

American Birkebeiner Ski Foundation  
Board of Directors Meeting  
October 21, 2013

Members present: Jane Bidwell, Scott Chapin, Tom Duffy, John Garrett, Jan Guenther, Yuriy Gusev, Dennis Kruse, John Leighton, Dave Nelson, Brett Rondeau, Sue Scheer, Joe Timmerman. Member absent: John Kotar. Also present: Ben Popp, Shellie Milford, Amy Rowley, Susan Kendrick, Steve Narveson

Minutes of the meeting of September 16, 2013, were approved.

Agenda: Dennis Kruse added a Worldloppet Report. Approved.

*Executive Director Report.*

- Status of Telemark – Ben will update Board after his meeting with the new owners.
- The official Birkie/Korte count is 10,325 with additional “comp” entries expected.
- A Volunteer waiver is being developed and an effort will be made to have all volunteers read and sign it.
- Birkie Trail Run recap – Successful event. Financial loss of \$860. This year additional costs for EMT insurance and included more hourly wages for the event. Will work at reducing cost per participant next year.
- John Leighton - working on a trail mapping project with Rex Clevenger. This is important to develop for safety; possibly create a map app for smart phones so that users know where they are.
- Sponsorship - signed contracts at \$126,000 with \$95,000 pending. Expo is full. Working on increasing benefits for sponsors.
- Birkie Ridge – Sawyer County updated on project status. Recognition sign in the works for donors Fred and Sue Scheer, Joe Hoida, Sawyer County and Volunteers)
- Trail Use Plan – need to work especially on winter trail use policies for (and with) both Sawyer and Bayfield County forestry committee members. Fat bike users are of particular concern.
- Budget – Incorrect information in excel spreadsheets have been corrected to produce updated budget. Currently listing income of \$49,000 over budget.]
- Capital Campaign – Ben and Amy in discussion about fundraising, but will delay until more information on status of Telemark.

*Committee Reports.*

- Skier Development – Request by Board to publicize list of grant recipients.
- Trail – John Garrett talked about logging east of OO and how this might develop into a short beginners loop. Trail Use and Grooming policy under development, with goal in mind to be able to ski with 1-2 inches of snow. Will invest in road sign at Birkie Ridge. Rex and John have set 300 GPS waypoints and are waiting for information from “testers.”
- Finance – Joe asked Board members to print their own copies of the financial documents and bring to the meetings. Steve Narveson summarized changes: items affecting budget are Fat Bike; health insurance wages; carryover from previous year’s budget; over budget for Birkie Ridge. Ultimately could be \$33,000 over budget. Joe Timmerman made a motion to approve the corrected budget, Dennis Kruse seconded the motion. Motion carried.

P and L discussion indicated the Pisten Bully sold for \$20,000 less than estimated so spent more on the new PB than anticipated. Need to review budget for the Trail Run, especially how and when race fees are put in as income. Part-time staff hours need to be carefully considered.

This year we have taken in \$1.25 million and expenses so far are \$264 thousand. Expenses will be coming in and due as we move forward.

- Competition – Dennis Kruse indicated that the committee will be better defined with additional members – perhaps Brian Fish and Scott Wilson. Ben Popp will be Chief of Competition and Scott Wilson, Assistant Chief of Comp.

Dennis attended the Worldloppet Fall meeting in Europe. FIS Chiefs and journalists were present. As part of FIS Marathon Cup, Birkie will create a 26 minute TV production quality video of event to transfer to Europe late afternoon of race day which will be distributed through the EDU European Broadcasting Unit. A plan is being discussed to reserve bibs for college athletes.

#### *Delinquent Bills*

- Two 2013 sponsor accounts are delinquent; Becker Law and IGY. Both have been contacted and have agreed to make payment.
- Joe suggested that the Board develop a delinquent payment policy. Ben and Sue will work on a policy to present to Board.
- All new sponsor agreements state that ½ of payment is due upon signing and ½ by January 6<sup>th</sup>.

#### *CXC Grant Request*

- Information was given stating that \$17,500 of the \$40,000 skier development budget has been allocated.
- Dennis Kruse made a motion that the balance of the budget (\$22,500) go to CXC. Brett Rondeau seconded the motion.
- Discussion included: positives of supporting the adaptive skier program; need to be aware of what we can afford for discretionary spending, especially considering the projected loss and possible expenses for start area and trail use; recognition level of return from CXC; Finance Committee did not recommend funding the request.
- Call for vote: Voting for, Dennis Kruse, Brett Rondeau, John Leighton, Jan Guenther. Voting against, Jane Bidwell, Joe Timmerman, John Garrett, Dave Nelson, Tom Duffy. Motion failed.
- Recommended that Yuriy and Ben have discussion regarding a mutually beneficial relationship. Also need to review support requests such as these prior to budget development.

Sue Scheer announced the Chiefs' meeting on the following Tuesday. Trail Committee will not meet in November. Finance Committee meeting November 15. Next Board meeting November 18.

Meeting adjourned at 6:05 p.m.

Submitted by Amy Rowley, Shellie Milford and Jane Bidwell