Ski for Light, Inc.

Executive Committee Minutes

Meeting via Teleconference

October 21, 2020

President McCorcle called the meeting to order at 8:01 p.m. Eastern Daylight Time.

Roll Call:

Tim McCorcle, President;

Julie Coppens, Vice President;

Krista Erickson, Secretary;

Brenda Seeger, Treasurer;

Michael Evelo, Director-at-Large;

Robert Hartt, Director-at-Large

Marion Elmquist, Immediate Past President.

All Executive Committee members were present.

Guest: Bonnie O’Day, 2021 Event Chair.

**Treasurer’s Report**

Brenda reported that SFL currently has $49,458.94 in checking and $69,754.78 in savings for total operating funds of $119,213.72. The previously approved withdrawal from the Endowment Fund has been made.

The process of outsourcing accounting services to CBIZ and Mayer Hoffman McCann P.C. (hereafter abbreviated “CBIZ” in these minutes) has commenced. Brenda has sent CBIZ revisions for the #990 report. Tim asked about year-end financials. Brenda will send a report to the Executive Committee – the report has already been sent to CBIZ but it still needs to be approved by the Executive Committee.

Tim asked about the timeframe for conversion to the online version of QuickBooks. Brenda is unsure of the exact timeframe -- the accountant assigned to us at CBIZ is recommending an in-person meeting with Brenda to better facilitate transferring information/setting up bookkeeping for SFL.

**FY 2021 Budget**

Bob Hartt, Budget and Finance Committee Chairman, sent out a working draft budget prior to the meeting. The budget is a draft because some actuals for 2021 are still being finalized. Bob briefly summarized the draft budget. This year there will not be any program income from event fees. The budget uses an estimate of 150 registrants for the 2021 virtual SFL event. The 2021 budget estimates fundraising income at 65% of fiscal year 2020 levels and estimates gross profit of $55,030 and net income of $3,843.50. The draft 2021 budget projects the 2021 event to have a net loss of $1,500.00. once Bob receives the actuals, he will send out an updated 2021 budget.

Tim suggested considering the possibility of moving $50,000.00 from cash to investments for the next year. Tim and Bob will talk with Banker’s Trust about this.

Marion moved and Brenda seconded a motion to approve the draft budget as presented. Marion then amended her motion to approve the draft budget as presented with the ability to make adjustments prior to submitting the budget to the board. Tim seconded Marion’s amended motion. The amended motion carried unanimously.

**2021 Virtual Event update**

Bonnie O’Day, Event Chair for the 2021 event, provided a detailed report on planning for the 2021 event. The 2021 virtual event is scheduled from Wednesday, January 27 through Saturday, January 30, 2021. The theme for the event is Ski for Light 2021 International Event Virtually Everywhere and will use Zoom for all events with all sessions comprised of both recorded and live material. There will not be a registration fee.

The opening night will be on Wednesday, January 27th at 8 p.m. Eastern. The opening night program is still being finalized but should last from sixty to seventy-five minutes and may feature a video showing skiing and what Ski for Light means to various participants from previous SFL events.

There is a Fitness committee working on ideas to encourage virtual attendees to get up and move. There will be virtual fitness classes Wednesday through Friday with a stretch class in the mornings and another fitness class during the day. The Fitness Committee is also working on material for an accompanying fitness webpage.

There will be Special Interest Sessions. There will be an online auction on Thursday likely using Bidding for Good to facilitate the auction. For the auction, items must have a minimum value of $50.00. Finally, a closing banquet is planned for Saturday evening. People living close together can watch the banquet as a group and maybe do check-ins. The banquet will feature some of the usual awards such as the President’s Award. We want to make this a fun event and introduce SFL to new people.

The idea of setting up a virtual guest book was suggested.

Mike asked if the event would count for guide service. The Planning Committee will have a discussion about this question but the event definitely will not count for guide training.

Bonnie left the meeting at the conclusion of the 2021 event update and discussion.

