

American Birkebeiner
Board of Directors Meeting
October 20, 2014 - 3:00 PM
Birkie Office – Hayward Court

Board Members present: John Garrett, Joe Timmerman, John Leighton, Sue Scheer, Tom Duffy, Yuriy Gusev, Brett Rondeau, Mike Mandli

Board Members attending via phone: John Kotar, Jan Guenther

Board Members absent: Charlie Dee, Dennis Kruse,

Others Present: Ben Popp, Amy Rowley, Susan Kendrick

Agenda & Notes

- Call to Order – 3:03 pm

- Moment of silence for Dave Nelson

- Approval of minutes from September, 2014
 - Motion to approve by Sue Scheer, 2nd by Tom Duffy

- Approval of agenda
 - Motion to approve by Tom Duffy, 2nd by Brett Rondeau

- Committee reports
 - Finance-Joe Timmerman
 - Some salaries shifted from Administration to Operations (Shellie, Cindy, Donna, Patti) so expense is allocated appropriately. Budget adjusted.
 - Income is up, expenses are down.
 - Trail-Mike Mandli
 - Safety & training of trail volunteers – staff only will do chainsaw use. Ben will create written guideline, including staff going through Forest Service training.
 - Map update – Ned Zuelsdorff working on one map that will show details of the full trail. ABSF will take on the cost.
 - Potential of GIS mapping to come up with a 3-dimensional map of the trail. County may already have these, or Google Maps.
 - Documentation-John Leighton
 - Sue Scheer, Charlie Dee, Yuriy Gusev part of committee
 - Looking at BoardDocs.com as the platform to archive & organize.
 - Yuriy suggests looking at Google Docs to eliminate expense.
 - Skier Development-Ben or Amy
 - 16 grants awarded totalling \$17,940. Checks go out by next week. Total of \$385,000 in skier development grants.
 - Currently there is no Chairperson of this committee. Jan Guenther has volunteered.
 - Board members interested in participating – Sue, Dennis, Yuriy
 - Competition-Dennis Kruse
 - N/A

- Executive Director report-Ben Popp
 - Trail – Clean up/Projects and new tracking App
 - Hatchery project complete – lots of kids received work hours

- Timber sales will commence, with logging also taking any mature trees along the edge of the trail that are likely to fall down soon.
 - Birkie Trail app being developed that show where you are on the trail, along with the latest grooming progress. Separate Birkie race day app will be created.
- Trail Pass (new signage / Slips / credit card payments / annual passes) Begin Mid-november
- Registration open – currently we have 10,129 Birkie | 1155 Run(new record) | 126 Tour | 141 Fat Bike!
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- Run Download (financials and survey results)
 - \$30,000 profit, compared to \$800 loss last year.
 - Huge opportunities to grow the Trail Run events; customer is a very different demographic than Birkie – only 30% of trail run participants ski Birkie events.
 - Survey review
- Telemark update with buyers/ easements
 - No purchase agreement has been approved – October 15 deadline was not met.
 - Option remains to buy property.
- Birkie updates
 - Discussion of 2016 Birkie/Worldloppet race date schedule complexities. 2/20/16 or 2/27/16.
 - Discussion of volunteer liability and waivers.
- Partnership/ Fundraiser with School – launched November through video
- Office update
 - Demo almost complete, new slab goes in this week, all on schedule.
 - Museum – Clif has given us access to room in Telemark that has Birkie memorabilia.
- ED's Working group
- Mayo update
 - Survey will go out next week after race closes
- FIS / Worldloppet update – 2016 dates and Dennis at Exec Mtg
 - See Birkie update above.
- Membership updates – 1097 voting members to date
- Sport Devo Update
- Fundraising Update / Presentation
 - Review of campaign presentation so Board is on the same page with staff
 - Formation of Development Advisory Committee
 - Creation of a long-term development plan
 - The Board is a critical part of campaign success
- Birkie Trail Run summary
 - As discussed in Executive Director's report
- Fund raising update
 - See Executive Director's report above
- Board vacancy
 - Motion by Sue Scheer, 2nd by Yuriy Gusev: Charlie Dee to be named to fill the 2-year balance of Dave Nelson's term; Paul Eckerline to be named to fill the 1-year balance of Amy Rowley's term.
- JDRF-who's next?
 - Table until December meeting (no meeting in November)
- Adjourn
 - Motion by Tom Duffy to adjourn, 2nd by Mike Mandli