

**American Birkebeiner Ski Foundation
Board of Directors Meeting
October 17, 2011**

Members present: Bill Bauer, Scott Chapin, Tom Duffy, John Garrett, John Kotar, Dennis Kruse, John Leighton, Dave Nelson, Sue Scheer, Joe Timmerman, Mary Wingfield. Absent: Don Becker, Jane Bidwell. Also present: Ned Zuelsdorff, Shellie Milford, Steve Narveson

Meeting called to order at 4 p.m.

Minutes of meeting of September were approved.

The Agenda was approved with the addition of an informational report by Dennis Kruse about the Worldloppet Executive Committee meeting.

Old Business.

Birkie Trail Run. Ned reported that 906 people participated in the Birkie Trail Run, Relay and Trek events. This number was up from 750 in 2010. Of the 906, 500 were women. Feedback and survey ratings were very high. There was a profit of \$11,000.

Birkebeiner and Korteloppet registration numbers are at 6400, 1500 ahead of last year at this time.

Trail Access Update. Dave Nelson presented the map of the most recently proposed start area on Leonard School Road. The property includes 40 acres with several buildings, including a barn. Ned explained that there would be an offer to purchase made with a contingency of approval of the Board of Directors. The following were discussed: likely approval of Bayfield County trail use; approximate \$10,000 cost of developing start area; approximate cost of \$5,000 per kilometer for about 12 kilometers needed to get to Birkie trail; improved access to the start. Ned said that there is a one-year agreement with Telemark for use of facility and trails, but no guarantee beyond that time.

MS Video Proposal Update. Ian Duncan has asked Ned for a decision regarding support of the proposed MS video. Sue will forward information to the Board members and if anyone wants to make a motion they can at the November meeting.

Community Relations Report. Ned reported on the community support that he and/or the Birkebeiner Foundation have given: Business After 5 at the Birkebeiner office twice in the last three years; Ned attends at least 1/3 of the BA5's in Hayward and Cable; ABSF gives \$50 gift certificates to the Rivers Eatery to all private landowners who give us permission to utilize their property; Ned attends many Bayfield and Sawyer County Board committee meetings to deal with issues related to the event, trail or just to attend; several Board members walk the streets of Hayward and Cable and give posters and souvenir bibs to businesses; the Foundation gives a donation to youth and non-profit organizations who volunteer during event week; ABSF donates \$3000 to the Hayward School youth ski teams each year; the ABSF grooms for the Seeley Classic, the Hayward Lions Pre-Birkie and for the public throughout the ski season. It was suggested that this information be publicized locally.

Regular Meeting Schedule. Mary Wingfield brought up the question of having a Board meeting in March to discuss any potential fee change issues. It was suggested that the fee and cap issue would be discussed at the January Board meeting based on information provided by Ned and then the decisions for any changes would be made at the March meeting. Bill Bauer also brought up the question of the start and trail areas consideration for the 2013 event. Ned felt that enough information would be available at the November Board meeting to make an informed decision. Either a special meeting could be called for November prior to the regular meeting or discussion could take place at the November meeting with decision considered at a meeting scheduled in December. The issue of the finish area was discussed. Tom Duffy, Bill Bauer and Joe Timmerman will be a committee to discuss options.

Committee Reports.

Finance. Joe Timmerman discussed the financial reports. Event registrations are on track with budget, other income is below budget. Expenses are up across the board. Other income is defined as sponsorships, trail fees and donations. Bill Bauer asked how the proposed new start area would be funded. Ned indicated that there would be a fund raising campaign and possibly a maximum \$30,000 grant from the state.

Personnel. Sue Scheer reported that the Personnel Committee is talking with Ned to clarify Susan Kendrick's job description.

Trail. John Garrett said that he walked the proposed start area with Ned and has a good understanding of the area. Ned indicated that the concrete slab for the Mosquito Brook building will be poured this week. Approval of the Timber Trail building is still in the works with Bayfield County. It will be necessary to include a privy at that site and it will be considered a wayside rest area. The "OO" carport will be started within two weeks. The trail is nearly ready for snow. The Dave Landgraf family will install a commemorative sculpture that will compliment the Birkie Honor Wall at "OO."

Skier Development. Scott Chapin announced that there were 54 grant applications submitted. Committee will meet soon. A copy of the 2011 Birkebeiner CD will be sent to all applicants with their return letters.

New Business.

John Leighton said that a meeting took place with Sue Kendrick, Ned, Sue Scheer, John and Yuriy Gusev at Telemark. Discussion involved sponsorship and promotion. John sent out a rough draft of Yuriy's proposal for promotion of sponsorships to all board members. Sue Kendrick will work on upgrading the proposal.

Mary Wingfield expressed concern about sponsors for 2012. Ned indicated that major benefits still remain such as the virtual ski bag, expo and interaction with skiers on line. Efforts continue to secure sponsorships.

Dennis Kruse gave a report on the Worldloppet Executive Committee meeting. He indicated that the American Birkebeiner will be able to participate in the 2013 FIS Marathon Cup. There is some conflict between the new Ski Classics event and the FIS Marathon Cup. There will be a meeting in Russia in March and the status of the Cup will be decided. FIS is sponsoring an international snow day which on the same day as the BirkieTour. The Worldloppet has hired Kristina Fritz as media coordinator. She is anxious to support and promote the Birkie.

Sponsor Confidentiality was discussed at length. Sue Scheer commented that, according to the ABSF Bylaws, Board member have access to all informational records of the Foundation. It was decided that Board members should contact the office, request information and it would be given to him/her in hard copy at the Board meeting. There was some concern expressed about having the dollar amounts made public. Ned commented about the need for flexibility when negotiating contracts, so there might be varying amounts for sponsors at the same level. Also, in-kind donations are factored in to some of the sponsorship agreements. It was stated that Board members must agree to keep sponsor information confidential. It was suggested that Yuriy Gusev and Ned sign non-disclosure agreements.

Sue Scheer said that she would go through multiple years of Board minutes to review and record motions.

Mary Wingfield requested that the membership discounts for the BirkieTour be removed.

Meeting adjourned at 6 p.m.

Submitted by Shellie Milford, Ned Zuelsdorff and Jane Bidwell