

American Birkebeiner Ski Foundation
Board of Directors Meeting
April 22, 2013

Members present: Scott Chapin, John Garrett, Jan Guenther, Yuriy Gusev, John Kotar, Dennis Kruse, John Leighton, Amy Rowley, Sue Scheer, Joe Timmerman. Called in: Mary Wingfield. Members absent: Don Becker, Jane Bidwell. Also present: Ned Zuelsdorff, Shellie Milford, Steve Narveson, Terry Penman

Meeting called to order at 4 p.m. by Sue Scheer, President

Minutes of meeting of March 18, 2013 were approved.

Meeting agenda was approved.

Birkie Headquarters Proposal. Amy Rowley and Terry Penman gave a brief history of the consideration to improve/upgrade the office space. The discussion began in 2010 and basically came to a stop, but is now being revisited with the formation of a committee to review needs and options. The starting point is the current office. Terry met with the City of Hayward and received information regarding growth in footprint size potential. The Committee examined other options: log building on Hwy 63 and Main Street; the old Carnegie Library, Cable area, OO, other spaces in the Hayward area. The Committee feels that the current location is the best option, some of the reasons being; excellent parking, on the race course finish line, visibility to public, storage potential, shipping and receiving easy. Terry made a visual presentation of the existing building, the potential space additions and breakdown of specific areas needed. Discussion took place regarding: budget/financial considerations; what other investments do we want/need to make; who is the driving force behind this; what are capital investment long-term plans; consider issues of start area and trail access (Telemark situation). Amy Rowley made a motion that the Board approve financing \$625,000 toward a new building project. Joe Timmerman seconded the motion. After discussion, it was suggested that a budget and capital expenditure proposal be developed and given to Board members. Amy and Joe agreed to table the motion and have discussion at a special meeting called for May 8th. Amy mentioned that the Building Committee would meet the first Tuesday of May.

Finance Committee. Joe Timmerman distributed the financial statements. Joe predicts that ABSF will be \$50,000 in the black at the end of the current fiscal year. Discussion took place regarding the fee structure for the 2014 events. All registrations for the Birkebeiner, Kortelopet and Prince Haakon will be on-line only. A \$5 fee added to on-line entries to cover additional charges to ABSF. It was suggested that the fee be incorporated into the on-line registration total fee. Joe made a motion to raise all levels of fees by \$5. Jan Guenther seconded the motion. After discussion, the motion passed. Yuriy Gusev opposed the motion.

Personnel Committee. No report.

Skier Development Committee. Scott Chapin announced that the 2013/2014 Skier Development grant information and application are available on-line.

Trail Committee. John Garrett previously distributed the Trail Committee minutes to Board members. At the meeting, discussion took place regarding the situation at Telemark. John Garrett suggested that the ABSF purchase the new Pisten Bully and sell the 1999 PB. This request will be added to the capital budget for the coming year.

Sponsorship Committee. Yuriy Gusev commented that there was discussion about how they see the Committee as advisory to the staff working on securing sponsorships. The sponsor survey has been sent out, but the response is slow in coming in. It will be sent out again.

Executive Director Report. Ned mentioned that he sent Board members results of both the Birkie and Fat Bike surveys. In addition to the survey graph, there are comments accessible to the reader. The Paintball Biathlon will take place on July 27th at "OO." The North End Club folks will help with the event. Question was raised about individual budgets for each event. Steve Narveson said that the BirkieTour had a net income of \$11,000 and the Birkie Trail Run \$12,000. The Paintball event broke event. The Fat Bike Birkie netted \$860.

Dennis Kruse talked about the Worldloppet Annual General Meeting which will take place here in mid-June. Dennis encouraged Board members to participate in the open activities. The social activities provide Board members a great way to learn about the other Worldloppet events and socialize with key people from these events. He gave a general outline of the schedule and mentioned that Board members could be present at the general meetings, but it is not appropriate to be part of meeting discussion. Dennis mentioned topics that will be discussed in breakout meetings: how race organizers are dealing with media; sponsorship; wave placement/seeding/line up of FIS skiers.

Sue Scheer offered a heartfelt thank you to Ned for eight years of hard and exceptional work for the ABSF. There will be an open house for Ned on Friday afternoon, May 10th, at the Birkie office.

Board went in to executive session.

Submitted by Shellie Milford