

American Birkebeiner  
Board of Directors Meeting  
July 21, 2014 - 8:00 AM  
Birkie Office

Board Members present: Sue Scheer, John Garrett, Joe Timmerman, Tom Duffy, John Kotar, Dennis Kruse, Dave Nelson, Yuriy Gusev.

Board Members attending via phone: None

Board Members absent: Scott Chapin, Jan Guenther, Jane Bidwell. Brett Rondeau, John Leighton

Others Present: Ben Popp, Amy Rowley

1. Call to Order
2. Approval of Minutes of meeting of June, 2014
  - Motion by Dennis Kruse, 2<sup>nd</sup> by Tom Duffy
3. Approval of Agenda
  - Approved
4. Committee Reports
  - Finance Committee – Joe Timmerman
    - Budget amended to account for salary performance package for Executive Director; budget dated 7/18/14 is the final budget
    - Year end financials overview; bottom line is higher than budget due to sale of Pisten Bully, receiving 2 years worth of trail pass payments from Sawyer County, and receiving \$61,000 donation for permanent start. A large portion of our cash on hand is deferred revenue from race entries and permanent start fundraising.
    - The Skier Development budget shows a deficit. Going forward we will designate \$40,000 from our unrestricted net assets to this fund to cover last year's deficit and our projected expenditures for this year.
  - Trail Committee
    - Report from Outdoor Rec Center Development workgroup.
    - Log shell for sale- The trail committee to research total costs to see if a purchase would make sense.
    - Bayfield County working toward approving ski pass for Birkie Trail.
5. Report to Board on Attendance Issues-Sue Scheer
  - Review of policy that board members can have no more than 2 meeting absences over the course of 12 months. Sue has spoken to, Yuriy Gusev, Scott Chapin, and, Jan Guenther.
  - Yuriy Gusev expressed concern about sound quality of Go To Meeting, making it difficult to call in to meetings.
6. By-law Review Plan-Sue Scheer
  - Sue suggests a committee be formed after induction of new board members to review by-laws and suggest revisions and updates.
7. World Loppet AGM Report-Sue Scheer and Dennis Kruse
  - Topics of WL Workgroup discussions: We are the only WL race that is not supported by municipality or government entities. What the World Loppet needs from us has been better defined. Included is a video to be sent to the World for local & world viewing.

- Discussion of complicated WL race calendar for 2016. Birkie currently slotted for our usual spot of the last weekend in February (2/26-27/16).

8. Executive Director Report

Projects/Updates at the Foundation through July 21, 2014

- Birkie video from James Netz was viewed
- Registration is open – currently we have 5,040 Birkie (about even with last year) | 550 Run (significantly ahead of last year) | 95 Tour | 75 Fat Bike
- Telemark update: Working with current owner and interested purchasing party to come to a fair agreement.
- Staff update – Allan Serrano: Starts September 15.
- Birkie updates – National Guard / School / Korte Finish / aid stations – Hatchery
  - Verbal OK to use the armory & school, fundraising campaign to help the school district raise \$50,000.
- Office update – plans / move
- Medical – meeting monthly – Dale Quigley and Eric Nilson
- Chief's party – Rescheduled for August 7<sup>th</sup>
- Annual Meeting – schedule of events
- Membership update / board elections update
- Fundraising Update
- Skier Development proposal: Reconsider how this program is constructed to ensure maximum impact of funds expended
- Business Plan: initial presentation. This is a draft to start the process moving. Board to provide input for final version, with goal of completion by Annual Meeting.

9. 5 year Business Plan-First Read-Ben Popp

10. Adjourn motion by Tom Duffy