

January 20, 2014 - ABSF Board Minutes

Board Members Present: Sue Scheer, Jane Bidwell, Joe Timmerman, John Leighton, Dave Nelson, John Kotar, Tom Duffy, Jan Guenther, Dennis Kruse, John Garrett, Yuriy Gusev, Brett Rondeau
Others Present: Ben Popp, Amy Rowley
Board Members attending via phone: Scott Chapin
Board Members Absent: None

Minutes approved with removal of "(I didn't receive it)" Tom Duffy made the motion, John Leighton 2nd
No changes to agenda

Executive Director Report

- Telemark Update: Ben has had talks with Cliff Louis. The ABSF made an initial offer of \$110,000 to purchase land for a permanent start area. All parties have decided to wait as talks proceed with Bayfield Co. concerning a possible land swap. The 2015 start will not be a problem.
- Staff Update: Shellie will be leaving after the 2015 race. Jan will be unable to resume her position as bookkeeper. Both positions will be posted ASAP. Ben has added \$25,000 for labor to preliminary 2015 budget to cover the addition of a second race director.
- Birkie Tour: Was very successful. 655 entrants, budgeted for 500.
- Media: Reach is increasing with Yahoo partnership
- ABSF looking at making a donation of equipment to the medical community to thank them for vast support.
- Brokerage Account: Opened at Johnson Bank so we can accept stock endowments
- Chip Timing/Gun Timing: Discussion and thought process FIS does not approve of GunTime/Chip Time combo. We have gone to gun time for start, but chip mats will be at start line to discourage cheating.
- Trail
 - Grooming cost have roughly doubled, compared to last year due to lots of snow. But trail pass collection has almost doubled.
 - The mapping project/app progressing well.
 - **MOTION** made by John Leighton to authorize the executive director the ability to offer to buy tracking devices and equipment for others in our area (North end, Mukwonago, Rock Lake, etc.) to utilize, making us (ABSF) the clearing house. It was decided we don't need a motion as this can be done through the community outreach portion of our budget. The motion was removed from the table. Praise was given to Rex Clevenger for all his volunteer efforts to move the project along. Sponsorship: Ahead of budget.

Committee Reports

- Skier development- (Scott Chapin)-No report.
- Trail- (John Garrett) Not much visual of fat bikes on trail. The trail tread needs maintenance work to smooth and remove rocks, which will become part of the capital plan. Talking with USFS about possible use of equipment.
- Finance: (Joe Timmerman): November financials were sent out – there is a delay in December financials because of staff issues. Our cash position is good.
- Competition: (Dennis Kruse): Many top international skiers registered for 2014 Birkie. Work still in progress to bring more here. Clean athlete drug testing is in place for 2014 Birkie.

Contract Enforcement Policy (Sue Scheer)

- **Motion:** John Leighton, Tom Duffy, 2nd – Adopt the sponsorship contract language as amended. Motion carried (Sue Scheer has the verbiage). Sponsor benefits will be eliminated if unpaid, but the sponsor is still expected to pay in full.

CXC Grant Request (Ben Popp)

- Ben suggests we donate \$7000 to CXC to buy 120 pairs of children’s skis. The \$7000 is a small fraction of the project to supply skis to 16 regional elementary schools with 400 pairs of skis. The donation will come out of the skier development budget.
- **Motion:** Brett Rondeau, Dennis Kruse 2nd: To approve the \$7000 donation to CXC. Motion carried.

Capital Campaign Approval – Ben Popp

- Broken into 2 parts: Fundraising & Financing
- Goal with fundraising campaign is to launch at Birkie – will be an informational campaign to promote what we do, where your Birkie entry fees go, etc.
- Why are we doing this, what are we funding & why do we need a campaign
 1. Need to secure the race course – biggest asset
 2. Enhance the experience – create a trail everyone can ski on & make sure it is there. Where it finishes, where it starts
 3. Create a Nordic Center – critical to our growth and to facilitating new growth to new skiers. This is not a priority to the County – we cannot wait for them. A Nordic center is integral to our future. Competition venue, Nordic Kids, Birkie Tour, etc.
 4. Facilitating cooperation with others, outreach into the community – need capital to do this.
 5. Increase community involvement & integration, and incorporation with national partners. Integrate with national & regional groups like Fast & Female, etc. to increase our exposure.
- What changes are required to make this happen?
 1. New admin space to support growth.
 2. Venue security – start/finish/trail.
 3. Build additional trails to accommodate numbers – maintain efficiently to prepare for low snow.
 4. Infrastructure to make it happen – Office, storage, water stops, downtown/finish line. Risk of water shortage is a critical concern – potential to do “temp” wells.
- How do we do this?
 1. Accommodate new staffing changes – fundraising/sponsorship/operations
 2. Modify race fee structure – filling sooner – do we even need fee steps
 3. Fundraising added in now
 4. Increase efficiency in events – tactically & financially
 5. Increase sponsorship
 6. Increase grants received - \$500 from West Bend Mutual – exploring more
 7. Increase memberships
 8. Increase trail passes
 9. Budget – build it backwards. Ben has rough draft for – 2014-2015
- Fundraising Items - \$1.1 million
 1. Secure start area/trail/stadium
 2. OO Improvements
 3. Birkie Ridge
 4. General Trail Repair/Improvements
 5. Korte Trail “re-route” and/or creation
 6. Additional trail head/food stop buildings
- Operating Budget Items (not fundraised) - \$795,000

1. Trailhead infrastructure
 2. Signage/maps (including app)
 3. Grooming & trail maintenance equipment
 4. Office expansion & museum
 - Business loan up to \$500k guaranteed for 7 years at 3.49%
 5. Update phone/computer/data management
 6. Storage building repair/increase capacity
- Ben: We need to adopt a capital plan to get us started – it is not set in stone. Each project will have its own specific discussion.
 - **Motion:** John Kotar: Motion to approve capital budget as presented and merge the previous capital motion for facilities into this. Dave Nelson offered a friendly amendment to round up the total to \$2.5 million. Motion seconded by John Leighton. All approved – motion carried.
 - Ben & Amy – 60 days to work on fundraising plan, send update in 15 days.
 - Ben – there has been a big need to shift staff from only operational to strategic as well.

Tom Duffy motion to adjourn, 2nd by John Garrett.