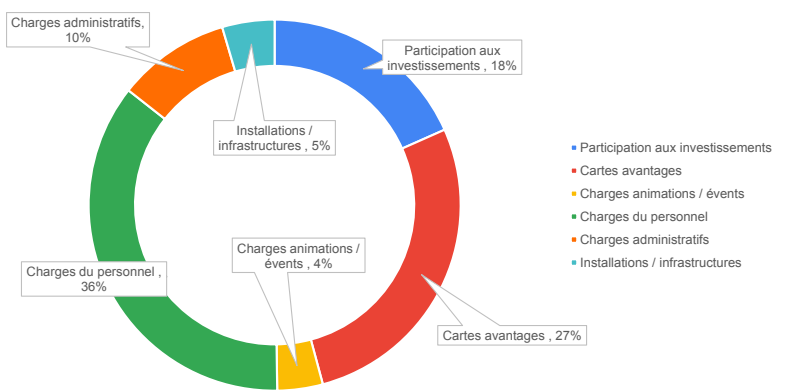
SD then lists the special events to come this winter season, followed by the weekly highlights and finally the daily activities offered by the Tourist Office. All these activities can be consulted on the Tourist Office website <https://www.anzere.ch>. You'll also find information on the weather, the diary, the state of the facilities, etc.

**How ATSA works ?**

SD talks to us about ATSA's income and administrative expenses in the 2 diagrams below:



Source of revenue (SD: Development Company)



Administrative costs

The budget for marketing and communications is covered by the Tourist Promotion Tax (Taxe de Promotion Touristique):

- CHF 250,000 from Ayent-Anzère businesses
- CHF 50,000 from a voluntary payment by Anzère Spa-Wellness and TéléAnzère
- CHF 20,000 from the owners

This amount is allocated to expenses such as Digital marketing (Facebook, website...), print, radio, trade fairs, sponsoring, press relations, brochures, photo & video creation, etc.

At the bottom of the page on our website, you'll find a 'espacepro' tab where you'll find all ATSA's information and annual reports.

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SD would like to highlight the important role played by the municipality in providing support for mobility, path maintenance, Anzère Spa&Wellness and TéléAnzère, the purchase of land for the SwissPeak project, and car park management.

### Adjustment of the flat-rate tourist tax (Taxe de Séjour Forfaitaire - TSF)

SD explains how the FST works and how it is calculated, which is currently the case for second homes:

$$\text{TSF} = \text{CHF } 3.50 \times 50 \times \text{tourism coefficient}$$

- CHF 3.50 represents the daily tourist tax, which is paid by an adult (child CHF 1.75) staying in a hotel, RBB, campsite, etc;
- 50 is the average number of overnight stays allowed per year. This number is not disputed;
- the tourism coefficient established in 2017 representing the number of beds/apartment (UPM - Unit per household). This figure was contested by Mr Ulrich, who said that it did not take into account children, who pay only half the daily tourist tax;

All those paying the tourist tax benefit from the Pass Anzère Liberté card.

Taille des appartements	Coefficient touristique (UPM)* détermine le nbr de carte distribué	Montant forfaitaire / année (payé par appartement)
Studio / 1 pièce	2	350,00 CHF
2 pièces	3	525,00 CHF
3 pièces	5	875,00 CHF
4 pièces	7	1'225,00 CHF
5 pièces et plus	8	1'400,00 CHF

This method of calculation was voted by the General Council and accepted by the State of Valais in 2017.

Collection of this TSF brings in CHF 1.88M (CHF 1.5M from Ayent and CHF 380k from Arbaz).

Following Mr Ulrich's successful appeal, ATSA worked on a new calculation method, bearing in mind the obligation to maintain the revenue needed to maintain the same level of services at CHF 1.8M. The Communal Councils of the 2 communes want to keep the services in place.

