

American Birkebeiner  
Board of Directors Meeting  
September 15, 2014 - 3:00 PM  
Birkie Office – Hayward Court

Board Members present: Sue Scheer, John Garrett, Joe Timmerman, Tom Duffy, John Kotar, Dennis Kruse, Yuriy Gusev, John Leighton, Brett Rondeau, Mike Mandli, Charlie Dee  
Board Members attending via phone: Jan Guenther; Dave Nelson  
Board Members absent: None  
Others Present: Ben Popp, Amy Rowley, Shellie Milford, Allan Serrano, Kris Mayberry,

Agenda & Notes

1. Call to Order – 3:00 PM
2. Approval of Minutes of meeting of July, 2014
  - Tom Duffy – Motion to approve, Brett Rondeau 2<sup>nd</sup>
3. Approval of Agenda
  - Tom Duffy – Motion to approve, Brett Rondeau 2<sup>nd</sup>
4. Election of Officers-Kris Mayberry
  - President – Nominations
    - Brett Rondeau nominates Yuriy Gusev (6)
    - Joe Timmerman nominates John Garrett (7)
    - Elected: John Garrett
  - Vice President – Nominations
    - Brett nom Yuriy – Yuriy declines
    - Yuriy nominates Dennis
    - Brett motion to unanimously approve the election of Dennis Kruse
    - Elected: Dennis Kruse
  - Treasurer – Nominations
    - Sue nominates Joe Timmerman
    - No other nominations
    - Brett motion to unanimously approve the election of Dennis Kruse, Tom Duffy 2<sup>nd</sup>
    - Elected: Joe Timmerman
  - Secretary – Nominations
    - Yuriy Gusev nominates John Leighton
    - No other nominations
    - John Kotar motion to unanimously approve the election of John Leighton, Sue Scheer 2<sup>nd</sup>
    - Elected: John Leighton
  - John Garrett takes the floor, recognition to Sue Scheer for her time as President.

## 5. Review of policies-Sue Scheer

- Board and Committee Attendance Policy (from 2013)
  - 2 absences from Board meetings in 12 month period constitutes an attendance problem
  - Every Board member needs to be a member of at least one committee
  - John Leighton asks for clarification to process for dismissing a Board member; John Garrett sites by-laws to clarify.
  - Dennis Kruse request a calendar be sent out with 1-year of meetings for members to commit to, John Garrett acknowledges.
  - Additional discussion regarding attendance policy and by-laws in general.
  - Charlie Dee expressed concern that there is no formal record of policy decisions aside from meeting minutes, and suggests creating a policy & procedure document that accompanies the by-laws. Additional discussion ensued.
- Board of Directors Powers and Duties (from 2011)
  - Committees are fact-finding committees and make recommendations to the Board, however the Board collectively makes the decisions.
  - Charlie Dee: Believes this document should be included in the by-laws.

## 6. Set Committees-Board President – John Garrett

- Executive Committee: Consists of the 4 elected officers. John Garrett brought up that he's heard of concern from others that the EC is acting without full knowledge of the Board, along with concern that the EC doesn't need to exist. John requests discussion on that topic. Discussion ensued. John Garrett made the decision that he will send out an email to board members 2 weeks prior to monthly board meeting asking for suggested agenda items; 1 week later he will meet with Executive Director and together they will add additional agenda items, sending out the completed agenda prior to the board meeting.
- Discussion ensued relating to the relevance of committees. After hearing input from Board and Executive Director, John Garrett decided the 4 committees below have value and will remain active.
- Standing Committees and new Chairpeople:
  - Trail: Mike Mandli
  - Finance: Joe Timmerman – will meet the Thursday prior to a full Board meeting
  - Competition: Dennis Kruse
  - Skier Development: John Garrett will discuss with Jan Guenther the possibility of her acting as Chair
- John Garrett asks all Chairpeople to inform the Board of meeting dates and times, and invite all Board members.
- John Leighton will chair an ad-hoc committee called Documentation.
- John Garrett inquired if 9 meetings per year is appropriate and asked for discussion. Yuriy expressed that 6 meetings should be enough. After discussion, John determined 6 is too few, 9 is too many, plan for 7. Yuriy suggests every

other month plus Annual Meeting in August and retreat in December.

