American Birkebeiner

Board of Directors Meeting

June 9, 2014 - 4:00 PM

The River Deck Restaurant Hayward, WI

Board Members present: Sue Scheer, John Garrett, Joe Timmerman, Jane Bidwell, John Leighton, Tom Duffy, John Kotar, Dennis Kruse, Brett Rondeau

Board Members attending via phone: Dave Nelson

Board Members absent: Scott Chapin, Jan Guenther, Yuriy Gusev

Others Present: Ben Popp, Susan Kendrick, Ned Zuelsdorff

Guest: Steve Poulin - Swix

1. Call to Order
2. Approval of Minutes of meeting of May, 2014
   1. Motion to approve made by Dennis Kruse, 2nd by Tom Duffy
3. Approval of Agenda
   1. Correction for item #4: Ned Zuelsdorff will lead the discussion instead of Dave Nelson and Dennis Kruse
   2. Motion to approve made by Tom Duffy, 2nd by Dennis Kruse
4. OO Workgroup- Ned Zuelsdorff
   1. Ad-hoc workgroup was created to draft a development plan for OO (This workgroup is independent of ABSF). Once created the plan will be presented to ABSF Board, CAMBA, Sawyer County, CXC, and any other possible partners.
   2. Workgroup members: Bryan Fish, Bill Pierce, Scott Wilson, Dave Nelson, Chris Campbell, Ron Bergin, Todd Goold
   3. Development could include: additional higher-level Competition trails, biathlon range, sledding hill, skating rink, mountain bike skills trail/pump track, some snow-making, a large Event/Community Center, fitness course.
   4. Goal is to create a Park for non-motorized activities – a community facility, as well as draw in people from outside of the community.
   5. Expect to have a presentable draft plan within a month to begin talking to potential partners to share ideas and brainstorm about how to make this happen.
5. Executive Director Report
   1. Registration open – currently we have 2625 Birkie | 175 Run | 95 Tour | 75 Fat Bike
   2. Telemark update
   3. Birkie updates –
      * National Guard – Not able to help, however we can use their facility
      * School – Will be using high school in 2015 instead of middle school
      * Korte Finish – Negotiating new finish line adjacent to start line
      * County / aid stations – Hatchery Trail reroute to allow use of Hatchery building as an aid station (would eliminate the 77 crossing aid station)
   4. Downtown Bridge
      * Exploring the possibility of a temporary bridge over Hwy. 63 to help improve the flow of traffic, and shift finish line closer to Post Office to allow use of Elementary School, armory, and other buildings rather than Tent City. Preliminary sketch created, collecting bids to explore costs, with expectation that it shouldn’t cost much more than what we spend on Tent City. Bridge also highly visible real estate for sponsors (signage). Partners include DOT, City of Hayward, Sawyer County.
   5. Georgia Tech update – Study focuses on wave capacities, and at where people are staying to examine vehicle traffic flow. Project will be complete in December.
   6. Mayo – Health Survey in partnership with Mayo Clinic. Birkie skiers are the control group, surveys will be issued to every skier in the race. Kikkan Randall is supporter to add credibility and encourage people to participate. Study expected to last about 5 years.
   7. Staff update (Race Director) – 5 Finalists have been interviewed, all are really good candidates, expect to make an offer by 7/1/14.
   8. Office update – Design is finalized, working to secure museum items from Telemark to preserve the legacy.
   9. Medical – Dale Quigley staying on as Race Chief for medical, met with interim Ambulance director who will also partner with us on our medical plan. Medical Chief will be assigned to each aid station.
   10. Chief’s party – Reschedule for August
   11. Annual meeting agenda/ ideas – Goal is to get 100-150 members to come up for the whole weekend and have fun on the trail. Will send out Save the Date and collect rsvp.
   12. Membership update – Membership dollars have doubled compared to last year
   13. Event Insurance + Customer service push
   14. July meeting – should have Business Plan ready for initial presentation.
6. Honoring the Legacy-Ensuring the Future-Ben Popp
   1. Fundraising for future – Initial layout of campaign
7. Swix – past, present, future – Presentation by Steve Poulin
8. Next Meeting: July 21, 2014- 3:00
9. Adjourn: Motion to Adjourn by Tom Duffy