

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

Members present: Jane Bidwell, John Garrett, John Kotar, Dennis Kruse, John Leighton, Amy Rowley, Sue Scheer, Joe Timmerman. Calling in: Jan Guenther, Mary Wingfield. Not present: Don Becker, Scott Chapin, Yuriy Gusev. Also present: Ned Zuelsdorff, Shellie Milford, Susan Kendrick, Steve Narveson, Chris Campbell

Minutes of the meeting of November 12, 2012, were approved.

Paul Thompson, founder of Cool Planet, gave a brief presentation about his organization concerning the issue of global warming. Bill McKibben is scheduled to make a presentation at the Park Theatre in Hayward on Thursday evening, February 21, 7:30. All Board member are invited to attend free of charge.

*Finance Committee.* Joe Timmerman commented that he is not sure of the impact to the bottom line of the budget due to the cancellation of the Birkie Tour. The costs associated with grooming for the IPC World Cup, do not appear in this months financials. Trail Pass receipts are down from previous years, well below the budget of \$30,000. Dennis Kruse asked about the consequences of canceling the Birkie. Joe said that the organization would work around this issue.

*Personnel Committee.* Jane Bidwell said that she would soon distribute the minutes of the recent Personnel Committee meeting. At the meeting Susan Kendrick presented her original job description and how it had changed with additional roles including work on sponsorships. Board discussion took place regarding the commission compensation. It was decided that Ned would determine the commission compensation and make a presentation to the Board. Some discussion took place regarding the role of the Personnel Committee and to whom employees address grievances. The newly revised employee handbook will be addressed in the future.

*Skier Development.* Ned announced that there were two additional grant applications which were submitted and lost. Both applications were reviewed and applicants each received \$1,000.

*Trail Committee.* John Garrett commented that discussion took place regarding the condition of the course for this year's event. Committee feels that there needs to be discussion regarding contingencies in case of no snow. Also it was suggested that the Board discuss the high risk of prepping the snow on Lake Hayward. Regarding negotiations for future use of Telemark property, John says they have stalled. Oyvind Solvang, Telemark's designated negotiator, says that he is waiting for word from the owners, We still have no word on 2014 easements. Regarding the trail head at Northern Lights Road, Sawyer County has given approval to begin trail construction this spring. Ned has started the process to obtain DNR permits. Lengthy discussion took place at the Trail Committee meeting about snow making at OO. It was determined that

the cost was prohibitive. The question was asked about an alternative location, but the same conclusion was drawn.

*Office Space Ad Hoc Committee.* Amy Rowley indicated that this committee was formed to deal with office and administration space which is needed to run the Foundation. The reasons for needed change include; growing number of staff, privacy, meeting rooms, additional events, storage needs and more. Available buildings in Hayward have been toured. The Carnegie Library will be toured. Committee will put together options and present to the Board, possibly in March.

*Sponsorship Committee.* The Committee did not meet this month.

*Executive Committee.* Sue Scheer said that the Board approved a revised job description for the Executive Director's position.

*Executive Director Report.* Ned said that a person affiliated with UW-Eau Claire will be donating 5-6 lap top computers which have been cleaned up and are ready to use.

Three additional cutoff time locations have been created. Skiers must start by 10:15 on race day morning (the last wave, Prince Haakon, leaves at 10:00), Timber Trail cutoff is at 11:30 a.m. and Boedecker Rd cutoff is at 1:00.

Nikkerbeiner contest judges are needed. Board members are encouraged to volunteer.

Sue Scheer announced that Ned turned in his resignation as Executive Director as of May 18<sup>th</sup>. Sue read Ned's resignation letter. Discussion took place regarding the notification and hiring process for the new executive director. John Leighton proposed a resolution that the Board accept Ned's resignation while expressing appreciation for the 8 years of service that he has put in to make the Foundation what it is today. Joe Timmerman seconded the motion. Motion carried.

*Unfinished Business.* Ned said that the process to turn over the management of insurance policies to RJF has begun. Ned talked to both Tom Turngren and Craig Hokanson of Johnson Bank about the change. The event insurance will stay with the same carrier. RJF will now be the company servicing the insurance policy. The cost will be similar.

Sue Scheer brought up discussion of the most recent Conflict of Interest Policy. She indicated that this policy pertained to Board members only, not employees. John Kotar made a motion and Amy Rowley seconded the motion to approve the policy as presented. Motion passed.

*New Business.* Discussion took place regarding event contingencies, taking into consideration trail conditions and safety of the ice crossing Lake Hayward. A number of years ago the course was moved away from the river channel. The trail staff bores

holes along the Lake course to insure safe thickness of ice. The status of the race (course change, cancellation) is determined by the Chief of Competition, Chief of Medical and the Technical Delegate. To assist in making the decision, input is gathered from important and relevant entities. Board members asked that they be kept informed about decisions so that they can intelligently disseminate information if asked. It was also suggested that Board members check their emails and the Birkie.com web site for continuing updates. There is no set policy regarding future discount or any other form of reimbursement should the event be cancelled. After the 2000 cancellation, a \$10 discount was offered to anyone who had registered for the event and registered within the first pay rate for the 2001 event. It was suggested that the Foundation develop a way to inform skiers about how the ABSF money is spent. Joe Timmerman said he would take on this project.

*Other Business.* Susan Kendrick brought up the question of how to title the event if a major sponsor is secured. Two options are: example of Subaru American Birkebeiner; American Birkebeiner Presented by Subaru. Consensus is that title should follow the American Birkebeiner, Presented by...format.

The Personnel Committee will meet to formalize the process for the Executive Director search. Sue Scheer indicated that the Committee would need to review the structure of job descriptions.

Meeting adjourned at 5:45 p.m.

Submitted by Shellie Milford and Jane Bidwell