# Ski for Light, Inc.

# Executive Committee Meeting

# Saturday, June 8, 2019

# Roseville, Minnesota

# Minutes

Welcome. Marion Elmquist, President, called the meeting to order at 8:40 A.M. Central Time on June 8, 2019.

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

Present:

Marion Elmquist, President

Tim McCorcle, Vice-President

Judy Dixon, Secretary

Brenda Seeger, Treasurer

Nancy McKinney Milsteadt, Director-at-Large

Amy Brannan, Director-at-Large

Scott McCall, Immediate Past President

Approval of Minutes for January 24, 2019. Brenda moved and Amy seconded approval of the minutes from the January 24, 2019 meeting of the Executive Committee. The motion passed unanimously.

Treasurer’s Report. Brenda reported that our operating funds in checking is currently $27,923.99 and our operating funds in savings is $49,757.53. The market value of Bankers Trust is $408,264.59, the value is $367,970.03. The year to date loss is $761.43. 1.19% is in cash and cash equivalents and 98.81% is in mutual funds. Individual donations are down very slightly; Goodfellow Fund donations, foundation donations, and Sons of Norway donations are all up from last year.

Budget and Finance report. Tim reported that we had budgeted a deficit for the event of $10,000, but, at the moment, it is only about $7,500 so we did better than we had budgeted.

Annual Endowment Withdrawal. The average fund value for the past twelve quarters is $363,930.52. The maximum allowable withdrawal is 5.5%, $20,016.61. The withdrawal amount at 4.5% is $16,377.23. After careful consideration, Scott moved and Tim seconded that we take a $15,000 withdrawal from the endowment this year and, after the event, any money in operating funds in excess of $90,000 will be returned to the Endowment Fund. The motion passed unanimously.

Long-Range Planning; planned Giving; and Targeted Donors. After an extensive discussion, it was agreed that we will look at the development plan created by Laura a few years ago.

Judy moved that Marion send out the development plan to the members of the Executive Committee and that each of us will choose the top three items that we think should be pursued sooner rather than later and send our picks to Marion by July 1. Scott seconded the motion. The motion passed unanimously.

Code of Conduct. Tim and Amy did a final review of the draft code of conduct policy. Nancy moved that the Executive Committee recommend to the Board that SFL adopt this Code of Conduct policy and it will be distributed to the Board with enough lead time that it can be voted on at the mid-year Board meeting. The motion was seconded by Judy. The motion passed unanimously.

Survey. Marion distributed the results of the 2019 post-event survey that was done by Amy White. The results were very similar to years past. The Executive Committee carefully reviewed the comments and recommendations.

Publicity & PR. Melinda, with the assistance of Cara, is beginning to work on publicity activities for next year’s event. They are putting together a database of organizations that we can reach out to and they are working on a structure for developing a speaker's bureau.

Social Media. Sonja Elmquist will now take the lead on SFL's social media presence.

Nominating Committee. The list of current Board members was reviewed and a list of potential candidates for the Nominating Committee was developed. The President will contact each of them to determine their interest in serving.

Board Development. In the context of a discussion about future Board development, it was agreed that the current size of the Board at 25 is somewhat unwieldy. Judy moved that the Executive Committee recommend to the Board at the mid-year Board meeting, that the size of the Board be reduced to 20. In 2020, we would elect 10 people bringing the size of the Board to 22 and in 2022, we would elect 10, bringing the size of the Board to 20. Scott seconded the motion. The motion passed unanimously.

Site Selection. Nancy suggested that we need to move our site selection decision-making earlier in the year. Several sites are currently in active consideration. It was agreed that for 2021, we would seek a previously-visited area such as Provo. Nancy will research. The goal is to make a 2021 event recommendation to the Board at the mid-year meeting.

Sales Room. The ideal overall scope and extent of the sales room was discussed. It has become an outlet for some corporate sponsor items and many attendees expect to be able to buy logo items and Norwegian chocolate. Final details about scope and hours will be worked out with the new Sales Room Coordinator.

Bibs. Some SFL attendees have expressed interest in Ski for Light providing “Blind Skier” bibs. After a considerable discussion, it was agreed SFL would purchase a small supply of bibs and make them available in the sales room.

2020 Event. Plans for the 2020 event are well underway. We are in the process of confirming key planning committee members and setting the date for the planning meeting.

The meeting was adjourned at 3:45 P.M.