

ABSF Board of Directors Meeting

September 17, 2018

3:00 pm ABSF Office

Hayward, WI

Board members present: Paul Eckerline, Mike Mandli, Tom Duffy, John Kotar, Yuriy Gusev, Jeff Tumbleson, Dennis Kruse, Sue Scheer, Brett Rondeau, Kathie Pautsch, Mike Brown

Board members digitally present: Jan Guenther

Absent: Charlie Dee

Staff present: Ben Popp

Call to order: 3:00 pm

Introduction: Mike Brown - introduced and welcomed to the ABSF Board. He was unanimously appointed to the board at the August 20, 2018 board meeting and will be serving as Treasurer.

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

Approval of Minutes: Duffy moved, Rondeau second.

Discussion: Sue Scheer noted that the August 20, 2018 minutes incorrectly listed the Birkie Enterprise Board. On 8/20/18 the BE Board comprised of: Sue Scheer – President, Joe Timmerman – Treasurer, Steve Narvason, and Ben Popp.

The minutes will be amended to reflect the above board members.

Approval of Amended Minutes: Scheer moved, Mandli second. **Approved.**

President's comments: Paul Eckerline

The launch of the Warrior Wall has been amazing. Paul thanked all of the board members who have personally donated by purchasing a tile.

Reminder that the Birkie Trail Run is upcoming on September 28-29th. Hope to see many board members participating or volunteering.

Executive Director's comments: Ben Popp

Chequamanon Fat Tire race was hard on the Birkie trail due to unexpected significant rain fall in the early am of race day--need for repair.

OO building construction is underway and tentative date of completion is 11/15/18. Considering a soft opening in December and a big grand opening next summer.

Bridge over OO should be set around 10/3/18.

Tunnel under Highway 77 – final bid documents will be in this week. Cost is more than double over initial estimate. Various options are being considered. Will not be completed this year.

Event registrations are over budget for Birkie/Korte (budget of 10,100); currently we have 10,130 registered.

WI State High school Association State meet will be held in Cable this season. JNQ and GGG's – goal is to have them here in the next 1-2 years.

Tusen Takk Tour – Audun and Ben will be travelling to 7 midwest cities to say “1000 Thanks!” and to update donors on how their money is being used. This will take place between 10/25 – 11/25. Ben will send out a list of cities and dates. Board members are invited and encouraged to participate if possible.

New sponsors for Korte are confirmed: Solomon and LL Bean have come on as co-presenting sponsors bringing in \$30K.

Committee Reports

Finance: Brown

Two main concerns are:

1. Are we spending within our means?
2. Do we have the liquidity to pay for our expenditures?

Answer is yes to both. We have 675K income; less than 400K of expenditures; leaving a 281K surplus in addition to **\$785 K** in bank.

Plan is to make recommendations to the BOD for the future.

Sue Scheer emphasized that it is the duty of every board member to understand the finances of the ABSF.

Mike shared his email: treasurer@birkie.com

Trail: Mandli

Minutes from the 8/14/18 Trail Committee meeting were distributed.

Hoping for season opener November 22-25.

Discussed snowmaking, water and wells. Hoping to have a sprint course with snow that is 1.3K.

The aquifer is closer to Telemark than our current test wells. Plan to run 1,500 – 2,500 feet of 4 inch diameter HPV pipe to the start area (running mostly downhill). Hoses will run off of HPV pipe for snowgun and lasers. Four snowguns are on order. Water and current pipe testing will take place over next two weeks.

OO building: discussed lock out times; making this available for other events; Hayward Coffee will be serving there on Fridays, Saturdays, and Sundays. Still a lot of work to do for completion of the venue.

Trail: lots of work to do, especially at OO and Hatchery trails. Discussed that mowing is a two-person job. Discussed having a mowing plan (similar to grooming plan).

Recommended that BOD members check out the new competition sprint course at the Birkie Trail Head.

Race Schedule for the upcoming 2018-2019 season was also distributed. Reminded that all of these events require grooming.

Documentation: Dee

No report.

Competition: Kruse

2020 World Cup will take place in Minneapolis

Birkie should consider hosting some world cup events to coincide with that (eg Super Tour Finals in late March).

Skier Development: Guenther

Meeting scheduled for 10/11/18 to go over all of the requests and to allocate money.

Old Business:

Birkie Enterprises

This is a stand-alone company with 9 shares, for profit, established in 1991.

Current board of directors: Sue Scheer-President, Mike Brown-Treasurer (replacing Joe Timmerman), Paul Eckerline (replacing Steve Narveson) and Ben Popp.

Purpose is for in-house sales of Birkie branded merchandise. In past, any profits were dispersed as charitable donations to the Birkie.

Louise's responsibilities include BE as well as the museum.

Last fiscal year brought in 160K revenue (with half of that generated at expo). In recent years, BE broke even as it has been paying down debt.

Benefits to Birkie: promoting the brand, providing ancillary services to Birkie (staffing Birkie Office and selling event entries).

Discussion followed concerning:

-Is there a need for a second board? What are the legal responsibilities?

-Making sure that BE is sensitive to concerns of other retailers.

-How are decisions made regarding merchandise and branding (currently Louise does buying with Nancy's input and help.)

-BE will have an upcoming meeting and report back.

New Business:

Yuri brought up some ideas that were discussed at recent US Ski and Snowboard Meeting on ways to help grow and market these sports. The Birkie plays the biggest role in North America in regards to engaging masses for Nordic sports.

Yuri used Ironman as an example and wonders if the Birkie could be a similarly branded business such that there would be Birkie sponsored events across North America (qualifying events) with The American Birkebeiner then being the National Championship. He emphasized that this is a concept that should be explored further.

Dennis suggested that we have/host a spring conference with the goal of sharing ideas and engagement. This idea was well-received.

Adjournment: Duffy moved to adjourn. Mandli second. Approved.