

ABSF Board Meeting 03/17/14

Board Members Present: Sue Scheer, John Garrett, Joe Timmerman, Jane Bidwell, Scott Chapin, John Leighton, John Kotar, Dave Nelson, Jan Guenther, Tom Duffy, Dennis Kruse, Brett Rondeau.

Board Members Present via Phone: Yuriy Gusev

Staff Members Present: Ben Popp, Amy Rowley, Susan Kendrick

1. Approval of minutes: Tom Duffy approved, 2nd Dave Nelson
2. Approval of Agenda - 1 change: Bruce Manske will not be present, but Ben shared summary of Hayward Nordic Ski Team's season & thanks for support from Young Skier Development Grant and general ABSF support.
3. Executive Director Report (Ben Popp):
 - o Tour Recap
 - o Fat Bike Birkie Recap
 - o Trail Pass Updates - considerable increase in this year over last year.
 - o Birkie Enterprises Recap & moving forward, can become a valuable marketing tool.
 - o Overall Sponsorship update: \$266K signed, \$20K pending (in-kind), Budget goal \$238K, Last year's TOTAL: \$199K
 - o Media update - Facebook up 2,000+ and more....
 - o Business plan - a rough draft will be presented next month (April)
 - o Capital Expenditures Plan update and expenditures - registration system, database, computers, office remodel.
 - o Budgeting for 2014-15 in rough draft - will be presented next month (April)
 - Race Fee Increase proposed for 2014-2015
 - Motion by Tom Duffy to approve race fee increase of \$15/ per entrant, based on 10,500 paid entries; 2nd by John Kotar. Motion approved
 - o Telemark / Start line update - brainstorming Korte and other event options. Ben has kept in contact with Cliff Lewis. The ABSF is not in

jeopardy of losing a start area at its current location. Cliff will keep the ABSF posted in regards to changes happening with the "Telemark" property.

- o Working with DOT and Hayward on traffic flow and policies; monthly meetings going forward.
 - o Staff update (Accountant & Race Director), Employee reviews + additional staff needs.
 - o Trail Grooming - Master Trail plan being worked on (in Business Plan) - as well as summer/fall plans for 2014
 - o Worldloppet - our role and moving forward
 - o 2014-15 Events (Run | Tour | Birkie | Fat Bike) - Registration.
 - Birkie registration will open June 1, all other events open April 1.
 - o IPC and other events in next year's calendar
 - o New website up in coming weeks- cleaned, better controls, user friendly
4. Committee Reports:
- o Trails (John Garrett): 15-17" base still exists on trail which is exceptionally higher than normal. Need for additional buildings at Gravel Pit & Timber Trail.
 - o
 - o Finance (Joe Timmerman): P&L pending receipt of bills from City of Hayward
 - o
 - o Competition (Dennis Kruse): Need to schedule meeting of committee to discuss many topics including need for prize money for Classic race.
5. Birkie Race De-Brief (Ben Popp):
- o Media Strategy -the Birkie is gaining credibility around the country!
 - o TD report
 - o All athletes cleared drug testing
 - o Baggage: Trucks filled up faster than expected, waves combined into other trucks. Look at renting all trucks next year rather than relying on loaners. Possibly relocate Korte finish to start to avoid having to move bags.
 - o Traffic

- Potential for temporary bridge over Hwy 63 at finish to keep traffic flowing.
 - Busing for 2015 - special bus system from downtown Hayward
 - VIP driving options - partner with hotels
 - New lots - middle school & high school
 - Open up Birkie Ridge for parking - all cars coming from South to keep right hand turn.
 - Reduce east-bound traffic out of Cable to Telemark to avoid slowing busses down.
- o Chiefs - 50 key people (volunteers) who have a huge amount of responsibility
 - Foodstations - processes and upgrades
 - Medical - new protocols
 - o Cost Overages (Grooming, plowing etc) - affects budgeting next year
 - o Relationships with cities/counties - Cable, Hayward, Sawyer, Bayfield, Washburn
 - o Start upgrades / changes: Narrower start to avoid bottle-neck; Elites will be gun-timed, all others chip-time.
 - o Course for the future
 - Korte
 - o Summary of proposed changes for 2015
 - Jr Birkie - Move downtown Hayward
 - Korte Finish
 - Chief compensation
 - Wave placement: 4 yrs next year- but working then down to 3 then 2 for wave placement.
6. Meeting Schedule Change (Sue Scheer): April meeting will be on 4/28 at 4PM.
7. Motion to Adjourn by Dennis Kruse, 2nd Jane Bidwell.