

American Birkebeiner Ski Foundation
Board of Directors Meeting
May 21, 2012

Members present: Jane Bidwell, Scott Chapin, Tom Duffy, John Garrett, John Kotar, Dennis Kruse, John Leighton, Dave Nelson, Joe Timmerman. Participating by phone: Bill Bauer, Mary Wingfield. Not present: Don Becker, Sue Scheer. Also present: Ned Zuelsdorff, Shellie Milford, Susan Kendrick.

Meeting called to order by Scott Chapin, Vice Chairperson.

Minutes of the meeting of April were approved as amended.

Committee Reports.

Finance. Joe Timmerman indicated that registrations are coming in higher than budgeted. Current revenue is deferred until July. The Foundation will end up in the black about \$66,000 for the 2012 fiscal year.

Competition. Dennis Kruse went over the issues discussed at the Committee meeting. Prize money for the Classic Race: because we are in the Marathon Cup for the next two years, the money should be on the skate race. The Committee unanimously recommends that the ABSF continue only awarding prize money for the skate race. An Elite Women's start would offer the women the opportunity to ski without being lost in the men's field and might attract more women oriented sponsorships. After discussion, Dennis Kruse made a motion that the elite women start first at 8 a.m. John Leighton seconded the motion. Motion carried. Guaranteed registrations for SuperTour athletes: the staff will hold 20 registrations for the SuperTour athletes who will pay the "early bird" rate when registering at any time. Commercial markings: Ned indicated that the FMC skiers would line up at the front of the Elite Wave and would be the only group subject to Commercial marking requirements. Dennis suggested that the ABSF stay involved with CXC's Madison Sprints because this, along with support from us, brings elite skiers to both events. There needs to be a clear understanding of the ABSF and CXC responsibilities, including parameters for travel stipends and funding amounts. This should be worked out between Ned and Yuriy soon.

Trail and Facilities. John Garrett indicated that at the Committee meeting discussion took place regarding the Telemark negotiations and the important issue of determining the start area. Protecting the trail, especially during mountain biking season is very important. Bikers use the single track area between OO and Gravel Pit the most. Suggestion was made that signage be placed near the single track trails directing people to use the dirt roads when returning rather than the Birkie Trail. The current Birkie office is undersized and poorly insulated. Options to consider are: tear down existing building and re-build, fix current office, look for alternate sites.

Executive Director Report. Ned and Dennis will be attending the AGM between June 14 and 16 and will not be back until the day of the next ABSF Board meeting. Ned asked that the meeting date be changed. Registration numbers are 2876 for the three main events. This compares to 1544 last year at this time. Also 50 individuals and 4 teams have registered for the Trail Run. Ned attended the Green Bay Marathon Expo and indicated that there was significant interest in the Birkie and the Trail Run.

Plans will be forthcoming for the 2013 40th Anniversary of the Birkebeiner. Hayward Area Memorial Hospital has signed on for the 5K/10K Family Fun event which will tentatively be held on Thursday evening in conjunction with the torchlighting ceremony, and will be lighted by luminaries. The Ski Demo, which has traditionally taken place during the Expo, will now be held at "OO" on Sunday. Expo and bib pick-up will be at the Hayward Middle School again. Ned indicated that Bill McKibben will be skiing the 2013 event. Bill Bauer talked about the Birkie supporting a talk by him regarding Global Climate Change issues. Concern was expressed that the issue is very controversial and political. After discussion, Bill Bauer made a motion that the ABSF invite Bill McKibben to appear at the 2013 American Birkebeiner with the intention of increasing awareness for the community and skiers about Climate Change. Mary Wingfield seconded the motion. Motion failed. Bill Bauer and Mary Wingfield voted in favor of the motion.

Ned talked about a paint ball biathlon event which is being planned for this summer at the "OO" trail head, for kids and adults to foster physical activity and interest in biathlon. Several questions were raised: who provides

supplies, is there insurance coverage, has anyone checked with the County to see if paintball products are acceptable in the forest.

Ned announced that he was appointed to the Wisconsin Non-motorized Recreation and Transportation Trails Council Committee and will be attending meetings.

Unfinished Business.

Ned talked about the formal proposal given to Telemark over a month ago. There were two elements to the requested agreements. One is easements for trails now in use and to create new trails linking the start line to power line avoiding private lands. Two is facility use for the three Birkie events per year for an annual fee of \$20,000. Although Ned has had a conversation with both Steve Kaufman and Dick Short, to date there has been no formal response. Question was raised about the urgency of the 2013 event and the possibility of at least having a one-year agreement. There will likely be a special Board meeting called after Ned meets with Dick Short when he is here in early June.

Susan Kendrick presented a sponsorship update. She created a progress report spreadsheet in googledocs which has been sent to all Board members. A copy of the report was handed out also. Susan indicated that the Sponsorship Guide is structured to encourage existing sponsors to increase their level of support based on tangible benefits. When asked about attempts to secure a major sponsor, Susan indicated that there are potential major sponsors being contacted, like Lifetime Fitness, who would start at an entry level. Most contacts are current sponsors to work on increasing level of support. Higher level sponsor recruitment will start in the next few weeks. Potential sponsors include Nutella, Cargill, General Mills.

Scott Chapin again discussed the possible fat bike event. The event would take place two weeks after the Birkie. Scott has been contacted by three potential sponsors who are ready to step up in support of the event. Concerns expressed included: having bikes on the trail and/or keeping bikes off of the trail throughout the winter; liability risk; staffing of event. Positives include: potential sponsorships which might carry over to the Birkie; getting in on the ground floor of a growing sport; having control of the use of the trail for an event like this. After discussion, Dennis Kruse made a motion to hold a fat bike event on the Birkie trail two weeks after the Birkie as a test event. Dave Nelson seconded the motion. Motion passed. Mary Wingfield opposed.

New Business

2013 Budget. Joe Timmerman indicated that the projected income for 2013 fiscal year is \$1.34 million and expenses \$1.33 million. A few highlights at this time are Skier Development, possible support of the MS Documentary requested by Ian Duncan, Ceremonies expense up because of 40th Anniversary, Finance Committee wants to increase the Miscellaneous line by \$10,000 (currently \$18,000) to support the MS Documentary; increase in Worldloppet Requirements to cover costs of WL Annual meeting held here next year; Capital Equipment additions of two new finish line buildings and the Fire Tower warming hut. Ned asked about the contribution from the Birchleggings Club for the Mosquito Brook warming building. John Kotar indicated that \$10,000 would be given now and the balance in the future.

There will be a full discussion of the proposed budget at the June Board meeting.

Other Business.

Yuriy Gusev gave a verbal presentation of the accomplishments of CXC and a request for continued funding from the ABSF.

Meeting adjourned at 5:45 p.m.

Submitted by Shellie Milford and Jane Bidwell.