Ski for Light, Inc.

Minutes of December 17, 2024, Executive Committee Meeting

Meeting via Zoom

President Coppens called the meeting to order at 8:01 p.m. Eastern Standard Time.

Roll Call

Julie Coppens, President

Sheri Richardson, Vice President

Krista Erickson, Secretary

Tim McCorcle, Treasurer

David Fisichella, Director-at-Large

Nicole Haley, Director-at-Large

All Executive Committee members were present.

Action via E-mail

Approval of Meeting Minutes

A draft of the minutes of the Special Executive Committee meeting held on October 22, 2024, was distributed to the Executive Committee e-mail list on October 27, 2024. A draft of the minutes of the executive session portion of the same meeting was distributed to the Executive Committee not using the listserv also on October 27, 2024. With no changes, both sets of minutes were considered approved on November 2, 2024, with the meeting minutes then distributed to the SFL Board and executive session minutes retained by the Secretary awaiting further filing/retention instructions from SFL.

Treasurer’s Report

Tim reported the following account balances as of December 17, 2024:

Wells Fargo Checking: $107,310.47;

Wells Fargo Savings: $368,497.65;

PayPal Bank: $116,932.34;

Total Cash: $592,740.46;

SFL Endowment managed by BTC: $531,935.80;

Unrestricted Assets managed by BTC: $138,628.20;

Total BTC: $670,564.00.

All VIPs have paid their event fees, a few guide and other attendee event fees remain outstanding. A deposit was recently made to the hotel for the upcoming 2025 event and a deposit will be made for transportation soon.

The amount listed above for savings includes the recently received Pedersen Family bequest.

2025 International Week Event

Sheri, 2025 Event Chair, reported that 286 people are registered to attend. Seven stipends were awarded to guides for a total of $3,500. A total of twenty-nine VIPs were awarded stipends amounting to $14,104.00.

Three MIPS have been accepted.

There were two conditional acceptances issued but neither person has registered a PA to come with them and the deadline for such registration and payment has elapsed. Sheri or Julie will reach out to those two individuals.

Guide gifts have been ordered through Fresh Kamp -- an outdoor blanket with an embroidered SFL logo.

Cara is finishing the schedule which will be distributed soon.

Julie is working on the Program Journal and will seek a local printer in the Provo area.

There are forty-four people who remain waitlisted.

50th Anniversary Celebration

Julie will ask Marion to provide a post-gala report for the Board which will be ready for the next Board meeting.

A brief discussion ensued of some outstanding items from the gala including a final attendance count, revenue from ticket sales and a catering invoice.

Fundraising

Julie has received a suggestion that SFL may want to have a specific day of giving -- maybe February 17th which is both Olav Pedersen’s birthday and the day of the first Race for Light in 1975. SFL may want to ask Colorado officials to issue some sort of a proclamation. There has been a proposal of using some of the Pedersen Family bequest to restore the Olav Pedersen statue in Frisco, Colorado. David will contact the arts council listed as sponsoring the statue.

A brief discussion ensued about whether or not to continue the annual fundraising letter sent to Sons of Norway lodges. A letter hasn’t been sent out yet this year in part due to not having an updated mailing list. In recent years, lodges donated a total of between $6,500 to $13,000. SFL used to encourage people to reach out to their local lodge, maybe we should make an effort to do that again. Discussed sending out a letter in January with a contact to arrange a presentation if interested.

Endowment. Discussed putting out a message that people have until December 31st to become Life Members of Friends of Ski for Light at the current $400 giving level with a new giving level coming in 2025. Instead of renaming this giving level/designation, we could just raise the amount required – possibly to $500, $1,000 or $2,500. Whatever level we adopt should be attainable for people who want to contribute – may want an option of donations over a few years’ timeframe but that could be hard to keep track of or we may want to establish two tiers with a higher amount for major gifts with a minor increase for contributing to the Friends category and establish another category for major Endowment gifts.

We do not currently have a Major Donor Coordinator.

Salesforce Update

Nicole has asked Amy for a meeting but one has yet to be scheduled. Data integrity, testing, issues with gift processing/receiving and issues with some Salesforce generated reports remain concerns. There has also been an issue with bulk e-mails – we may need to make sending one a two-step process with a confirmation that includes approving the text being sent.

After the 2025 Event, a Salesforce debrief will be needed because there have been so many new users this year.

Nicole still needs a Salesforce license.

For now, a specific Salesforce committee is not necessary but we may want to establish a standing technology committee in the future.

Birkie

Mike Evelo is organizing the SFL group for the Birkie, February 19-23, 2025. As in previous years, the SFL group will participate in the Giant Ski, the ParaBirkie, staff a table at the Birkie Expo for two days and volunteer at an aid station or at the race finish line. A group is coming together but there may be room for a few more people -- if interested, let Mike know soon.

Both Julie and Lucas Rice wrote articles for Silent Sports Magazine which will be featured in the February 2025 issue.

Social media

Leif Eikevik created a page for SFL on LinkedIn.

Julie has created an Instagram Page with alt text described images.

Board Meeting

Please send any agenda items for the January 24, 2025, Board meeting to Julie.

Nicole, Chairwoman of the Budget and Finance Committee, explained that there is a need for a list including specific amounts to request retroactive approval from the Board for some event-related expenses that came in higher than expected. Nicole will compile a list.

Julie is planning to remind the Board about committee reports including asking each committee to submit at least one goal/priority for 2025.

2026 International Week Event

David is Event Chair for 2026 with Melinda Hollands serving as Event Vice Chair.

Items that may need clarification before the final contract is signed include accessible rooms reserved in Indian Peaks for pre-event days and determining the capacity of the Commons.

David wants to fill the 2026 Event Planning Committee roster by the end of the Provo event, please contact him if you are interested or have recommendations.

Adjournment

There being no further business, Tim moved and David seconded a motion to adjourn the meeting. The motion carried unanimously and the meeting was adjourned at 9:35 p.m. Eastern Standard Time.