

**Alyeska Ski club  
Board of Directors Meeting  
April 2, 2015**

**Meeting Place:** Airglas, Inc. Hangar - Lake Hood

**Attendees:** Shane Langland, Carl Swanson, Morten Kjerland, Alex Von Wichman, Julie Wrigley, Jeff Gries, Joey Austerman and Lara Hildreth.

Meeting called to order at 11:51am.

**Agenda:** Call for additional items. Call for scribe in Judy's absence. All board members declined. Lara took notes.

**Review of March 5 Minutes:** Already approved via email and distributed to the program boards.

**Chairman's Report:**

- A. Transition update: Transition team meeting on February 10. Task forces were formed and subsequent meetings were held with each task force except HR and Leadership Governance. Task Force leaders provided reports on those meetings at the next transition team meeting on March 26. Task Force leaders will now meet on April 23 to begin pulling together the framework. Much of the work of the task forces is dependent on the recommendations of the Program Development Task Force. That task force is meeting again on April 18.
- B. U12/U14 State Championships: Early ride revoked because of 6 U12 athletes not skiing directly to the race venue. Lara delivered a letter to Di that was drafted by Shane and reviewed by Joey and Aaron. Alex expressed concern that GVSEF was not notified of challenges and ASC was overreaching its authority. ASC clarified its role in mountain relations and events that include multiple programs. Also clarified there was close communication with Junior Program Director but pledged to have better internal communications with board presidents.

**Treasurer's Report:**

- A. Tax return is done.
- B. Received ASC and RTC dues from all programs. 503 dues paying members (82 members over budget).
- C. Season pass accounting still to perform with part-time Devos coaches.
- D. RTC Reserves: Keep reserve allocation this budget year but potential resolution next year to keep the existing \$36,000 in reserves and not add to it annually.
- E. Actuals to date is not a true reflection of our current financial status because of the timing of income and revenue. Suggestion to add a " % against projections" column to the budget. This is a standard non-profit practice and gives the board a better sense of where we are especially in relation to fundraising goals.

**Program Representatives Reports:**

- A. GVSEF: 501c3 status revoked by the IRS for failure to file tax returns for past three years. Returns are now filed. Accountant is determining how to proceed – what this means for donations since January, possible penalties, reinstatement of 501c3 status, etc... Suggestion to also seek advice from a tax attorney.
- B. Masters: Last slalom race is April 4. The season went well working with the mountain.
- C. Mighty Mites: Mighty Mite banquet went well. Pulled off all season starts. Mighty Mite banquet is April 23.

**Director's Report:**

- A. Communications:
  - a. February and March newsletters (hard copies provided) went out. Open AND read rate is ~60%. Industry standard is below 20%.
  - b. Website redesign postponed until after the transition on July 1. Webframe designed but content will be uploaded after we have a transition framework to avoid having to redo work done now.
  - c. Received almost 200 responses to membership survey. Will compile results and report at the

next board meeting.

**B. Fundraising:**

- a. Not able to do Kaladi's coffee cart at the Forest Fair because of power cord needs. Forest Fair does not allow generators of any kind. Suggestion to have it in front of the Merc, Fire Station or RTC during the fair. Tim Gravel of Kaladis suggested having it in the UAA parking lot during the ski swap.
- b. Application submitted to Amazon Smile – online ability for shoppers to designate a certain portion of their purchases to ASC.
- c. Alex continuing to work on a GCI communications sponsor with Adam Holzer.
- d. CSFRA payout will be ~\$10,000 for 2015 1<sup>st</sup> Quarter. Daily sales are up and things have dramatically improved in the management of Five Aces Pull Tabs. Main challenge is keeping qualified and reliable employees. Focus now is on finding new vendor sites. Lise Falskow is working closely with ASC board members with a few contacts.
- e. March mini-auction went well with bidding on six more of Caroline Ahrens' signs and the purchase of ski posters. Net will be ~\$1,000.
- f. Letter and survey have been drafted for the employee matching program. Waiting on final testimonial from Vanessa Harris with ConocoPhillips. ASC earned \$1,000 in a single weekend of volunteering from just four ConocoPhillips volunteers.
- g. The sale of *DS Strong* helmet stickers is going well. Profits are being split between Danielle's medical fund and the Alyeska Ski Patrol's continuing education fund. Mighty Mite parent, Jennifer Hubbell is also donating 100% of her profits from the sale of doTERRA products in the month of April to Danielle's medical fund.
- h. Small committee meeting on April 21 to discuss date and location of next season's auction. If the auction is moved into Anchorage, potential loss of revenue to the resort is a consideration.

**Old/New Business:**

- A. Mountain Relations: Discussion of Tanaka operations as part of the new mountain agreement. Also implications of all Tanaka related assets once the Tanaka Agreement expires on May 31.
- B. Tanaka Master Plan Committee: Matt is preparing a draft Tanaka Master Plan.
- C. Lara needs a copy of RTC lease in order to draft the airspace lease payment letter to the resort and pay forward on our \$1.00/year for the full term.
- D. Brief discussion of adding office space for ED in the RTC over the summer. No proposal or estimates yet.

**Next Meeting:** TBD

**Meeting Adjourned:** 1:25pm

Minutes prepared - Lara Hildreth