

Kachemak Nordic Ski Club Board Meeting Minutes
Oct. 1st 2014, 6:30pm, Cook Inlet Keeper Building

Present: Jan Spurkland, Alan Parks, Stacy Buckelew, Richard Burton, Mike Byerly, Nicky Szarzi, Carlin Rausch (via phone), Kevin Walker.

Absent: Andrew Peters.

Guests: Olympia Piedra, Mike Gracz.

1. Approval of Agenda Kevin moved, Alan seconded. Alan asked to address Marathon Committee earlier in the meeting. All approved.

2. Approval of BOD meeting minutes

2.1 Meeting Minutes of Sept 3rd 2014 – Jan was at the meeting, change that. Stacey moved to approve, seconded by Kevin and all approved.

3. Admin Report – Olympia - During the summer she worked 10 hours total fielding emails and posting on Facebook. Recently, new memberships are coming in. She wondered since we are registering members online are we keeping the old database. Richard thought we should until everyone registers online. Also, this is the first year and there may be some glitches so it would be good to have the spreadsheet as backup. She asked if there will be any paper membership registration? Richard said that is a question we need to address. Phone numbers and activities members are willing to volunteer for are not captured with the online registration but are with paper registrations entered on the spreadsheet. Richard said the check-list of what people want to volunteer for was never used except by Carlin for Jr. Nordic. Richard asked Olympia to try and transfer online registrant information to the spreadsheet and noted we may eventually want to go the other way. When it's the busiest, Olympia spends 15 hours a week on ski club stuff. Olympia has marketing and bookkeeping skills but no grant writing experience. She will chime in if she can help or we should ask her to help.

4. Website Report - Richard - Lots of activity on the (fairly) new registration website. He hopes more of the memberships and programs will go through that because it will be easier on him and hopefully, Olympia. The Nordic newsletter wants as many people as possible to get it on line. Olympia will find out how members opt for online newsletter delivery. Ski Club registrants have to have an online membership to sign up on line for

programs or events. If you want the member discount for event you must have an online membership. Carlin wants to do online registration for Jr. Nordic and needs to meet with Richard to figure out how to do it.

5. Fundraising and Grants

5.1 State Revenue Sharing Meeting – Jan – Richard and Jan can't make the Diamond Ridge discussion so we need a representative from Diamond Ridge. Richard will do it if no one else can make it. Nicky, Mike Gracz and other McNeil committee members will attend for McNeil/Eveline.

5.2 Snomad Capital Funding Grant – Alan – Mike Gracz and Alan represented the Marathon Committee at a meeting with SNOMADS president, Scott Connelly. The SNOMADS got a \$45,000 grant with a \$15,000 match to find a route from Diamond Ridge to the Watermelon trailhead for the Diamond Ridge neighborhood. They don't have any plans to develop a parking area on Diamond Ridge; they think the reservoir is a good parking spot. The Marathon Committee is primarily looking on public and CIRI lands for a route. Alan asked Scott how this grant came about with KNSC written as a partner when no one in the Club knew anything about the grant application. Alan thinks the Ski Club has some leverage to use the funds for what they were intended. The Marathon Committee and SNOMADS need to figure out separate trails for SNOMAD use and non-motorized Ski Club use. If the two groups can get that down on a map it could be leverage for additional funds. Mike Byerly asked what he current grant will be spent on. Cristin Roehl would be a representative for SNOMADS, the Marathon Committee would have a couple of reps and together they would work out how to spend the money; hopefully they'd identify a survey-ready route. The two groups are hoping to hire a contractor /coordinator to work with other agencies, such as the land trust, to get everyone on board. No money will be required from KNSC. Half of the grant is ours and the SNOMADS put up the \$15,000 match. Alan has a \$6,500 request in the budget to show good faith to the SNOMADS. Stacey thought there should be a written agreement with the SNOMADS about what each group is going to do. Nicky asked how we prioritize what trails the club will work on first. Jan responded we'll need to reorganize because we don't have a structure to plan for trail development. Jan summarized that Alan is asking for approval from the Board for the Marathon Committee to meet with the

SNOMADS to discuss a contractual agreement. Mike thought we should delay until we approve the strategic plan. This is getting forced on us because the SNOMADS got the money. Nicky felt we are getting the cart before the horse – we don't have a structure or priorities yet for trail development. All favored Marathon Committee representatives meeting with the SNOMADS, except Nicky.