Under the new calculation method, the number of UPMs (which replaces the tourism coefficient) is reduced (it is no longer possible to fix a number of beds), so the amount of the daily tourism tax will have to be increased. In Valais, the range varies from CHF 3.00 to CHF 7.80. We have compared the services on offer and only Anniviers has a similar offer. It should be remembered that free offers are in no way a legal obligation. When the law was introduced in 2017, the Commune deliberately chose to offer it.

ATSA proposed raising its tourist tax to CHF 5.50 and setting it according to the number of rooms.

Taille logement	Coefficient touristique (UPM)	Forfait annuel : Taxe de séjour 5.50 CHF / x 50 nuitées x UPM	Différence
Studio / 1 pièce	1	275.00 CHF	- 75.00 CHF
2 pièces	2	550.00 CHF	+ 25.00 CHF
3 pièces	3	825.00 CHF	- 50.00 CHF
4 pièces	4	1'100.00 CHF	- 125.00 CHF
5 pièces et plus	6	1'650.00 CHF	+ 250.00 CHF

SD pointed out that R2s could reclaim their TSF by renting out their properties, which would reduce the number of cold beds, with the tourist tax collected reverting to them. The average rates applied in the resort are :

Appartement	Prix location haute saison 6 nuits	Taxe de séjour encaissé proprio (4 PAX x 5.50 CHF x 6)	Total gain pour une location 6 nuits	Prix du forfait TS	Différence
50 m2 - 3 pièces	2'100 CHF	132 CHF	2'232 CHF	825 CHF	1'407 CHF

Taille appartement	Prix location basse saison 6 nuits	Taxe de séjour encaissé proprio (4 PAX x 5.50 CHF x 6)	Total gain pour une location 6 nuits	Prix du forfait TS	Différence
50 m2 - 3 pièces	1'050 CHF	132 CHF	1'182 CHF	825 CHF	357 CHF

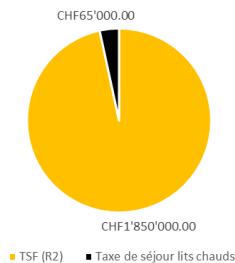
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### Use of the tourist tax

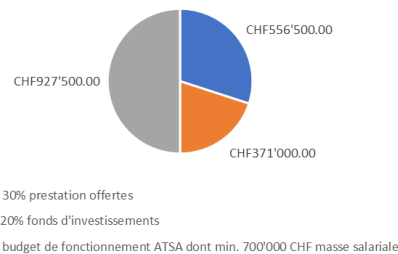
The charter drawn up by the authorities in 2017 for the tourist tax proposes a maximum of 30% for the services offered, 20% for infrastructure and 50% for operations. :

Repartition taxe de séjour



Collection

Comment est dépensé la TSF ?



Breakdown of expenditure

In 2023, ATSA invested CHF 301k (children's play structure & earthworks (ATSA), Bikeland mountain bike modules (ATSA), Musée des Bisses fun trail (partial support), Anzère Spa & Wellness changing rooms (partial support), Rousses & Tseuzier public toilets (partial support), Christmas decorations (ATSA), depreciation of carpet & snow groomer (ATSA) and was able to allocate CHF 70k to its investment fund for future years.

For the Pass Anzère Liberté 2024, the offers will be the same as in 2023, but the ATSA is working on a credit project, also usable in refreshment bars, shops, etc., allocated to the Passes, but the legal basis does not yet exist. However, the canton is attracted by the idea and will try to follow it up with a new product.

- Anzère Spa & Wellness :	1 2-hour admission per day to the baths
- Télé Anzère :	50% discount on ski lifts
- Tseuzier shuttle:	free of charge
- Funpark :	1 entry per day for 2 hours
- Anzère & Arbaz tennis courts :	free of charge
- Musée des Bisses :	free admission
- Weekly events :	many free admissions
- Escape Room Anzère :	10% discount
- Lac Souterrain St Leonard :	10% discount
- Parc Aventure Sion :	20% discount
- Sion Wine Tour :	reduced rate
- Pass Anniviers Liberté :	all benefits except RM (skilifts)
- → we are working to complete the offer	

With the new TSF, the number of coins will determine the number of Passes. The purchase of an additional Pass Anzère Liberté card will benefit from a CHF 100 discount and will therefore cost CHF 175 instead of CHF 275.