**2021 Ridderrennet Team**

The 2021 Ridderrennet event is on the calendar for March 14-21 but we are not sure if it will be happening. Tim reviewed the members of the publicly announced 2020 Ridderrenn team. Marion recommended sending the same team as there will be a high likelihood in 2021 of not being able to travel. Mike moved and Bob seconded a motion to reaffirm/rename the Ridderrennet team for 2020 to attend the 2021 Ridderrennet week/event. The motion carried unanimously.

**Site Selection Committee Report**

Cara Barnes, Site Selection Committee Chairwoman, sent a report which Tim forwarded prior to this meeting (see pages 5-7 for a copy of Cara’s report). Tim also compiled and forwarded a spreadsheet detailing known pricing for each possible venue. Sites for the 2023 event include options in Utah and Green Bay, Wisconsin. Soldier Hollow (possible ski area in Utah) would need to be reserved soon. Cara is considering North Conway, New Hampshire as a possibility for 2024 since it needs to be skied. The lodging options in Utah are significantly more expensive than those in Green Bay and Tim estimates a double occupancy event fee for Utah to be well over $1,000.00. Currently, SFL subsidizes some event expenses (ex., evening programs and ground transportation) for each participant but not the costs of event lodging and meals during event week. With rising prices, we may have to discuss subsidizing event fees and fundraise accordingly so that we can go to sites that are more expensive.

The Committee decided to not make a recommendation on site selection – the Board will discuss this at the meeting next week.

Bob asked for an update on negotiations with Snow Mountain Ranch (SMR) for the 2022 event. SMR has not been very responsive so far -- Tim will continue to be in contact with SMR.

**Update on Code of Conduct Motion from Last Fall**

Last fall, the Board adopted a motion revising the Code of Conduct Policy. As part of that motion, the Executive Committee was instructed to “review the provided feedback and make recommendations for further distribution.” Krista, Amy and Tim reviewed all of the comments from the e-mail discussion and suggested four (4) recommendations for further distribution of the Policy. These recommendations are contained in a report sent prior to this meeting. Concerns were raised about the first recommendation of adding wording about the Policy on event applications. Tim will check with legal counsel about how to best disclose/explain the Policy. Tim anticipates completing this task prior to the January Board meeting but not in time for the October 28th Board meeting as our legal counsel is assisting SFL pro bono. Since we have time with no in-person event in 2021, it was decided to wait until obtaining input from legal counsel before taking the recommendations to the Board for consideration.

Julie moved and Bob seconded a motion to adjourn the meeting. The motion carried unanimously and the meeting was adjourned at 9:44 p.m. Eastern Daylight Time.

**Ski for Light, Inc.**

**Site Selection Committee Report**

**October 21, 2020**

During the summer, the Site Selection Committee updated Request for Proposal (RFP) documents used to request proposals from hotels and ski areas. Copies of these documents can be found on the Board Member Information and Materials page https://www.sfl.org/board/.

The Committee has also created a Proposed Site Checklist form which can be used by members of the Ski for Light community to suggest a possible venue. The checklist will gather basic information about the hotel and ski site and be used by the Committee to assess whether a Site Visit is appropriate. The form can be accessed at https://docs.google.com/forms/d/e/1FAIpQLSdlJyP6hLhYjogfEpK6AlnwpPhOySo\_5MJSsDeRkX3yGkFq8Q/viewform?vc=0&c=0&w=1&flr=0

At the July 23, 2020 Board of Directors meeting, the group voted to begin negotiations with Snow Mountain Ranch to host the 2022 event. The Site Selection Committee is now focusing on the 2023 event and have three possible locations.

**Wisconsin**

The Radisson and the Hyatt Regency in Green Bay have submitted proposals for 2023. The Radisson (where the group stayed previously) has gone through a multi-million-dollar renovation and smoking is no longer allowed in the hotel, although there are still smoking areas in the adjacent casino. There are a total of 15 ADA rooms, four with roll in showers. Two of the four rooms with roll in showers are suites. The Radisson is across the street from the Green Bay airport and approximately 17 miles from the ski area.

