

MINUTES

ABSF Board of Directors Meeting

Monday March 21, 2022

3:00 PM

Samuel Johnson Outdoor Center at OO

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

Electronically present: Charlie Dee, Brett Rondeau, Karen Manske, Bill Brown

Absent: Yuri Gusev

Staff Present: Ben Popp, Andrew Wall

Approval of Agenda: Mandli move. Duffy second. **Approved.**

Approval of Minutes from January 17, 2022 meeting: Pautsch move. Mandli second. **Approved.**

Announcement: Mike Brown

- Mike Brown has accepted a full-time position with the ABSF staff as head of personnel and finance. As such, he will be stepping down from the ABSF Board of Directors. He anticipates starting in June or July and in part will be replacing Joe Vadeboncoeur who is leaving the ABSF staff. As part of the leadership team, his position will focus on bringing more structure to the ABSF, ensuring the strength of the Birkie into the future, and assisting with the financial aspects of the ABSF.
- Mike has a suggestion for a replacement for the open Treasurer position on the BOD (an appointed position). This will be discussed in more detail at our next meeting, with an invitation for the person to attend if interested.

Presentation: Andrew Wall, Development Director

- Andrew shared an excellent presentation that he previously shared with the Endowment Committee. This outlined a strategic focus to build a leading, sustainable, philanthropic program within the ABSF.

President's Comments: Paul Eckerline

- Plans are being considered for a half day retreat for ABSF BOD. More to come on this.
- Key Man Insurance
This is considered an asset to the foundation and also helps with loan applications.
Motion: Move to proceed with purchase of Key Man Insurance for Ben Popp for a 10 year policy. Mandli move. Scheer second. **Approved** unanimously.

Executive Director's Comments: Ben Popp

- Birkie week events were awesome despite some stress/struggles due to the lapse caused by Covid-19. Extra staff proved very helpful. Fat Bike Birkie also went very well. Thanks to the staff and volunteers who helped with clean up after a wind storm caused significant debris on the course the week before the event.
- World Cup 2024 Update
Discussions are on-going with US Ski and Snowboard regarding race logistics and organizational structure. An upcoming presentation is scheduled with some potential major sponsors. Discussions ongoing with the Loppet Foundation regarding their interest. No decision made by ABSF yet. Decision should be made by May.
- Governor's Council for Tourism: Ben attended a 3 day event in March during which there was good visibility for the Birkie and the Telemark

Property (and the year round activities that occur in this area). This reinforced the importance of tourism in the state, especially in Northern Wisconsin.

Committee Reports

Finance: Mike Brown

- No full financial update this month as this is now being reported quarterly, with next update in April. In April, the scorecard developed by the leadership team will be shared.
- The SBA loan has been received which will allow us to pay off our original loan for the Telemark Property.
- Financial Summaries as of February 2022:
YTD Revenue \$5.487M; YTD Expense \$2.292M; Net \$3.194M
Bank Balance \$1.949M
Trail Pass Revenue continues to be strong at \$178K (up 11% from last year).
Capital Expenditures \$335K, \$65K favorable to budget.
- Next Finance Meeting will be April 18 at 2PM (all board members are encouraged to attend).
- Costs from all vendors will increase by 8-12% next year. Race fees must be accordingly adjusted. An 8-10% increase in fees is needed to accommodate for this.
Motion: Move that race fees for all events be increased for next year up to 10% (anticipating 8-10%). Pautsch move. Mandli second.
Approved unanimously.
Discussed continuing discounts for students and considering a family discount.

Telemark Capital Campaign: Bill Brown

- \$1.75M has been raised thus far. Grants make up \$750K of this and include the DNR RTP Grant to restore trails; State Tourism Grant for recreational infrastructure; and Knowles-Nelson Stewardship Grant of \$262.9K to go directly to pay down the loan for the property.
- 42 acres of the conservancy have been sold with 58 remaining. There is a donor who is offering a match (acre for acre) up to 4 acres. Cost is \$5K per acre.
- TIOA is in need of a new septic system; we are hoping to be able to connect our future Nordic Center into the new system. The site of the old septic system would be a perfect area for our biathlon range.
- We are waiting for (hopeful) approval of the Federal Grant for \$7.9M. If awarded, this will be used for our new Nordic Center. 20% of the funds need to be spent in the next few years. LHB is ready to proceed with the design and bidding.

Documentation Committee: Charlie Dee

- Documentation Committee is researching best practices for sharing emails of members of non-profit organizations with other non-profit organizations. This will be used to develop language in our Procedure Manual regarding this. Birchleggers could then have limited use of emails (as they previously requested).

Diversity Committee: Jeff Tumbleson

- No report this month.

New Business:

- Next meeting is April 18, 2022 at Samuel Johnson Outdoor Center.

Motion to adjourn: Duffy move. **Adjournment** at 4:37 PM by acclamation.