

Alyeska Ski Club Board Meeting Minutes

January 17, 2023, 11:30am BP Energy Center & Zoom

X	Paul Lantz
X	Nancy Kragt
	Guy Wade
	Caroline Ahrens
	Kate Bragg
	Denise Brown-Robinson
X	Gordon Descutner
X	Tim Gallagher

X	Keith Hand
X	Josh Hegna
X	Trygg Ramstad
X	LA Schweiger
	Rob Wasserman
X	Kaleen Haines
	Lara Hildreth
X	Megan Olsen

AGENDA – Call to order at 11:37 a.m.; no new additional items

December 13, 2022 Minutes – APPROVED

Chairman's Report – Paul

- Project Updates and Board Activity
- Tanaka Venue Update & Messaging
- Discussion Notes -
 - Nothing new to report on Tanaka. Generally speaking, we are trying to determine where we are in their priority list
 - Kaleen shared that based on her recent interactions that we are not on the priority list at all. Increased pressure on mountain operations to prove flow through.
 - Pomeroy has not been profitable recently, which creates additional pressure. Prices are likely to increase, and ASC may be charged in the future for some of the services we currently receive for free.
 - Tanaka messages, and what to do with existing funds in the Tanaka account.

Executive Director Report – Kaleen

- Current Activities & Updates
 - Budget Projections Completed
 - RTC Committee re-established – plan being updated
 - Coca Cola Classic wrapped 1/16/23
 - Training
 - Freeride TD Training at Regional Comp
 - IFSA Level 200 Training – 6 participants
 - USSA Level 100 Training 1/24 or 2/10 – 5 participants
 - Social Media Efforts
 - COVID Retention Credit
 - Discussion Notes –
 - Coca Cola race was successful – all races ran as planned. Tremendous volunteer corps, great energy
 - Lots of training future volunteers which was good to see.
 - Budget projections: not quite as large a hole as we had anticipated
 - Larry Trigg, James and Kaleen comprise an RTC building committee to assess and prioritize projects/initiatives
 - Conducting a Level 1 training for coaches – there is strong early interest
 - IFSA – level 2 training – attended by 6 coaches
 - Paul will train to become a technical director for Freeride events upcoming - Kaleen hosting the trainer during the upcoming regional comp.
 - Social Media – will evolve into more of a story-telling medium

- Upcoming Events:
 - January 21 - 22 Juneau Races U14 – U16 1 GS/1 SL
 - January 21 Masters SL Race #1 SL
 - January 22 Mighty Mite Grouping Race TBD
 - January 26 – 29 Alyeska Freeride Classic FR
 - January 28 Ram Cup U12 – U14 2 SL

Finance Committee Report, January 11, 2023 (attached) – Keith

- FY23 Budget vs. Actuals through December 2, 2022 (attached)
- Statement of Financial Position through December 2, 2021 and 2022 (attached)
- Accounts Receivable Summary through December 2, 2022 (attached)
- Discussion Notes –
 - Keith Hand - Amber Momblow is doing a terrific job, good addition to the team.
 - Numbers are tracking to plan.... Expenses and revenues are in line with expectations
 - Healthy balance sheet – good cash balance

Fundraising Report– Megan

- Ongoing Donor Solicitation
 - Northrim \$5k, Hardy Family \$5k
- Powderhound Raffle – raised \$4,269.40
- ASC Annual Auction – February 19th thru 25th; Live Event the 25th
- Media – ADN articles
- Discussion Notes –
 - Megan worked with the ADN to publish articles on Finnegan Donnelly and Paul Melchert. Alaska Sports did an additional feature on Paul’s participation in the Freeride Jr World Championship.
 - Worked with Bob Eastaugh with pre-season athlete photo packages which were very popular (15 sold). All funds will be donated to the Juniors Program.

New Items – Kaleen & Paul

- Tanaka messaging and strategy –
 - Be transparent in communication. Throw no shade.... Simply state transparently that the timing isn’t right for the resort.
 - Hold the funds for now. Our intent remains to find the path forward but for now we are not collecting any new funds for Tanaka.
 - Comms schedule:
 - Donor communication
 - All-ASC communication
 - Pre-approval from Pomeroy on message

Next Meeting – April 13, 2023, 11:30a-1p at the BP Energy Center

Meeting adjourned 12:49 p.m.