# Ski for Light, Inc.

# Board of Directors Mid-year Teleconference Meeting

# Monday, October 16, 2017

# Minutes

President, Scott McCall, welcomed everyone and called the meeting to order at 8:00 P.M. Eastern Daylight Time.

Secretary, Judy Dixon called the roll. Executive Committee members present: Scott McCall, Robert Civiak, Judy Dixon, Tim McCorcle, and Marion Elmquist.

Directors present: Renee Abernathy, Amy Brannan, Dede Chinlund, Julie Coppens, Wendy David, John Elliott, Krista Erickson, Andrea Goddard, Nicole Haley, Robert Hartt, Eivind Heiberg, Melinda Hollands, Bonnie O’Day, Laura Oftedahl, and Larry Showalter.

Not present: Heather Berg, Leslie Maclin, Richard Milsteadt, and Brenda Seeger.

Approval of minutes. It was moved by Marion Elmquist and seconded by Amy Brannan that the minutes of the February 3, 2017 meeting of the Board be approved as distributed. The motion passed unanimously.

President's Report. Scott McCall reported that the business of Ski for Light is running quite smoothly. Highlights include:

* The fall financial appeal has been mailed.
* VIP recruitment activities have been very successful. Receptions were held this summer at consumer conventions.
* There was an ad for SFL in the September issue of the Viking magazine.
* Brenda Seeger has completed preparing the 990.
* Marion Elmquist and Renee Abernathy represented SFL at the summer Outdoor Retail show.
* Lynn and Jerry Cox made a presentation at a Lions Club that resulted in a donation to SFL of $1,000.

Treasurer's Report. Marion Elmquist reported for Brenda Seeger. The checking account has a balance of $65,000; savings has a balance of $29,716; total available operating funds are $84,716. The current value of the endowment fund is $356,267. The 990 has been completed. The switch to Paypal has been completed and things are going well.

2018 event. Tim McCorcle, Event Chair, reported on plans for the 2018 event. The planning meeting was held in early October. It is a large facility and we are working hard to keep our activities in a reasonably confined area. Applications are coming in at a healthy rate. So far, we are seriously short of guides. Everyone is encouraged to step up their guide recruitment efforts.

2018 Ridderrenn Team. Scott McCall reported that the Executive Committee is recommending that SFL send a team of four persons to the 2018 Ridderren. Melinda Hollands moved that SFL send a team of 4; John Elliot seconded. The motion passed unanimously. We also have an opportunity this year to send an additional person with funds donated by a Norwegian who wants to sponsor an American vip.

VIP Retention. Bob Hartt chaired an ad hoc committee that was created at the February 2017 Board meeting. The committee consisted of Bob Hartt, Larry Showalter, Melinda Hollands, Tim McCorcle, and Bonnie O’Day. Their charge was to come up with recommendations for ways that SFL can respond to the fact that fewer vips are applying each year and fewer of the ones who do attend return. The full committee report is attached.

Their recommendations that directly affect the Board are: expand the mentoring program and hold a board reception or a presidential suite that would give new people a chance to meet Board members and learn more about the organization.

Fundraising Plan. Laura Oftedahl reported on the fund-raising plan that she and Bob Civiak have developed. A conference call was held where key people set priorities and identified activities necessary to refine many of the goals. Priorities include: get more people to help with fund-raising to make thank-you calls and provide other assistance; solicit life members for continued support; look at better ways to recruit new life members at the event; and add language for planned giving and other giving programs to the web site.

Site Selection. Scott McCall reported that the Executive Committee reviewed a variety of possible venues for SFL 2019. The Executive Committee is recommending to the Board that we return to Snow Mountain Ranch for the 2019 event. The arrangements would be similar to the 2017 event. Proposed dates are Sunday, February 3 to Sunday, February 10 but this may change. It was moved by Eivind Heiberg and seconded by Amy Brannan that Ski for Light 2019 be held at Snow Mountain Ranch. The motion passed unanimously.

Board Development and Elections. Amy Brannan is chairing the Board Development and Elections committee this year. It was agreed that the size of the Board would remain at 25. Terms of 11 Board members will expire this year. Nominations must be received by Amy by December 8, 2017. The ballot will be distributed in mid-December.

Nominating Committee. Scott reported that Bonnie O’Day is chairing the Nominating Committee. Other committee members include: Scott McCall, John Elliot, Julie Coppens, and Rich Milsteadt. The committee is charged with developing a slate of officers for the Board to consider. Bonnie would like anyone who is interested in running for office to let her know.

Revised Sanctioned Activities Policy. Scott McCall reported that, at its June meeting, the Executive Committee had a lengthy discussion about sanctioned activities at the SFL event. The Executive Committee is proposing a revision of this policy. Current and proposed language is attached. Marion Elmquist moved and Larry Showalter seconded that the revised language be adopted. The motion passed.

The meeting was adjourned at 9:35 P.M. Eastern Daylight Time.