ATSA is making a new proposal that will allow R2s to benefit from either one adult card or 2 child cards (up to the age of 16), which they can choose at the time of application.

### Projets

- - Redevelopment of Place du Village
- - Swisspeak development
- - New cable car
- - Bike offer - Masterplan Bikeplan
- - Anzère 2030 - 2040 - 2050 (including second homes)

### Questions

X: *If I present 2 children's Pass Anzère Liberté cards, does that equal one adult card?*

SD : This is something we haven't thought about. The ATSA Board of Directors will think about it... Last year, only 979 cards were used (advantage of having them digitised (QR-code) which makes it possible to count them), i.e. about half.

X: *Why is the Anzère Liberty Pass only valid in summer?*



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- SD: There are services all year round, including winter, in a different form.
- X: *Coming from the UK, I'm penalised by the 50-day package, as I only have 25 days' holiday, because the offers are always decreasing!*
- SD: To recoup a little, you can also rent out your property. TéléAnzère already receives CHF 50k and Anzère Spa&Wellness CHF 225k.
- X: *Can't we have the Anzère Liberty Pass all year round?*
- SD: There are services offered during the winter. Adding services would increase the budget and we don't have that budget.
- X: *Passes could be issued by name. What would be the marginal cost of maintaining the number of Passes?*
- SD: It's up to the ATSA Board of Directors to decide. Personally, I'm not in favour of it. There's very little cheating and we'd have more to lose with these name cards. What's more, we've been called to order by the canton and I don't wish to deviate from this simple logical equation: one TSF = 1 Pass Anzère Liberté. Whether you choose 1 adult pass or 2 children's passes is up to you.
- Last year, for example, TéléAnzère recorded 9,000 people paying 50% who did not have the Magic Pass.
- X: *Why not keep the same number of cards?*
- SD: We don't have all the data, and we don't know whether it's children or adults. So we don't want to make the same mistake we did in 2017 and have to come back to the principle a few years later.
- DG: It's too early to say how many cards we'll need. But we could have the same number of passes and open the credit all year round. All the resorts have lost out on the services they offer.
- SD: If we switch to a credit system, it's certain that we won't reach the 30% mark, because we'll have to finance a certain basic offer that's valid for everyone.

**Christophe Beney** takes the floor:

Thank you for being here, because thanks to you the Tourist Office is doing well.

In 2017, I was on the Ayent General Council and I opposed the free service that you enjoy today. We can see that services are only decreasing. With the amounts granted to beneficiaries, we could have invested nearly CHF 4 million in infrastructure improvements.

Today, Mr Ulrich has jeopardised a system that was working well and that we need to review.

In recent years, Ayent has had to bail out TéléAnzère by CHF 500k and Anzère Spa&Wellness by CHF 3M over 5 years (CHF 500k/year).

Each year, we contribute CHF 225k for mobility and CHF 500k for land. Ayent has therefore contributed CHF 10M to tourism.

Free travel is not compulsory. However, we're going to do everything we can to keep it. It's not our intention to change the rules.

The village square is due for renovation in 1-2 years' time. The municipality will pay CHF 800k, lend CHF 20m and guarantee CHF 8M.

SD added that

- - the village square should be under construction by 2025;
- - the ice rink is sometimes difficult to maintain, especially when the sun is shining!
- - SwissPeak completes its fundraising;
- - the new Pralan cable car is likely to be built in 2 phases, starting with the Grillès-Bâté section ;
- - Improved mountain bike facilities, with more charging stations;
- - the Anzère 2025 project has been completed, and the Anzère 2030 and Anzère 2040-2050 projects will be moving forward, and you will be kept informed and involved.

DG thanked everyone and invited everyone to join the aperitif one floor down to continue the discussions! He adjourned the meeting at 7.00 pm.

Anzère, 2 January 2024

For the minutes :  G. Roch