

**Alyeska Ski Club  
Board of Directors Meeting  
November 6, 2014**

**Meeting Place:** Eagle Enterprises: Hanger Lake Hood

**Attendees:** Shane Langland, Matt Tanaka, Carl Swanson, David McVeigh, Kjersti Von Wichman, Morton Kjerland, Alex Von Wichman, Brian Burnett, Clint Lentfer, Joey Austerman, Judy Powell

**Guests:** Aaron Stiasny

Meeting called to order at 11:50am

**Agenda Review:** No changes

**Review of Minutes:** David motioned to approve the Oct 2, 2014 meeting minutes as written, 2nd Carl, votes all in favor. Minutes approved.

**Chairman's Report:** Transition update. All clubs have formed transition teams. Teams: ASC: Julie, Morton, Matt. MM: Suzie, Roberta, Tracy, Clint or Karissa. Master: Carl, Dave. GVSEF: Kurt, Alex, Tom. Devo: Rob Wasserman. Free Skiing: Alex Wilson. The transition teams will have a retreat sometime in November, and Lara will start meeting with the individual teams starting in December.

**Treasurers Report:** Revenue: Received the check from John Bynes for 25K. Revenue from ski swap increased from last year. There are fundraising holes to fill. Tanaka chair signs needs a chair person to solicit sign sales and to place signs on chairs and invoice new and returning sponsors. Lara to meet with Angie to collect all the sign information. Expenses: Season passes for coaching staff.

**Director's Report:** Shane thanked the board for hiring Lara as the Executive director. There is now someone who oversees all the clubs and has a better understanding of the individual clubs and all that is involved at the individual clubs level. Has established a better communication being the clubs and ED. Is working on corporate sponsors and to establish overall sponsors. Is working on a corporate employee matching program. Is meeting with sponsors and thanking them for their support. Was able to procure vendors for the swap which increased the overall revenue. Warren Miller was a success and was able to procure door prizes, thus increasing revenue. Jackets for board members. Helly Hansen order will submitted today. Stitching to be funded by members.

**New/Old Business:**

**A.** Mountain agreement has been signed. The current mountain agreement is co-termed with the Tanaka agreement. The 25K grant has been received. Thank you letter is being written and will involve value added information. This will show how the the ASC program and all club members

use the resort and services. This will illustrate how the ASC family is involved at the Resort and are creating “lifelong” skiers.

The members can highlight how much they spend at the Resort by linking a credit card to their ski pass to pay for services that can be tracked through the Resorts POS information. ASC is going to put together a survey to send to the membership about the involvement at the Resort. Board members to email potential questions to Lara so she can put together the survey.

Resort liaison also sent a thank you email to Mountain Operations thanking them for all the off season work on mountain.

**B.** Tanaka Committee is recovering. Any concerns/ideas for the Tanaka master plan please email them to Matt. There are concerns from the Resort about the cost and the integrity of the lift.

**C. 501C3** All the required documents have been signed and sent off the State. Hope to have 501C3 status by the Auction/Dinner.

**D.** Swap/Warren Miller Movie: Shane thanked Aaron on a successful event. Data entry, gear drop off and pick up were very well organized. The new venue was fantastic, lots of space to organize gear and move shoppers through successfully.

Things learned. Vendors to have a designated spaces preferably around the perimeter. Put the booths in the hallway to create more gear space, and more cashiers and more credit card machines. Also look into improving the WiFi. Overall the swap was successful and overall profits increased from last year.

**E.** RTC maintenance. See handout.

Keypad on locker room door needs to be programmed and to have a lock out time. i.e.: to lock keypad to prevent entrance after hours. That time TBD.

Discussion of putting up security camera’s in all areas of the RTC. Shane to look into the cost. The RTC rental agreement has been updated and a formal rental policy needs to be written.

**Next Meeting:** December 4, 2014

**Meeting Adjourned:** 12:55pm

Minutes prepared by Judy Powell