Ad Hoc Subcommittee Recommendations for Improving VIP Recruitment and

Retention

Background:

At the February 2017 Board meeting in Granby, Colorado there was discussion of a general long term decline in SFL applications by visually impaired participant (VIPs). The meeting discussion identified both that fewer vips are applying and fewer who do attend are returning. Various ideas for addressing this were discussed. President McCall asked VIP Recruitment Committee Chairman, Bob Hartt, to form an ad hoc subcommittee consisting of Larry Showalter, Tim McCorcle and a few others the group could designate to develop recommendations on steps for improving VIP recruitment and retention.

New VIP Recruitment Chair, Melinda Hollands, and Foundation Fundraising

Committee Chair, Bonnie O'Day, were asked to join the subcommittee, and they

met via conference call on September 19, 2017.

Subcommittee Discussion Summary:

The subcommittee discussed at length how to recruit more first time

attendees, as well as how to get more of them to return. It also considered such items as changing demographics, the effect on attendance of increasing recreational opportunities for people with disabilities, the limitations imposed by a lack of snow at additional affordable sites that could accommodate SFL, and the role additional financial incentives might have on increasing participation. In regard to providing more incentives for VIPs to apply, the subcommittee concluded that changes to the stipend policy would probably not work, but all efforts to publicize the event to new audiences should continue.

Recommendations:

The subcommittee recommendations focus on getting more attendees to return. The group came to a consensus that the most important steps to take at this time should focus on improving personal contacts and direct one-on-one connections between regular attendees and newer attendees, with particular attention given to steps the Board could take in its leadership role. With this in mind, the subcommittee recommendations to the Board are as follows:

1. Expand the mentoring program to involve all regular attendees as mentors, regardless of whether they are VIPs, MIPs, guides or worker bees. The VIP Recruitment Committee will work with all Board members and other frequently attending individuals in order to identify at least one individual who is a first timer or relatively new attendee, with whom they can:

- Welcome with a personal phone call soon after an acceptance letter has

been sent, but no later than the December 1 payment deadline (Note that

while a personal phone conversation is recommended for the first contact,

email or texting may be necessary if a phone conversation is not possible).

- Invite the individual)s) to sit with you at dinner on Sunday night and/or at other meals where they may not be with their assigned guide or others.

- During the week invite them to join you on the ride to the ski area if

they will not be riding with their guide or others.

-During the week invite them to join you and your friends at any socializing you plan to do, such as a room party, SFL reception or another SFL program event.

- Within a week or two after returning home, check in for feedback regarding the departure from the hotel, the rest of the return trip and any thoughts they have on what went well and what could be improved upon. Make sure to communicate any especially significant problems or highly satisfying experiences to the Chair of the VIP Recruitment Committee with copy to the Chair of the Program Planning Committee and the SFL President. In addition to communicating any significant feedback from the individual you mentored, also provide feedback on whether you think you were helpful to the individual and provide any recommendations you may have to improve our mentoring efforts.

- In the July to September time frame make contact with the individual(s)

you mentored to let them know the applications for the coming year are now available, and you are looking forward to seeing them again if their

schedule permits.

2. The Board should consider scheduling a reception or perhaps several

smaller scale Board receptions for individuals who are new to ski for light and those who wish to meet Board members and learn more about how SFL works. As an alternative to one large reception, one suggestion is to have a "Presidential Suite" or "Board Reception Suite" open at certain hours every afternoon or evening to provide a more relaxed environment for individuals to come and meet Board members with snacks and beverages available. While the President could not be present at all times, he/she and two or three other Board members could be schedules for these daily open hours. In circumstances where the President's suite is not conducive for such gatherings, another room provided by the hotel could be identified and designated.

3. It is recommended the event planning committee seek creative ideas for

new VIPs and others to mix and mingle, keeping in mind that while dances

with loud music and limited lighting can be a fun and conducive environment for many to socialize, some alternatives for new VIPs who find it difficult to interact in such surroundings would be helpful.

4. The efforts to offer one on one ski technique training for those who are new or need more focused assistance to develop confidence and skill on the snow should be continued and strengthened wherever possible.

Respectfully submitted

Ad Hoc Subcommittee for Improving VIP Recruitment and Retention

Bob Hartt, Chair

Larry Showalter

Tim McCorcle

Melinda Hollands

Bonnie O'Day

Sanctioned Activities Policy

Current:

Policy A13 - Sanctioned Activities

Purpose

To establish the vigorous outdoor activities that shall be offered to those attending the Ski for Light International event.

Policy

Classic cross-country skiing is the primary sanctioned activity at Ski for Light International events, and will be offered to all visually- and

mobility-impaired participants.

Depending on local conditions and available resources, other optional winter outdoor activities may be offered on a limited basis to individuals or at times the entire group, including snow shoeing, skate skiing, alpine skiing, snow biking, tubing or other. How and

to whom these activities are offered must be approved by the President and Event Chair(s).

January 22, 2016

Revised:

Purpose

To establish the vigorous outdoor activities that shall be offered to those attending the Ski for Light Inc. annual event.

Policy

Classic cross-country skiing is the primary supported activity at Ski for

Light Inc. annual events, and will be offered to all visually- and

mobility-impaired participants.

Depending on a participant's level of physical fitness and skiing ability, such activities as snowshoeing may be offered for brief periods as a transitional activity in the pursuit of developing confidence and skills to be able to cross-country ski. How and to whom snowshoeing is offered must be discussed with and approved by the President and Event Chair.