

MINUTES
ABSF Board of Directors Meeting
January 16, 2017
3:00 PM ABSF Office
Hayward, WI

Board Members present: Paul Eckerline, Dennis Kruse, Joe Timmerman, Charlie Dee, Tom Duffy, Brett Rondeau, John Kotar, John Garrett, Jeff Tumbleson, Mike Mandli, Sue Scheer.

Digitally Present:

Board Members Absent: Jan Guenther, Yuriy Gusev

Staff Present: Ben Popp

Call to order, 3:00 p.m.

Approval of Agenda: Duffy moved, Mandli second. **Approved.**

Approval of minutes from December 5, 2016 Board Meeting: Kruse moved, Duffy second. **Approved.**

President's Comments, Paul Eckerline

- March meeting will be moved to March 27 because of conflicts.
- No meeting in February.
- Thanks for board members attending events and serving as ambassadors and volunteers.
- We will have an Informal discussion on snow making today. Hope to do this on other long-range topics in future.

Executive Director's Comments, Ben Popp

- Birkie Tour:
 - Put out a lot of infrastructure for Birkie that we'll leave out so we don't need to do it prior to the Birkie. Aid stations worked fantastically with the new amenities funded by Phase I of Capital Campaign.
 - Volunteer groups for Tour did great job.
 - New water pumps installed at aid stations worked well but was cold.
 - Birkie Tour: capped at 900. Had 802 participate, including almost 200 Nordic Kids. Only one medical issue. We planned for 800, then with perfect weather registration jumped in last few days.
- Junior National Qualifier pays \$3500 for expenses for renting our start area and buildings. Suggestion that we market building for events. Another suggestion

that we panel walls and finish ceiling. This would solve the problem of building getting too hot and producing condensation, with idea that we'd recover costs from renting out.

- We're selling 200 parking passes at race start. VIP lot can park 800 cars.
- Signs directing drivers to start line will be installed by Cable.
- The *Midwest Living* two-page spread reached 960,000 with great article. If we had paid for the same space as advertising it would have cost \$150,000.
- We will close Birkie Trail this weekend if it gets too warm.
- Prince Haakon numbers are at 530 now, so we'll close this coming week. We will have nearly 11,000 total skiers this year.
- We will also get about 25 elites from folks who didn't qualify for WC from Nationals at Soldiers Hollow.
- The three Worldloppet skiers who have been caught cheating registered for the Birkie, but in accordance with WL policy, we have informed them that they're not welcome, and we will refund their entry fees.
- Still working on what we will need for OO infrastructure and new building after this year's race. Meeting with Chris Carpenter and Sawyer County Forester Greg Peterson on what we'll need in the future.
- The *Race Guide* will be online Feb. 1 with multiple email blasts to call attention to it. We'll have plenty hard copies for people to pick up at Expo and office.
- Phase II commitments up to \$612,000, with \$321,000 in hand.
- Met with DNR Grants guy. Strategizing which of the grants to go for and how to position it.

Committee Reports

Finance: Joe Timmerman

- Cash is down \$246,000 from one year ago as we take monies raised during the capital campaigns and invest them into fixed assets.
- Total assets of \$3.849 million are up 14% over last year's total assets of \$3.379 million.
- YTD net income of \$1.47 million is above last year's YTD net income of \$1.22 million and is above budgeted YTD net income of \$1.38 million.

Trail: Mike Mandli

No meeting. We will be revisiting our greatest challenge, snow making, in the future.

Documentation: Charlie Dee

No meeting. I'll meet with Ben tomorrow about storing Board Election results and other archival duties laid out for the Secretary in the Bylaws. Committee will meet soon to develop language on tie-breaking

procedures for Board and officers elections as well as electing a Worldloppet Rep.

Skier Development: Jan Guenther
No report.

Competition: Dennis Kruse
Seeley Hills Classic big success and couldn't be held without all the help from ABSF. We still need local families to host athletes from abroad and elites who would rather stay with families than motels.

New Business

An informal discussion was held on the practical and financial challenges of snow-making. We will revisit this topic after the 2017 Birnie.

Adjournment: Duffy moved, Garret second. **Approved.**