

**Alyeska Ski Club
Board of Directors Meeting
November 11, 2015**

Meeting Place: Airglas, Inc. Hanger - Lake Hood

Attendees: Shane Langland, Carl Swanson, David McVeigh, Joey Austerman, Clint Lentfer, Di Hibner, Matt Tanaka, Alex Von Wichman, Kjersti Von Wichman, Judy Powell

Guests: Lara Hildreth and Roberta Carney

Agenda: No additions

Review of October 14, 2015 Minutes: Alex motioned to approved the Oct minutes as written, 2nd Joey, votes were all in favor. Minutes approved.

Chairman's Report: Tanaka Lift: There has been a lot of conversations between all club members concerning the Tanaka lift as to why or why not it will not be in use this season. Joey will write a communication note to go in the next club news letter. The letter will include lift history, operational plan, why the lift isn't being used and the plan moving forward.

Grant: The grant contribution from the Resort was in the amount of \$10K this season. This is \$15K less then what the grant has been in the past. This grant is greatly appreciated but was lower then expected with no explanation and will impact the annual budget. The club will need to explores alternate sources of revenue.

Directors Report: There has been a lot of activity!! **Ski Club Pro:** Website and Ski Club Pro went "live" Oct 15th. As of today there are 390 athletes enrolled: 5 Free Ride, 67 Juniors, 88 Devos, 157 returning Mighty Mites and 73 new Mighty Mites. There have been several issues with Ski Club Pro. They are very easy to work with and have made a few changes and have creative solutions to other issues that will be correct in the future. Masters registration will go live on Nov. 15th. Aaron is leading training sessions with the coaches with every programs.

Rasmusson Tier 1 Grant: The tech assessment has been completed. Timing wire and radios are top priorities. Reviewing options for timing wire 1. Use current timing wire and make it functional 2. Run new wire 3. Is wireless an option. Current radios are in poor working condition. Would like to purchase 12-14 radios. Grant will hopefully be submitted this year.

Part of the process is having all board members be vested. There is a donor portal on the website that board members can use. **GBOS Grant:** Have applied for, been accepted, should receive funds in February 2016. Will be receiving \$6K. **Ski Swap:** Committee runs a very organized event. Lots of gear/inventory but not well attended. Sales down due to lower attendance.

Reasons for low attendance, lack of snow at time of event, people had unused gear from last swap due to lack of snow last season. Things to change for next year: 1. Move date to a weekend in Nov. 2. Coordinate swap to be the same weekend as the showing of the Warren Miller movie. 3. Look for ways to improve marketing. **Amazon Smile:** Use the Amazon smile link on ASC

website or [amazonsmile.com](https://www.amazon.com/amazonsmile) , pick ASC as your charity, 0.5% of every dollar spent on eligible purchases will be donated to ASC.

Auction: Event will be held at the Resort, date Jan 23, 2016. This year there will be “food Stations” instead of a plated dinner, which will bring down the overall costs. Trying a different approach as a party/game theme. There will be games to play throughout the night. There will be 5 reserved tables for those that purchases at the sponsor level. Silent auction items are moving towards experiences vs items. **Adopt a Trail Program:** The California Creek trail system: Beaver Pond Trail. Would require 100 volunteer hours annually. There would be 2 clean-up days per year fall/spring. All tools and training will be provided. Request that the older and junior athletes participate, their hours would be recored as committee service hours.

Kjersti motioned to approve the adopt a trail program on a year to year bases. 2nd Clint.

Discussion: Coaches to monitor, keep a log of all athletes volunteer hours and provide athletes with appropriate documentation of volunteer hours. A vote was called, all votes were in favor.

Motion passed. **Upcoming Events:** Warren Miller movie, Nov 13-15th. Friday night is sold out. Saturday 120 tickets sold, Sunday tickets are still available. ASC will receive all proceeds from tickets sales. There will be a power point playing before, during intermission and after with all presents sponsors. H2O Heli Guides will be preset and emceeing the event. There will be a raffle and door prizes. Advertising: 1. ASD High Schools included information and a trailer of the movie in their morning announcements. 2. UAA Newspaper. 3. Event Brite email blast to all who bought tickets for last years event.

Treasurer’s Report: Budget vs. Actuals template still being finalized with the Finance Committee but there are no red flags on the expense side reported. Major expenses have been season passes and salaries, and are tracking against budget.

CSFRA: 3rd quarter \$24,000 an increase. total \$43,610 (budget \$60,000)

Program Registration \$190K (budget \$284,000)

Corporate Sponsorships \$4,500 (budget \$15,000)

Coach’s Passes \$2,000

Alpine Committee Report: Attached.

Development Committee Report: Attached.

Program Updates:

Mighty Mites: 157 returning MM, 73 new. Try outs: Saturday Dec 6th and 13th. Official first MM training day Dec 13th. MM will move their starting time back to 11am from 10:30.

Training day: 11-12:30 lunch 1-3:15. Same amount of training just adjusted times.

There will now be a Mighty Mite Program Director: Roberta and a Volunteer Coordinator: Karissa.

Masters: Registration is now open on Ski Club Pro. Numbers are driven by weather and snow. There will be the annual sign-up pot luck. Will educate members about Ski Club Pro. Training starts Dec 6th. Masters Camp: Breckenridge, CO the first week in Dec.

Juniors: GVSEF met Oct 13th to discuss IRS/tax issues. The IRS has received paperwork. GVSEF bank account has a balance of \$15,700 would like to leave those funds in GVSEF account for any unforeseen issues with the IRS. Dryland has 37 athletes participating. Coaching staff of 15. There is a large group of seniors this year, but there is a large group of U14 that will move up in the program.

Old/New Business: RTC reserve policy: How to allocate those funds for repairs and or improvements. How to choose and prioritize. Will defer until next meeting.

Next Meeting: December 9, 2015.

Meeting Adjourned: 1:15pm

Minutes prepared by Judy Powell