

## Minutes

ABSF Board of Directors Meeting  
Monday June 21, 2021  
3:00 PM  
ABSF Office

**Board Members Present:** Mike Mandli, Jeff Tumbleson, Kathie Pautsch, Mike Brown, Paul Eckerline, Tom Duffy, Charlie Dee, Sue Scheer, Jan Guenther

Electronically present: Bill Brown, Karen Manske

**Absent:** Yuri Gusev, Brett Rondeau

**Staff Present:** Ben Popp, Allison Slavick, Joe Vadeboncoeur

**Guests:** Attorney Dana Rasmussen (electronically), Lindsay Ketchell (Landmark Representative), Dave Tworek

**Guest Presentation:** Lindsay Ketchell (Executive Director of Landmark Conservancy, Inc.) and Attorney Dana Rasmussen, representing ABSF, were both asked to attend to discuss the Purchase Agreement/Land Contract between the two organizations for the purchase of the Western acreage by Landmark Conservancy. The PA and Land Contract were shared and discussed. .

**Motion:** Approve to move forward with the purchase of the Telemark Property as presented in the PA/Land Contract between ABSF (Seller) and Landmark Conservancy, Inc. (Buyer), pending adding final language regarding redemption period to be no longer than 60 days. Dee move. Guenther second. **Approved** unanimously.

Addendum: On July 22, 2021 a motion was made electronically to approve the PA/Land without the inclusion of the maximum of 60 day redemption period. Attorney Dana Rasmussen did not feel that it was important to make this change.

**Motion:** ABSF BOD approves the PA/Land Contract as originally presented without inclusion of a maximum 60 day redemption period. Mandli move. Dee second. **Approved** unanimously.

**Guest Presentation:** Dave Tworek (of Tworek Construction, Inc.) presented a proposal to purchase 4 acres of land on the eastern Telemark Property (at \$25K/acre) to construct a 10-40 unit Hostel. Agreement that this would fit well into the overall plan for the eastern part of the Telemark Property. After more details are known, this will be further presented to the board for approval.

**Approval of Agenda:** Eckerline move. Dee second. **Approved** unanimously.

**Approval of Minutes** from May 17, 2021 Board Meeting:  
Duffy move, Eckerline second. **Approved**

**Approval of Minutes** from May 24, 2021 Board Meeting: An amendment will be made to the minutes to change the amount of the purchase price for the Western 217 acres of the Telemark Property to be not less than \$678K (vs \$672,700). Dee move. Eckerline second. **Approved** unanimously.

**President's Comments:** Mike Mandli

- An Executive Session followed for Executive Director Evaluation, Salary and Goals approval.

**Motion:** Move to approve the 4<sup>th</sup> year of Ben's 5-year tiered contract. Scheer move. Duffy second. **Approved.**

Further stated that Ben's goals for 2021-22 will be discussed by a smaller group of Board Members, and then brought back to the full board for approval.

**Executive Director Report:** Ben Popp

- Registration for Birkie week events is very strong (5,898 participants thus far).
- Two Super Tour events are on the calendar for this upcoming ski season.
- Turkey Birkie has a full house.
- Working hard on improvements to the Birkie Trail.
- There has been a lot of interest in the 2 new staff positions posted (Customer Service Position and Sponsorship Director).
- World Cup Update-met with Loppet Foundation and US Ski and Snowboard:
  - Preliminary budget is set.
  - Time line for decision is this fall.
  - Will require donors and large amount of sponsorship (\$1.3M); possibly partner with a media company. Goal of \$900K- \$120K for Title Sponsorship, with lower levels of sponsorship available.
  - This has been added to the draft FIS calendar for 2024.
  - Hosting a 2024 World Cup Event would coincide with the 50<sup>th</sup> American Birkebeiner Event. It would help build our brand and be a boost to our local community and economy. Our goal would be to break even financially.
- Core Values-using these to help make decisions and set goals and organization for staff.
- We are applying for a \$343K DNR grant for Telemark Conservancy. This grant requires a land management plan (managing timber for old world growth). Complicating factor is that hunting is required to be allowed 12 month/year.

Discussed that the Telemark Property has enough roads near and through that would essentially restrict hunting. Thus, it is not felt to be a prohibitive requirement.

**Motion:** Approve management plan for Telemark Conservancy as required by DNR grant. Scheer move. Eckerline second. **Approved** unanimously.

- Question raised to Ben regarding the seemingly rapid development plans for the eastern Telemark Property. (Why the rush?) This was initially presented as a separate (vs concurrent) phase for the Telemark Property. Ben reassured that the overall site plan was approved early in the process; all steps are being approved by the board; no plans to move forward with further steps until we have the money raised to do so.

## Committee Reports

### Telemark Capital Campaign: Bill Brown and Allison Slavick

- A series of 3 postcards will be sent out to 3,500 potential donors, with each postcard corresponding to a web page. The campaign is being built around the Conservancy.
- \$100 for a share; \$5,000 for an acre with a goal of 100 donors at the acre level. Donor recognition for acre level will include a (non-legal) stock certificate, name on signage, post-card sized print of the first Birkie Start, and an invitation to the dedication ceremony.
- Starting in the fall, there will be an option to donate to the “Campaign for Sustainable Telemark” when registering for events.
- Working with Kate Barido on future news releases/social media.

### Finance: Mike Brown

- Review of operating financials as of the end of May: Financial Summary was distributed but not discussed. Available on link below to interested reader.



ABSF Board Recap  
May 2021.pdf

- The 2021-2022 Draft Budget was presented and available below to interested reader. It is noted that the \$342K DNR grant is not included in budget. The \$150K from the Idle Site Grant may not be received until July.



21-22 Budget  
Summary.pdf

- **Motion:** Approve the 2021-2022 budget as presented. Pautsch move. Duffy second. **Approved** unanimously.

**Telemark Futures Committee:** Charlie Dee

- No report.

**Documentation Committee:** Charlie Dee

- No report.

**Competition-World Cup 2024:** Ben Popp

- Discussed above in Executive Director Report.

**Diversity Committee:** Jeff Tumbleson

- Committee met on 5/28/21 with focus on core values for the Birkie One Program (which are very similar to the ABSF core values).
- Planning to reach out to LCO to partner with, and hopefully boost, a program that LCO already has in place.

**New Business:**

- Nominations for the upcoming ABSF BOD election are open and accepted until 5:00PM on June 23, 2021, with four BOD positions up for election. Voting will take place from July 1-28. Election results to be announced on the website on August 1.
- Next meeting scheduled for July 19, 2021, 3:00 PM at the ABSF Office.
- **Motion** to adjourn: Eckerline. **Adjournment** at 5:20 PM.