The Hyatt Regency is closer to downtown and approximately 14 miles from the ski area. It is an all-suite hotel originally built in 1989 as an Embassy Suites. There are approximately 158 rooms with two queen beds (including some executive suites) and 78 rooms with king beds. Also included are two ADA rooms, one with a king bed and the other with two queen beds. The ADA rooms have grab bars and shower chairs (no roll in showers). Both hotels have adequate meeting space.

The Brown County Reforestation Camp would again be the ski area. They do not have snow making equipment but reported a good snow year in 2019-2020. Brown County staff provided a ball park use fee although some waivers may be available which need to be applied for and approved by a committee. Lunches would be under a separate contract and Brown County can provide a list of approved caterers.

**Utah**

The Provo Marriott submitted a proposal for 2023 which expired on 10/2, but has been extended to 11/6. The hotel has gone through renovation since the group was last there and now features a lobby bar. The Marriott has 329 rooms including 8 ADA rooms. The driving time between the hotel and ski area is approximately 40 minutes (27.1 miles). The driving time between the hotel and the Salt Lake City Airport is approximately 50 minutes (50.2 miles).

The Homestead Resort in Midway submitted a proposal which expired on October 1, but has been extended briefly. Homestead is a unique property with a geothermal spring in a 55ft limestone dome. The spring is accessed through a tunnel. The pathway reportedly has an incline but no steps. Banquet and meeting rooms are in a main building which also contains an indoor pool. There are a variety of sleeping room types in several buildings clustered around the main building. The longest walk between sleeping rooms and the main building is reported to be about 1 block. There are sidewalks which are described as reasonably flat and are shoveled and cleared during the winter. While there is adequate meeting and banquet space, there are currently 120 sleeping rooms. An extensive renovation will begin this fall and by 2023 the 120 rooms will include a minimum of 5 ADA rooms with roll in showers. A second phase of renovation will add additional rooms to the complex but it is unknown whether this would be completed by 2023. Some of the rooms include two beds as well as a set of bunk beds which could serve as triple rooms. Other options could include limiting the number of single rooms, using some condos at Homestead or rooms at the Zermatt across the street as overflow. The driving time between the hotel and ski area is approximately 13 minutes (14.9 miles).

The Zermatt Resort has submitted a proposal. The Zermatt is across the street from the Homestead Resort in Midway. There are approximately 300 rooms of various types with adequate meeting space. There are two ADA rooms. These ADA rooms do not have roll in showers.

Both the Sheraton and the Double Tree in Park City have submitted proposals. The Sheraton has approximately 192 guest rooms, and 9 meeting rooms. The driving time between the hotel and ski area is approximately 36 minutes (21.5 miles). The Double Tree is approximately a mile from the Sheraton. It has 182 guest rooms and ten meeting rooms with 11,837 square feet of meeting space. Both proposals contained room rates over $240 per night and indicated that these were the best rates that could be offered as January and February are busy months.

Soldier Hollow would be the ski area. The configuration of the lodge has changed and the downstairs area is no longer available. The group would use the Competition Management Building which is in the arena area and is the former site of a charter school. The building is described as not having sufficient or well-functioning toilets for a group of our size and we will be required to have portable toilets. Soldier Hollow has snow making capabilities and feel that a 10 km course can be maintained if temperatures are low enough at night.

**Michigan**

We do not have a current proposal from Shanty Creek but the resort has expressed interest in hosting the group again.

The Committee is hoping to move forward on-site selection for 2023. The Corona Virus has caused a variety of events to be pushed out a year so decisions will need to be made soon. The hotels and ski area in Utah are in a high demand winter sports area and already have limited dates available for 2023. We have been advised that both Soldier Hollow and Homestead will be increasing prices after the first of the year. The hotels and ski areas in Wisconsin and Michigan appear to be more flexible.

Respectfully submitted by Cara Barnes