5.3 Lookout grant – Kevin – Grant application for the remainder of the work won't be funded with FY14 money and he is waiting to hear if it will be funded with FY15 money. He has to resubmit the grant application. Meanwhile, there's a heater, water heater, tubes and fuel but a pump is needed to put heat in floor. Mike offered to do the budget for the next grant application.

6. Programs and Events

6.1 2015 Homer EPIC - Jan – The race currently has no coordinator (Jan can't be it) which leaves Kevin and Jeannie to run it! Jan wants to make sure the race happens. Kathy is wavering and might help but doesn't want to run it. Jan wants to have a 50 K loop that would be done twice for the 100 K option (which worked last year). He was worried about the Epic competing with the Marathon but doesn't seem like it was a problem. Richard says Marylou thought having 50 K races two weeks in a row would have an impact on both races and suggested we talk to Deland. Richard thought it might be ok if the races are weeks apart and if is really a bike race not a ski race. Alan agrees with Richard. Alan also thought it seems boring to do two loops; point to point is better in his opinion. He agreed talking to Deland, Marylou and looking at dates is a good idea. Kevin suggested making March a 50K month. Mike Gracz suggested coordinating trail work with Tustemena 200. Carlin suggested having it every 2 years. Richard suggested doing it on the alternate year to Besh Cup. Alan pointed out we might loose our date if we don't have it every year.

6.2 2014/2015 Calendar – Jan – The Tour jumped a week so we could push Marathon a week ahead. Oosik is March 21. Ski Train is Saturday March 14. Jr Nordic's the last Saturday before either event: Feb 28 (With a Jan 24 start). Olympia needs to fix the Jr Nordic dates on the website. Richard suggested we keep the Marathon on March 15. Jan agreed that would get the most participation. Deland emailed that the 15th is ok. The Epic was left off the calendar and it would have to be

March 21st. Stacey moved to approve calendar, seconded by Richard. Calendar approved – no opposition.

7. Treasure's Report

7.1 2013/2014 budget – Richard – is pretty close to being done.

7.2 2014/2015 budget – Richard – Jan requested the Epic be reinstated in the budget. So far the budget request is \$25,000 in the red. Much of the overrun is capital expenses. Richard reminded the Board that Foraker suggested capital expense be covered from grants. Richard suggested splitting the budget into capital and operational budgets, then we could fund the capital improvements out of our reserve fund. Nicky agreed, but suggested trying for a grant first. Richard said equipment needs are immediate. He thought we could submit just an operational budget in grant applications. Stacey suggested asking the membership for more through an increase in fees with examples of what we need it for. Richard didn't want to count on more money from the membership. Richard reported last year our membership income was a couple of thousand dollars less than previous years. He said that members are contributing less money; we had more \$25 memberships and fewer \$200 ones. He said Women's Nordic and KNRD may be the cause; that's why he thinks those programs should contribute to the club. He objects to having a committee request \$7,000 without an explanation of what the expenses are. Jan stated he had a budget for Women's Nordic to give Richard. Jan disagrees that the programs cost us memberships: Jr Nordic, Jr, Racing, Men's Nordic and Women's Nordic have 180 participants. If he had to pay the club it would reduce what he can do with his programs. Richard agreed that it would effect the program but pointed out the club isn't breaking even. It is absorbing costs and isn't charging for the value of the services. A program fee increase could cover the overhead. Stacey suggested using the survey results and our needs and publishing options to the membership for increasing revenue. Mike Byerly suggested raising the program fees to target the super-user, for example, pay over \$400 then you can join any program you want. Richard though it useful to keep track of how much revenue is being generated by each program and didn't support that option. He reminded the group that Foraker suggested putting on clinics and such and not just events to raise money. Richard reiterated that the way programs are structured now they aren't paying for

