

American Birkebeiner Ski Foundation
Board of Directors Meeting
Nov 14, 2011

Members present: Bill Bauer, Scott Chapin, Jane Bidwell, Tom Duffy, John Garrett, John Kotar, John Leighton, Sue Scheer, Joe Timmerman. Also present: Ned Zuelsdorff, Shellie Milford, Steve Narveson. Members absent: Don Becker, Dave Nelson, Mary Wingfield

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

Agenda addition requested to consideration of the Ian Duncan request for video funding. Revised agenda was approved.

Minutes of the meeting of October 17, 2011, were approved.

Committee Reports.

Finance. Joe Timmerman presented a general overview of the Finance Report which was sent to all Board members via email. This report was generated from the Finance Committee meeting of November 11. He commented on the internal control and accounting/record keeping process audit done by Anderson Hager and Moe last year. The outcome was favorable. Some areas to be worked on are handling of cash, e.g., during the Barnebirkie registration, and the money collected from the parking area tubes. It was suggested that two people be present at the collection of money from the tubes.

Personnel. No report.

Skier Development. Scott Chapin reported that there were 52 applications for funding. Nineteen were approved. Letters of approval, a check and a 2011 race DVD were sent to recipients. Letters and DVDs were sent to all other applicants.

Competition. Dennis Kruse said that the committee has met twice. They are recommending that the women's elite wave be increased in size to 80. The question of returning to the FIS Marathon Cup or becoming involved with the Ski Classics events was discussed. The consensus by the Committee is to wait and see how both of these series pan out.

Trails and Facilities. John Garret indicated that the Committee discussed the proposed new start area. Anyone can see the proposed start area and trails and he recommends that Board members do so. Issues to consider are: negotiating prices and buying land parcels, Bayfield County land approval and financing. Additional items to consider are: developing plans for a start, buildings, toilets and the trail. Ned indicated that the Bayfield County Forestry Committee will hold their December meeting at the Cable Community Center in order to gather public input regarding the proposal. Ned will hold a meeting on November 22nd at the Cable Community Center at which time he will do a power point presentation and discussion of the new start area proposal. Lengthy discussion took place. Concern expressed was mostly regarding the tradition of starting near or at Telemark. The general consensus is that the new start area would be a positive step.

Finish Line. At a meeting of Hayward City personnel, staff member, a few Board members and others, discussion took place regarding the potential of expanding the finish line area. The ABSF staff has requested the use of Dakota Avenue for additional baggage area needs. John McCue will approach the City with the request. The area just past the finish line needs to be secured so that

spectators are not impeding the movement of the finishers. There need to be better ways of moving people into the Tent City area. Parking in downtown creates significant problems. A suggestion is to provide parking area outside of City and bus spectators to town. There will be a meeting in December to discuss these issues and ideas further.

Executive Director Report.

Ned indicated that registration is at 7800, about 1500 ahead of last year. Sponsor renewals are Fast Wax, Marketplace Foods, Becker Law, Peoples Bank. New sponsor is Oarsman Capital. Salomon and others have made verbal commitment and contracts will be signed soon. In-kind sponsorships are currently valued at \$76,000. The ski demo area has not been determined. Areas considered are next to the Middle School, the Hayward Golf course and Telemark. *Ned* indicated that the ABSF will provide boxed meals for the vendors at the school. Downtown Hayward shops will be "painted" with lights during the holiday season and these lights will be turned on again for the Birkebeiner. On Thursday, February 23rd, at 4 p.m., Vegard Olvang will give a presentation at the Park Theater about his adventure to the South Pole (currently happening). Following will be an open ski on Main Street and then Vegard will light the Torch at the Welcoming Ceremony. At the time of the torch lighting the Main Street lights will be turned on.

Other Business

MS Request. Once again, discussion took place regarding the request from Ian Duncan for \$25,000 in support to help fund a documentary on the subject of MS, physical exercise and cross country skiing. After discussion no decision was made.

On behalf of Mary Wingfield John Leighton indicated that she has major concerns about taking care of the skiers in wave 4 and back. She would like to see more food available to later skiers. *Ned* indicated that the staff would discuss better metering out of food so that later wave skiers are taken care of. *Ned* distributed the chocolate wafers that will be available at some food stations. There will be more information on the web site, in the ezines and in the Birch Scroll about preparation for skiers to consider; e.g., carrying more of their own food.

The next Board meeting will take place on December 12, 4 p.m. at the Rivers Eatery in Cable. A Holiday gathering of Board and staff will follow.

Meeting adjourned at 5:45 p.m.

Submitted by Shellie Milford and Ned Zuelsdorff