

American Birkebeiner Ski Foundation  
Board of Directors Meeting  
March 18, 2013

Members present: Jane Bidwell, Scott Chapin, John Garrett, Jan Guenther, Yuriy Gusev, John Kotar, Dennis Kruse, Amy Rowley, Sue Scheer. Present by phone: Mary Wingfield, John Leighton. Not present: Joe Timmerman. Also present: Ned Zuelsdorff, Shellie Milford, Steve Narveson, Susan Kendrick, Joan Cervenka.

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

Minutes of the meeting of January 21, 2013, were approved.

Approval of agenda. Mary Wingfield asked to be able to discuss a request for a skier's inclusion in results.

*Race de-briefing.*

Ned discussed the spreadsheet sent to Board members which indicated detailed changes in numbers for all events since 2008. There has been significant growth in most events, with the exception of the Barnebirkie and Family Fun Ski. The Hayward Police and Public Works people have expressed the feeling that the numbers have reached a comfortable maximum. The Thursday and Friday events (some of which began a few years ago) have been growing in popularity, both in participation and in the numbers of spectators. General improvements or considerations are: how often to do the Nikkerbeiner; evaluate and improve the Adaptive Ski event; increase prize money for Elite Sprints. The Birkie, Korte and Prince Haakon events were very successful. General improvements or considerations for these events are: better preparation for the FIS Marathon Cup; consider having drug testing; look into offering "Preems" on course; discuss other options for skier "gift" (Swype gloves this year).

After discussion regarding the timing of the event, Dennis Kruse made a motion and Jan Guenther seconded the motion to list the Birkie skate top 200 male finishers and top 75 female finishers by gun time. All others will be listed with chip times. Chip times will also be available to the top 200 male finishers and top 75 female finishers.

Women's elite wave start at 8 a.m. was popular and provided a very exciting finish.

Live web cast had some problems, especially out on the course. Coverage from the finish line was good on large flat screen. If Verizon develops 4g as promised, coverage should be better next year if this is done again.

At times there were long lines for bib pick-up and Birkie Enterprises at the Hayward Middle School. Changes are being made to the Expo layout and bib pick-up access. There were definite improvements, but need to review the layout for next year. Also, it was suggested that an article be written which will address important information for skiers to know (especially first timers) and include answers to the most commonly asked questions.

The Ski Demo on Sunday was very successful. Suggestion is to have food, refreshments and music at the event in the future.

Having help for post-event clean-up is always a problem, especially at Tent City. Suggestion is to create a "clean up" chief position. Ideas for groups to help were discussed.

Tent City area can be very dangerous with hot water in large pots on burners. Ice forms easily. Although sand was used, suggestion is to cover with straw.

Traffic to parking areas on race day is a continuing problem. Suggestion is to review the parking areas, busing, logistics, carpooling and the traffic in general.

After receiving written information from George Hovland regarding missing the cutoff at Hwy 77, the staff will give him credit for completing the event, but no official time.

The Fat Bike Birkie was a great success and created no significant impact on the regularly groomed portions of the trail.

Ned said that the skier survey would be sent out this week.

Scott Chapin talked about the silent sports impact study which started 15 months ago. The University of Wisconsin and local Bayfield and Sawyer County extension offices are involved. The survey covers a 12 month cycle and the full report will be completed in late June. It has the potential to provide important data for the ABSF and could be a powerful tool for marketing, sponsorships and community relations.

#### *Committee Reports.*

Finance. An unaudited statement of financial position for this year vs last year was distributed.

Personnel. Jane Bidwell indicated that an evaluation of what questions should be asked of executive director applicants was sent out. After Board members have reviewed the applications, personal interviews will be conducted. Of those, 4 or 5 will be selected (or whomever looks good) for further interview by the full Board.

Skier Development. It was suggested that the application process for skier development grants be started earlier so that organizations can be informed of donations earlier in the planning stages.

Competition. No report.

Trails. John Garrett indicated that the committee recommends that grooming plans be communicated on the Birkie web site. It was agreed that the Fat Bike Birkie event had minimal impact on the trail and also that there should be no use of fat bikes on the Birkie trail system except for the weekend of the event.

Headquarters. Amy Rowley said that the committee will bring a formal proposal to the April Board meeting for discussion. At this time, the committee is focusing on tearing down the existing office structure and building a new facility on the current location.

*Executive Director Report.* Ned brought up discussion about the race cap for 2014. He recommended that the numbers be the same as the numbers for 2013; 9800 for the Birkie and Korte and 500 for the Prince Haakon. The Board agreed by general consensus. The registration fee structure will be discussed when there is a more complete financial picture. Discussion also took place regarding the participant gift. It was recommended that a sponsor be involved in the item chosen.

*Follow-up of December Retreat.* Yuriy Gusev said that he would email follow-up information to everyone for review and asked for response. Some recommendations are: have only four meetings per year and then twice a year have a special meeting; also that any motion be presented in writing four weeks prior to voting so that Board members have time to discuss and review the motion. Other thoughts expressed are concern that there would be a disconnect with fewer meetings; two special meetings (in addition to whatever number was decided for regular meetings) would occur at the event review meeting and a retreat at another time; concern about the number of meeting missed and therefore a lack of participation by those who miss meetings.

Meeting adjourned at 6 p.m.

Submitted by Shellie