Ski for Light, Inc.

Executive Committee Meeting

Monday and Tuesday, June 12-13, 2017

Arlington, Virginia

Minutes

Welcome. Scott McCall, President, called the meeting to order at 11:00 A.M. Eastern Time on June 12, 2017.

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

Present:

Scott McCall, President

Bob Civiak, Vice-President

Judy Dixon, Secretary

Brenda Seeger, Treasurer

Tim McCorcle, Director-at-Large

Heather Berg, Director-at-Large

Marion Elmquist, Immediate Past President

Approval of minutes of February 2, 2017 meeting. It was moved by Marion and seconded by Brenda that the minutes of the February 2, 2017 meeting be approved as distributed. The motion passed unanimously.

Treasurer's Report. Brenda reported that the current balance in the checking account is $52,815.57, balance in savings is $29,713.68 which gives us operating funds of $82,529.25. The current value of the endowment fund is $355,730.34. Brenda is continuing to work on setting up our Paypal account to reduce the percentages paid for each transaction. She expects to have this completed in a few days.

Review of 2017 event. Heather reported that she conducted a wrap-up call in april that was very successful. She reviewed things that went well this year: an extremely high percentage of first-time participants and guides; departure day transportation; additional on-site shuttle service; better food; lobby hosts; and bar arrangements. Judy suggested that some of the unique aspects of holding an event at Snow Mountain Ranch be captured in a document that can guide future event committees in planning an event there. Heather will draft this.

Recommendations for the future include: adding a wrap-up coordinator to the event committee; updating special-interest guidelines with particular regard to audio-visual requirements. The special-interest form needs to be modified to ask questions about technology needs.

2017 Survey. Scott reported that we still have no survey results.

Embassy receptions. Marion spoke with Eivind Heiberg who has agreed to help facilitate another reception at the Norwegian Embassy. He has also offered to host a reception in Minneapolis. Marion will follow up.

Sanctioned activities including snowshoeing. After reviewing the current policy on sanctioned activities and a lengthy discussion, it was agreed that a replacement policy would be drafted to reflect the organization’s ongoing emphasis on cross-country skiing while being mindful of the wide variety of skill levels particularly among first-time participants. Marion will draft the policy.

Fitness awareness. After an extensive discussion, it was agreed that SFL should take steps to ensure that prospective participants are physically fit enough to participate in cross-country skiing. Heather and Tim will create a document describing some “Ways to Prepare” suitable for posting on the web site and including with the application to provide more information and assistance to better prepare for skiing.

2018 event. Tim, 2018 Event Chair, outlined the 2018 event. Key committee positions have been appointed. Event prices will be determined and announced by mid-July. The planning meeting will be scheduled for early fall.

Site selection, 2019 and beyond including new venues. There are a number of known possibilities for 2019—Rhinelander, Wisconsin; Shanty Creek, Michigan; Provo, Utah; Bend, Oregon; and Snow Mountain Ranch. The pros and cons of specific sites were discussed. Other possible sites for future years such as Stowe, vermont were also reviewed. The Executive Committee indicated a clear preference to return to Snow Mountain Ranch for 2019.

2018 Budgeting schedule. Bob expects to have the draft budget ready for Executive Committee review by mid-July.

Review of fundraising plan. Scott distributed the draft fundraising plan developed by Laura and Bob. The feedback was generally positive. We will have further discussion to determine which pieces we can implement. It was pointed out that, in the short-term, we need a stronger emphasis on our web site on giving to the organization with specific tools such as language to be included in the potential donor’s last will and testament.

Possible funding for sponsoring an additional person to attend the

Ridderrenn. Marion said that there is a Norwegian woman who would like to sponsor an American to go to the Ridderren. This would be in addition to our usual team of four persons and could be someone who has attended previously who has consistently made a significant contribution. Bob will draft a brief description of the criteria for this award and the Executive Committee will make the selection.

Waiver changes. The current policy says that each attendee would be required to “sign” a waiver of liability. To simplify the application process, it is being recommended that a link be added to each application containing information about cross-country skiing and the text of the waiver of liability. Each applicant will be asked to check a box on the application indicating that he or she has read this material and agree. There was general concensus in favor of this method.

Board development and election. Scott reported that Amy Brannan will chair the Board Development and Election Committee. She will be assisted by Bonnie and Leslie. Scott asked everyone to pass names along to the committee of anyone who may be interested in serving on the Board. Amy will have a job description for Director to circulate.

Nominating committee. The Nominating Committee will be appointed by the Executive Committee in September. It was generally recognized that the demands of the Treasurer’s job have significantly increased in recent years. Scott will review the description of Tresurer duties that was drafted by Doug Boose and circulate it to the Executive Committee for consideration of the best way forward. Possible strategies include seeking additional volunteer help to assist the treasurer; hiring some bookkeeping assistance. Other ideas are welcome.

Size of the Event. Implications of a smaller event were discussed. We would certainly have more venue options but income would be less with additional potential impact on income from fund-raising and corporate sponsor participation. Expenses for fixed costs would be divided across fewer people.

Adjournment. The meeting was adjourned at approximately 12:00 P.M, Tuesday, June 13.