

MINUTES
ABSF Board of Directors Meeting
August 20, 2018
3:00 pm ABSF Office
Hayward, WI

Board members present: Paul Eckerline, Joe Timmerman, Jeff Tumbleson, Brett Rondeau, Sue Scheer, Mike Mandli, John Kotar, Jan Guenther, Dennis Kruse, Kathie Pautsch

Board members digitally present: Charlie Dee

Absent: Tom Duffy, Yuriy Gusev

Staff present: Ben Popp

Call to order: 3:00 pm

Approval of Agenda: Rondeau moved, Kruse second. **Approved**

Approval of minutes: from June 18, 2018 Board Meeting and Annual meeting on August 4, 2018

Kruse moved, Scheer second. **Approved**

New Business:

Cindy Swift (representing Riverbrook Bike and Ski) and Jan Guenther (representing Gear West) addressed the board regarding their concerns regarding Birkie Enterprises (BE).

Concerns are:

They would like to know the goals of BE. (How big will it grow? How many brands will be in the inventory? How much e-commerce will there be in the future. Is the goal to maximize profit vs promote Birkie lifestyle?)

Concern that there is conflict of interest with Birkie sponsors who are in the retail business.

They feel that BE is taking sales away from local retailers.

Discussed how the retail world has boundaries/brand protection.

They would like to have insight as to the inventory that BE will have so that they can plan their merchandise accordingly.

Recommended that BE brand more deeply in certain brands vs widely over many brands.

They would like better insight and communication so there can be a symbiotic relationship.

Ben Popp gave some history of BE and provided a handout that states mission/goals/venues/merchandise categories and vendors.

BE is a for-profit business.

Gross sales this year about \$200K (\$130K from expos). There is less than \$5K of income from tech wear from BE sales. Does not feel that competition exists between BE and local retailers.

All agree that logo wear is important to promote Birkie Lifestyle.

Decision made to have a BE committee meeting to further discuss the goals and future of BE.

Birkie Enterprises has a board:

Sue Scheer-President

Joe Timmerman-Treasurer
Steve Narvason
Ben Popp
Board will meet in the near future along with Louise.

President's Comments: Paul Eckerline

LWC Board Appointments

-Discussed possible conflict of interest and that it is ok to have this. Despite this, Sue Scheer withdraws from appointment to the LWC Board this year, but will revisit next year.

-The following were appointed to LWC Board of Directors:

Jeff Tumbleson, Kathie Pautsch, Mike Mandli, Yuriy Gusev, Paul Eckerline

-Term of office/rotation of officers to be determined.

Executive Director's Report: Ben Popp

-Birch Scroll is close to press and will be mailed out in early October. (Almost final version was passed around.)

-WLC was a success and plans underway for improvements for next year.

-OO Bridge is on schedule but there is an issue regarding the abutment due to the curvature—need 200 linear feet for working space which is problematic. Looking at various options to accomplish this most cost effectively and easily. Thanks to Jeff for all the hard work on the grass work!

-OO Nordic Center is coming along well, is almost enclosed, and so far is under-budget!

-Met with CAMBA: had a good meeting with them.

-Seeley Lion's Pre-Fat used the new start area and was a great event!

-Trail: Overall in good shape and being mowed for upcoming Fat Tire and Trail Run events. Logging operations south of OO—trail is messy and may need to do some re-routing.

-Fundraising: About to launch to Warrior Wall that will be at OO Nordic Center as you enter.

-Staff: Sam is leaving to pursue logging business next spring so looking for full-time replacement. Hired Pat Sheehan (part time for now) to join trail crew.

Committee Reports

Trail: Mandli

-Will be meeting in September. Working on signage at OO and snowmaking loop.

Finance: Timmerman

-No meeting this month. Year-end annual report was distributed.

-Motion by Timmerman to appoint Mike Brown to ABSF as board member and treasurer. Scheer second.

Discussion: Mike Brown's bio reviewed. He is well qualified and enthusiastic about this appointment. Timmerman reemphasized that ABSF is now a \$3.5 million enterprise and needs a treasurer with expertise in the finance world. If above motion approved, Timmerman will resign from board but remain very actively involved with ABSF activities and will stay on board for several more months while transition occurs.

Motion amended to appoint Mike Brown to ABSF BOD as treasurer and accept subsequent resignation of Joe Timmerman.

Motion **Approved**. Joe is sincerely thanked for all of his years of service.

Documentation: Dee

-There were some “hiccups” with election. Some suggestions to be discussed at Documentation Committee meeting in October. Overall, elections were well run.

Skier Development: Guenther

No report

Competition: Kruse

Hoping for World Cup race on the Birkie Trail in 2024.

Considering a woman’s only race and night relays in the future.

Old Business

Applauded Ben on his excellent presentation at the Annual Meeting!

Discussed ways to improve turn out by community business owners at the annual meeting.

There is an Open House at the Birkie Office/Museum in the fall.

New Business

Election of Officers: Mandli

President: Kruse nominated Eckerline. Pautsch second.

Rondeau motioned to close nominations. Kotar second. Approved.

Paul Eckerline unanimously re-elected as President.

Vice President: Joe Timmerman nominated Sue Scheer who declined.

Joe Timmerman nominated Kruse who accepted. Guenther second.

Rondeau motioned to close elections. Kotar second. Approved.

Dennis Kruse unanimously re-elected as Vice President.

Secretary: Mandli nominated Dee. Kruse second.

Kotar motioned to close elections. Timmerman second. Approved.

Charlie Dee unanimously re-elected as Secretary.

Adjournment: Scheer motioned to adjourn. Mandli second. Approved.

