

Alyeska Ski Club Board Meeting Minutes

October 2, 2023, 11:30am via Zoom and Taylored Restoration

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

-	Josh Hegna
X	Nancy Kragt
X	Trygg Ramstad
X	LA Schweiger
X	Kaleen Haines
X	Jessica Guess

AGENDA –

October 2, 2023 Minutes – APPROVED

Motioned by-Gordon

Seconded by- Trygg

Chairman's Report – Paul

Busy summer, a lot of meetings. Relationship has grown as a partner. Resort is researching options on Tanaka, but there is no firm commitment yet. Plan to have an aggressive snow making, hoping to open the mountain day after Thanksgiving. They want to keep the mountain open as long as possible.

KH – Still waiting on mountain agreement for a 3-year term. Will shift hours 10-5 so that will affect our athletes in fulltime competitive programs. Mountain agreement is with the hotel.

PL-Trygg election is ratified. Looking at 6 reps and 5 at large on the future Board.

PL-Met last week on the hill. Wire is in bad shape, waiting for weather. Still looking at wireless but it is not been ratified by the overall ski association.

Executive Director Report – Kaleen

Current Activities & Updates

- Registration getting close to budget except for Alpine X numbers are low. May reallocate X coaches to other areas. Still getting more registrations every day. We are only allowed 200 Devos/day so we will keep on eye on that.
- Coaches – going well. Spent last month training for new people. Excited with Alex Wilson, the new Alpine Director, jumping.
- We were awarded the U16 Western Regionals, and it is now on a rotation with ASC hosting every 5 years. Will host a morning and evening banquet, the hotel is very helpful and working with us on this.

- Lost MM and Devos director so we are working a solution. Potentially moving Devos under Free Ride and have Drew oversee all of it.
 - Masters race date changes, need to discuss with the group.
 - ASC Merchandise – Jess got a new store (Squadlocker) up and will test the store online.
 - ASC website needs work but is being re-designed, KH is learning to update this. Transitioning away from Drop Box.
 - Gear Swap – good event, thinking about having an event next year and making a welcome back for families.
 - 2 new pilot programs – Athlete Ski Council and Athlete Apprenticeship Program George. The Ski Council will include 10-12 athletes cross programs, ages, and genders to help give feedback and guide leadership in decision making. The Athlete Apprenticeship program is aimed at a U21 juniors athlete that has graduated, but is continuing to race. They will help support the juniors program with course setting, filming, and mentoring younger racers. George Von Wichman is being considered for this opportunity.
 - ACS is working on the marketing and branding.
 - Freeride volunteering – had an issue with a group of Freeride athletes last year so they had to submit what it meant to represent the ASC and do volunteering. Drew did an excellent job leading the athletes through this learning process.
 - Calendar of events included in meeting documents.
- **Upcoming Events:**
- See calendar of events.

Finance Committee Report, October 2, 2023 (attached) – Keith

- Keith – Met in September. All looking good. Budget to Actuals are just started. All information in the meeting packet. Receivables are high still collecting registrations for this year.
- KH – Met with the bank to earn higher interest rates on legacy savings accounts. Will meet with the Finance committee on this.
- Keith – We have several savings accounts. Options for this is being discussed. These savings accounts are not being withdrawn from. There for the health of the club.

Fundraising Report– Jess

- Jess – Tanaka Tee Off was over \$20K with new sponsorships.
- Ski Swap Kaladi Bros will be a sponsor, and there will be new vendors at the event.
- Warren Miller ticket sales are really good. Bought a booth for a sponsor to show our appreciation. Still need 2 more sponsors.
- Auction Jan 12th at the Hotel is set. Tables start at \$5K down to \$500.
- Sponsor appreciation event was a great event.
- Branding – 30-foot arch at the bottom of every race with 6 sponsors names on it for the next 3 years, and also has ASC name. Very visible. Also branded flags for these events. Also added a backdrop on the podium with our name and sponsors.
- Revised the sponsorship into a tiered method.
- We won Kelly Brush grant \$8K and had a matching donation from the AK Heart Foundation. Additionally, shipping was sponsored by Matson.
- Looking into Mayors charity ball, Rasmussen Foundation, and Walmart.
- Started the Athletes student council of 10. All groups represented.

- U16 Western Region – Alaska Airlines sponsorship was secured with \$10K in cash and 250 coupons for 15% off travel for two for traveling athletes and families. Additionally, Alaska Airlines gave 8 travel vouchers for ASC use valued at \$1250 a piece. Bake Shop may donate.
- \$132K in sponsorships is currently committed to with \$75K already having been received. Should have \$220K if all comes in as planned.

New Items – Kaleen & Paul

- KH – Off the snow trainings - Try and start injury prevention, sport psychology, ski safety and patrol relationship trainings. Have asked Providence for sponsorship money to support new curriculum. Trying to quantify what the program does for the skiers.
- Snowboard Offering Focus Group – is there a demand for that? Will not be for this year. Resort provides a service to age 12. This would be under the freeride group. Need to put Freeride committee back together to discuss this.
- **Old Items – Kaleen & Paul**
 - Helmets, we need to remind that this is a requirements and ASC will enforce.
 - Bylaws, Paul working on materials for this.
 - Kate – do we send KH ideas for ADC? KH – Board members can be involved.
 - Kate – USSA Licenses do I need to renew as an official or volunteer?
KH – Official would be great if you can do that, will need it with the U16 races.

Next Meeting – October 19, 2023, 11:30a-1p
Future meetings Nov 16, Dec 21, and Jan 23.
Gordon motion to adjourn and Keith second.