

MINUTES

ABSF Board of Directors Meeting

Monday October 24, 2022

3:00 PM

Birkie Office

Board Members Present: Paul Eckerline, Tom Duffy, Kathie Pautsch, Mike Mandli, Sue Scheer, Kris Bjerkness, Jan Guenther, Andy Ubel, Chris Morley

Electronically present: Yuri Gusev, Bill Brown, Karen Manske

Staff Present: Ben Popp

Absent: Madelaine Rekemeyer

Approval of Agenda: (With additions to the agenda including meeting dates for 2023 and Birkie Enterprise.) Duffy move. Scheer second. **Approved.**

Approval of Minutes from September 19, 2022 meeting: Duffy move. Mandli second. **Approved.**

President's Comments: Paul Eckerline

- Kristy Maki was introduced as the Event Director. She updated us on new/improved events for 2023:

Ladies Fat Bike Getaway is the first weekend in January and will be bigger and better this year.

Seeley Hills Classic is the second weekend in January and will be part of the Super Tour Series with a 30K Classic Super Tour Race before the Citizen races on Saturday, followed by Super Tour Classic Sprints on Sunday.

Birkie Tour is third weekend in January and will have a Tour by Day on the Telemark Trails and a Race by Night with a 10K individual race or a 20K race done with a teammate (both skiing the 20K course together).

Ski de She Camp and Race is the last weekend in January featuring a 3 day camp for woman in addition to races on Saturday including a 30K Skate race, 20K classic race and a 10K freestyle race.

Birkie week is shaping up well and 95% full (ahead of last year at this time.)

- Chris Morley was introduced as our newest board member (replacing Jeff Tumbleson). He and his wife have moved back to the Hayward area after being gone for 5 years. He is excited to be back and to be part of the Birkie organization.
- Board Officer Elections

President: Move to nominate Paul Eckerline. Duffy move. Guenther second. **Approved** unanimously.

Vice President: Move to nominate Bill Brown. Guenther move. Pautsch second. **Approved** unanimously.

Treasurer is an appointed position and Kris Bjorkness will continue to serve as treasurer.

Secretary: Move to nominate Kathie Pautsch. Bjorkness move. Eckerline second. **Approved** unanimously.

- Our next meeting will be Monday December 5, 3PM at the Birkie Office. This will be followed by a Christmas Party at the Chicago Club that will include all ABSF staff and board as well as LWC Board and Birkie Enterprise.

Executive Director's Comments: Ben Popp

- Ben sent out a detailed report electronically prior to meeting.
- Ben recently attended the Worldloppet Executive Board meeting in Tallinn Estonia. The focus of the meeting was to create a strategy for the WL to better connect with skiers of today and grow popular marathon skiing around the world. There are 125K skiers worldwide that participate in WL races.
- World Cup 2024: We are still on the calendar for hosting an event but waiting on word of a title sponsor; we should know by mid-November. Total budget is \$1.6M. This would coincide with the 50th Birkie. Reminded that the first WC race was at Telemark.
- Birkie One continues to work with LCO. A professionally produced video to promote Birkie One is in progress.

Committee Reports

Finance: Kris Bjerckness

- The ABSF financials through September and the staff financial score card through October 14 were shared.

Revenue is ahead of budget by \$300K (driven by donations, grants and sponsorships).

Expenses are favorable to budget by 8% (due to staff doing a great job).

Cash balance at end of September is \$1.8M.

Total Assets up 12% at \$9.1M; Total liabilities are down 23% to \$2.2M.

Trail Pass income remains strong YTD at \$61K (up 9% from LY).

Birkie week registrations are strong at end of September at 8,577 (vs 8,211).

Mount Telemark Village total campaign to date: Revenue \$4.4M; completed projects \$2.2M.

Suggestion that we track data over the last 10 years regarding symmetrics of revenue (registration/sponsorships/development) to identify things for staff to focus on. Consensus is that the staff is already doing a good job with this.

Telemark Capital Campaign: Bill Brown

- The committee has met twice. Grants have been very successful so far and will continue to be important.
- Community Center plans will be finalized soon with estimated costs after which a fundraising strategy will be implemented to support this.
- LHB is completing the Base Camp design and we should be able to start obtaining bids for the project by mid-November (estimated \$230- \$260 per square foot with plan for a 10,000 square foot building).
- Telemark Snapshot Budget was shared with proposed budget of \$5.7M. Priorities for projects TBD.
- We have 3 commitments for building space at Base Camp: Trek (official sponsor of mountain bike trails), New Moon Bike and Ski, and Back Roads Coffee.

Birkie Enterprise Board: Sue Scheer

- BE meeting occurred earlier today. BE is paying down their loan to ABSF.
- Retail space at Birkie Office is smaller due to remodel. Sales down due to being closed for 90 days during remodel.
- Birchleggers have a profit sharing agreement with BE.

Documentation Committee: Karen Manske

- Committee members include Manske, Eckerline, Pautsch and Ubel. No report this month.

Competition Committee/World Cup Update: Ben Popp

- Discussed earlier in ED report.

Birkie One:

- Jeff Tumbleson would like to remain chairperson. Other committee members include Rekemeyer, Scheer and Morley.
- The LCO Run went very well with 55 participants.
- LCO flag is now present at Birkie events. A Land Acknowledgment Ceremony is a future goal.

New Business:

- Brief discussion of other committees that we should consider adopting including:

Skier Development Committee with focus on attracting young adults to ABSF events and lifestyle.

A committee to focus on staff compensation and bonus plan. Mike Brown is already doing this. It would be informative to have Mike Brown explain the current process to the BOD.

We should adopt a policy to ask people who run for the BOD to see if they would like to join a committee.

- Next board meeting is Monday December 5, 2022 3PM, at ABSF Office with Christmas Party to follow at Chicago Club.

Motion to adjourn: Duffy move. **Adjournment** at 4:55 PM by acclimation.