

MINUTES  
ABSF Board of Directors Meeting  
*March 19, 2018*  
3:00 PM ABSF Office

Board Members present: Paul Eckerline, Dennis Kruse, Jeff Tumbleson, Tom Duffy, Brett Rondeau, Sue Scheer, Kathie Pautsch, John Kotar.  
Board Members Digitally Present: Joe Timmerman, Mike Mandli, Yuriy Gusev  
Absent: Charlie Dee, Jan Guenther  
Staff Present: Ben Popp  
Call to order: 3:00 PM

Approval of Agenda: Duffy moved. Rondeau second. **Approved**

Approval of Minutes from January 15, 2018 Board Meeting: Rondeau moved. Kruse second. **Approved**

President's Comments: Paul Eckerline

- Announced April Board Meeting will be held in conjunction with staff retreat on April 12 at Old Chicago Club. The Endowment group will also be there. Dinner to follow board meeting.

Executive Director's Report

- **Cable museum** will not take 00 buildings as planned.
- **Snow making:** Still in planning stages due to unknown future of Telemark Resort (see below). Unable to install any big pumping system at this point, but with what we have, snowmaking is possible for a 3K loop (the current Competition Loop) at the Start Area. Discussed feasibility of snow making at 00 (generator powered).
- **HK developers** on hold with respect to buying and restoring Telemark resort (due to unresolved issues that will not allow a clear title). Discussed other possibilities for the outcome if the sale does not go through.
- **Sport Development Program:** This is currently being looked at in detail by Ben, Kristi and Jim to assure that money is spent in the best possible way. Currently \$100,000/year available. Want to make sure that we are making a measurable impact and supporting programs that have measurable outcomes. Looking at better serving the 16-22 year old age group.
- **Post-Race Survey Birkie 2018:** Results reviewed. NPS (Net Promoter Score) is used: 60+ is excellent (100 is perfect)  
Scores for 2018: Overall Birkie 83; Korte 70; Prince Haakon 79  
Some negative comments were: need more chairs for changing after the race; waves too big; long wait for bus for Korte (car dropping off rather than parking at bus lots caused considerable congestion and delays).  
Survey showed that 7% of participants also volunteered.

- **Fat Bike Birkie 2018:** NPS score 86. 978 registered; 14% DNS. Great conditions!
- **Birkie Bridge:** Super Bowl debut went very well. Lots of great publicity as a result. Currently in the process of washing and weather-proofing, etc. Expected to have a 15 year life span.
- **Media/PR:** Nancy is doing a great job. Facebook followers has increased 9% to over 15,000 followers.
- **Open registration in May:** First and second weeks tends to predict final numbers for races; we will consider cap increases for 2019 races, especially Korte.
- **Grooming:** Kurt Proctor has agreed to stay on through the rest of this year! He has been a great asset and mentor for the rest of the crew. Currently grooming twice a week (Tuesday/Friday nights). Trail is still in very good shape for skiing. Grooming report on the website is very helpful. Site work at OO started on south side to make more room for equipment/groomer.
- **OO Nordic Center:** This will provide more options for races. Hoping to attract races such as Super Tour, Super JNQ; Gitche Gami Games.
- **World Lumberjack Championships:** Nancy is promoting this with Facebook posts. Operations group is selling tickets on-line with good increase in tickets sold. Hoping to have Sean time this event with live-streaming and instant feed back for results. Lumberjack Run coming up.
- **Birkie Trail Run:** 60 people have already registered.
- **Endowment/Forerunners:** We now have 25 out of the goal of 30 Forerunners. Targeted mailings have helped, and Audun has done a great job. We have 11 legacy gifts (which are of unknown amounts). Trustees are working on what the next phase of the campaign will look like.

## Committee Reports

### **Finance:** Timmerman

- Finance Committee Minutes from 3/14/18 were distributed.
- Accounting software changed to Quick Books so cover page and formatting is different, but allows multi-users.
- Cash Flow may become an issue due to several factors:
  - A. Building OO Nordic Center and bridge over OO may come in over budget.
  - B. \$225K WI State Grant will come in the next fiscal year; this absence will affect net income for this fiscal year, but does not affect operations budget because this project is capitalized.
  - C. Birkie and Fat Bike registrations were down this year.
  - D. Capital campaign pledges are spread out over several years.
- No recommendations at this time, but options are open for borrowing money if needed and/or financing the Piston Bully.

- Snow gun machines could be rented with rental dollars going toward purchase; we have only seven hours on them from this season.
- Cash is down \$320,135 from one year ago while assets are up slightly (\$3.868 million vs \$3.688 million).
- We have an unrestricted \$100/year for 3 years grant.

**Documentation:** Dee

No Report.

**Skier Development:** Guenther

No Report.

**Trail Committee:** Mandli

No report.

**Competition:** Kruse

- There has been some concern expressed from Cable residents over that fact that the Nordic Center will likely result in events finishing at OO vs Cable.
- Discussed considering having the Elite Sprints during Birkie week occur at the Start Area.

Old Business

None

New Business

**Birkie Summary**

- Acclimations to the Birkie staff for a phenomenal Birkie week.
- 280 participants dropped out during race; 60 pulled off course due to not meeting time constraints.
- Concern over Wave 70: Many wave 70 skiers felt that they were being run over and forced into the softer snow on the edge of the course. Dissatisfaction from Wave 1 skiers who felt that Wave 70 skiers caused a potentially dangerous hindrance. This needs to be re-evaluated to come up with a solution that both honors 70 plus skiers but is safe and satisfactory for all participants.
- Cell tower problems caused difficulties with video feed on Main Street and with cell service. There were over 30,000 live feeds for the Birkie and 17,000 for the Korte.
- Bag drops at the New Start area were congested and difficult for skiers to get to easily.
- Skiers had difficulty entering and exiting the Great Hall as the doorway was very narrow and not easily accessible with the multitude of skiers and spectators.

Adjournment: Duffy moved. **Acclimation.**

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