# Ski for Light, Inc.

# Executive Committee Meeting

# May 13, 2015

# Teleconference

# Minutes

**Welcome**. Scott McCall, President, called the meeting to order at 9:03 P.M. Eastern Time.

Roll Call. Judy Dixon, Secretary, called the roll.

Present:

Scott McCall, President

Julie Coppens, Vice-President

Judy Dixon, Secretary

Brenda Seeger, Treasurer

Cara Barnes, Director-at-Large

Bob Civiak, Director-at-Large

Marion Elmquist, Immediate Past President

**Approval of Minutes**. It was moved by Julie that the draft minutes of the November 13, 2014 meeting of the Executive Committee be approved as distributed. The motion was seconded by Bob. The motion passed unanimously.

**President’s report**. To best update everyone, Scott prepared a President’s report which is attached.

Treasurers report. Brenda reported that the checking account currently has about $32,500, available money market funds are about $30,000. We have just taken the annual withdrawal from the endowment fund which was about $20,000. Scott pointed out that because of unforeseen circumstances, the costs for the 2015 event were significantly over budget. We will need to focus on belt-tightening and fund-raising going forward. Julie described a recent post to our Facebook page aimed at raising awareness of our continuing need for funds. Marion pointed out that the cost of the Ridderren participation was significantly less than budgeted because of donations from the Anglo-Norse Fund that covered housing costs and Borton Travel that covered airfares.

**Event wrap-up**. Cara reported that all loose ends from the 2015 event had been wrapped up. Everyone agreed that with its many challenges, the 2015 event was well-managed. Julie encouraged future planning to consider evening activities consistent with our mission.

2016 Event. Scott reported that Judy and Doug Boose will be co-chairs for the 2016 event. An issue needing consideration rises from the ski center’s recommendation that we hold our race on Friday. Doing this would result in a challenge for what to do on Saturday since crowded conditions may make skiing impractical for a significant portion of our community. It has been suggested that SFL consider shortening the week a bit and this year may present an opportunity to try this.

Pros and cons of this idea were discussed. Limited ski time, less opportunity for skiier and guide to work together, confusion in the future about the parameters of the event, implications for higher cost flights with no Saturday night stay were cited as negatives; an opportunity to try something new, a reduced-price event which may help attract those who cannot afford traditional pricing, on-site skiing will provide an opportunity to maximize skiing time for those who wish, and an opportunity to have a weekend day to recover before a new work week were cited as positives. It was moved by Bob that in view of the difficulty of holding races on Saturday at Shanty Creek and also a desire of many people to test out a shorter event week for Ski for Light, we hold the race/rally on Friday and conclude the event Friday night as a one-year test. Julie seconded the motion. The motion passed. It was agreed that Scott and Judy will draft a statement that summarizes the situation to be sent to the Board. We can then schedule a conference call for Board discussion.

**New fundraising initiatives**. Julie summarized the fund-raising portion of the small group discussions held during the recent Board meeting. There were several recurring themes and one was that we need to do a better job of donor stewardship—connecting with them, expressing appreciation for their support. Julie and Laura will be coordinating a committee of SFL veterans to reach out and make contact with current donors to thank them for past support and invite them to support us again. This will be coordinated with the mailing of the spring appeal. Laura will prepare talking points and provide training for the committee.

FY 2016 budget development. Bob reported that for 2015 we are currently running a budget deficit of about $13,000 but we anticipate the spring appeal and other fund-raising efforts will lower that significantly before the end of the fiscal year. Bob plans to get an earlier start on developing the 2016 budget. His schedule is: June 15: tentative budget; June 30: set pricing for event and Budget and Finance Committee review draft budget; early July: Executive committee review draft budget; and distribute final budget by the end of July.

**2015 Ridderren**n. Marion reported that the 2015 Ridderren was very successful. The group of 10 enjoyed near-perfect skiing conditions. One group member, Charlie Wirth, received a special award from the Ridderren. The official team did a great job and were photographed wearing their Patagonia jackets.

**Schedule next meeting**. The next meeting was tentatively scheduled for June 17.

**Adjournment**. The meting was adjourned at 10:20 P.M. Eastern time.

# President’s Report

# SFL Executive Committee

# 2015-05-13

I very much appreciate the hard work of members of the Executive Committee and other members of the Board during my Mother’s recent hospitalizations. Even though I have not always been available to respond promptly to questions and suggestions. The work of SFL has moved forward because of the dedication and commitment of this group.

Following the 2015 event, Cara, Nicole, and Brenda spent many hours resolving payment issues with the Inn at Silver Creek. Many thanks!!!

In February, Bob submitted a report to the Gibney Family Foundation regarding our recent grant. We are able to carry over $3000 that was not spent in 2015 and these funds will be available for grants for the 2016 event.

Based on discussion and recommendations from the Board meeting, the Budget and Finance Committee has been busy developing the investment policy statement and researching potential investment managers. Bob and Larry have put in countless hours on this project and we now are in the process of obtaining bids or comments from candidates. Eivind has provided valuable consultation to the committee.

Thank you Bob, Larry, and Eivind.

As a follow-up from our Board meeting, Julie, Nancy, and I met by teleconference to review ideas from our brainstorming groups. We agreed to target fundraising for the immediate future. Julie is working with Lara on developing and implementing a plan. Julie will have an update.

As a result of some very productive conversations during the 2015 event, we sent a group to Shanty Creek to scout trails and begin the planning process for 2016. Doug Boose served as group leader and his very thorough report is attached.

As you know, Judy and Doug are serving as co-chairs for 2016. They are off to a good start in identifying members of the planning committee and working out the details of this approach to managing the event.

Other items that come to mind are a very good trip to the Ridderrenn and an informative spring bulletin.

Scott