themselves; we are a pass through organization, from his perspective. Alan suggested we increase membership fees 25%. Richard said for now we should split the budget and pass the operational budget and work on ways to increase revenue. Alan didn't want to take from the reserve fund. Richard thought it important we implement a direct fee to the programs. Stacey agreed and said program managers can pass through that fee or absorb it. This year it would be hard for Women's Nordic fee to increase because they have registrants already. Mike Byerly suggested charging 12% to programs. Jan agreed that putting a fee on top of the programs is reasonable. The High School gives us a per skier fee. The Middle School is charged a flat fee but has never paid us what they owe us in fees for supporting their ski events and programs and neither has the Ski for Women. Jan thinks we undercharge for our events. Stacey thinks that HWN is grandfathered in for this year but other programs could have that fee structure. Richard sort of agrees with that but right now the club is absorbing \$2 for every HWN registration plus Olympia's time to update the website, etc. We could give Megan a reduced rate this year since HWN is already underway or appeal to the members to be a ski club member at least at the \$100 level and add that language to the HWN website. Jan asked if we should we increase event fees also? Richard says we make much more at our events. Jan asked if we should charge 15% fee across the board for all programs? Olympia suggested registrants pay at least at the \$50 member level to register in a program. Nicky wanted to exempt Jr. Nordic from the fee increase to encourage participation from low-income families. Jan suggested taking out the capital projects and the Homer Foundation grant from the budget, which would create a surplus of \$1,500. He thought we should seek more business support at the \$1,000 level; that we should challenge ourselves to get 5 new businesses. Mike Byerly reminded the Board that Foraker advised us to ask for new memberships. Richard said we should identify one thing to get a grant for from Homer Foundation. There were questions about what the transfer method should be between operational and capital budgets. Richard was confused about what we count as capital and what we count as operational and wanted to see a spreadsheet with it spelled out. The group opted to share the budget and vote on it via email. If the email vote wasn't unanimous we'd have to

discuss it in person. The \$1,000 allocation for McNeil outhouse was in error and was removed from the budget.

8. Annual Meeting – Jan/Alan – It's November 7. Board meeting is November 3. We need to talk to members about results of the survey. Richard suggested this year we send out a membership email that points to online membership registration and that we talk about the top 3 survey results at the annual meeting and ask for more money. The group agreed. Nicky, Mike, Alan and Stacey will help solicit donations. Jan will discuss promote the Club and events on the Slack Tide Show. Mike will put the calendar poster together.

9. Area Reports

9.1 Trail Mowing — Jan - Tabled trail mowing discussion. Various options for mowers have been researched by the area committees and follow-up is needed with some of the people who did research.

9.2 Upper Baycrest Parking – Alan - We need to find out where the Fire Chief stands on using their parking lot. Alan needs to prepare a packet for ATT and submit it to their land division. Alan will work with Olympia to get that together. Money requested for Sunset in the budget was to clear up Knott Circle.

10. Governance

10.1 2014 BOD Elections – Jan – Stacey, Carlin, and Richard are up for election. Jan urged everyone to look around for new Board members in case we have vacancies.

10.2 Strategic Planning Meeting 9/22/14 — Alan – Discussion about the Strategic Plan was tabled until the November meeting because of the late hour. The group agreed to acknowledge Sue Mauger's leadership in reviewing the Strategic Plan with a letter and free Wine and Cheese admission.

11. Comments from the BOD - Alan is thinking of resigning from the Board because he is overcommitted and not sure how many meetings he can make it too.