#### 7. Finance Committee Report-Joe Timmerman

- Income statement is strong.
- Expenses up about 10.7% from LY
- Income up \$208,000 from LY
- \$1.9 million budgeted income for 2014-2015
- \$1.7 million budgeted expenses for 2014-2015

#### 8. Executive Director Report-Ben Popp

- Trail – Status/Projects
  - Trail Damage from storm and Fat Tire is significant, especially from Brook to Hatchery; Lifetime/Cheq40 will pitch in on costs to repair.
  - Hatchery Aid Station reroute option B approved by County
  - Korte Finish modification approved by Town of Cable
- Registration open – currently we have 9,007 Birkie | 933 Run | 113 Tour | 87 Fat Bike
- Telemark update
  - Proposal for permanent start area – Cliff Louis indicates a sale is pending; when that happens ABSF will get \$1 perpetual easement for 70 acre area, plus ability to buy 5 acres to place structures on. ABSF will move forward with planning permanent start area, including fundraising.
- Birkie updates – Bridge
  - High priority project that ideally will be in place for 2015
  - \$125,000 cost initially, anticipates 2-year project
  - 1<sup>st</sup> year bridge will span 2 lanes; in future, additional costs will be incurred to expand the bridge to span 4 lanes.
  - \$8,000 annually to install/dismantle
  - 24' bridge – to include 2 skate lanes and 1 classic lane. Yuriy requests Ben explores option to expand to 30' – 3 skate lanes. 9% grade up, 15% grade down.
  - DOT/City of Hayward/Sawyer County approval of project.
  - Bridge will allow us to move finish line in location to better utilize elementary school and armory buildings; traffic will get far better.
  - Pending Board approval to move forward with project, Ben asks if we should finance the project (18-month interest free from People's Bank), or utilize cash on hand.
  - Motion by Dennis Kruse the staff is given permission by the board to build the best bridge possible to span Hwy 63, for use in 2015. Tom Duffy 2<sup>nd</sup>. Discussion: Joe Timmerman will work with Ben to amend the budget as needed. Motion passed.
- Medical – meeting monthly – Dale Quigley and Eric Nilson
  - Shellie & Allan: Detailed plan being created to bring significant improvements to race medical services.

- Georgia Tech / Flow (maps/traffic/finish)
- Partnership with Hayward School
  - Series of 4 videos leading up to fundraiser partnership to raise \$50,000 for the schools.
- Office update
  - Office is now operating out of temporary location
  - Museum project – will bring in an expert to consult as to how to do this best.
- Executive Director’s working group is being formed of people who are not associated with Board/staff, etc.
  - Provide sounding board for ideas
  - Provide range of input with no barriers
  - Provide think-tank atmosphere
  - Provide resources on a regular basis
  - Increase network for organization
- Fundraising Update – Honoring the Legacy, Ensuring the Future
  - Phase 1 - \$500,000 for start & finish, launch October 15
  - Phase 2 – Trail
  - Phase 3 – Create an outdoor center
  - Currently have \$190,000 (including \$100,000 that will come over 4 years)
- Mayo partnership – survey will launch in October; Mayo will bring results via a health symposium at the Birkie
- Membership
  - Significant increase \$49,110 this year vs \$22,860 last year
- FIS / Worldloppet update – Popular skiing Rep and WC 2016
- Sport Development:
  - Of \$40,000 budgeted for Sport Development, \$20,000 will be used for skier development grants, the remaining \$20,000 will be used for programs below:
    - Annie Hart sponsorship - Birkie Ambassador, Annie will write series of articles, promote the Birkie & skiing in general.
    - Holly Brooks - trying to win FIS Marathon Cup, Worldloppet races
    - Team Birkie - Partnership with CXC – program in development
    - Community Programs (hospital/North End/Youth) in development
    - WI HS Champs – ABSF has signed on as title sponsor
  - Skier development committee meeting on 9/22 to review grant scoring and determine awards.
- Birkie Enterprises update
  - Now working with Advantage Emblem to handle all retail
- Biz Plan: ReCap – final revisions in progress – to be discussed in October.

#### 9. Set 2014-2015 Meeting Schedule-Board President

- After discussion about how many meetings are necessary, determined that John Garrett will set a calendar with 7 meetings, plus Annual Meeting in August and Retreat in December.

- Meetings will be on the 3<sup>rd</sup> Monday at 3pm; December meeting & retreat will deviate to 2<sup>nd</sup> Monday of December due to proximity to the holidays.

10. Adjourn

- Motion to adjourn by Tom Duffy, 2<sup>nd</sup> by Charlie Dee