Meeting Minutes

Ski for Light, Inc.

Executive Committee Meeting May 21, 2024

Meeting via Zoom

President Coppens called the meeting to order at 8:04 p.m. Eastern Daylight 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 Email

Approval of Meeting Minutes. A draft of the April 23, 2024, Executive Committee meeting minutes were distributed to the Executive Committee e-mail list on April 24, 2024. With no changes requested, the minutes were considered approved and distributed to the SFL Board on May 2, 2024.

Executive Session Minutes from April 23, 2024

Krista distributed a draft of the April 23, 2024, executive session minutes prior to this meeting. Julie moved and Nicole seconded a motion to approve the executive session minutes as distributed. The motion carried unanimously.

Additional discussion indicated that there may be a need for more guidance about the content of executive session minutes so that privacy is respected but such minutes are detailed enough to clearly document decisions as well as a possible need for a policy so communication continues/information is secured, not maintained solely/physically by one person and passed on as needed when officers change.

Treasurer’s Report

Tim reported the following account balances as of May 21, 2024:

Wells Fargo Checking: $85,672.71;

Wells Fargo Savings: $161,451.29;

PayPal Bank: $28,753.19;

Total Cash: $275,875.19;

SFL Endowment Fund (managed by BTC): $525,195.39;

Unrestricted Assets (managed by BTC): $130,963.61

Total BTC: $656,159.00.

The Form 990 and tax forms for the state of Minnesota have been filed and the Compilation Report is finished. The publicly available versions of those financial documents should be posted online soon.

A few bills from the 2024 event in Rhinelander remain outstanding and are actively being resolved.

2025 International Event

Sheri, 2025 Event Chair, reported that the internship program is moving ahead hoping UVU students sign up. SFL would need to provide meals (opening and closing dinners and lunches) for up to six students. Of the six students, there would be a minimum of two guides (possibly four guides), a student to help with social media and one student serving as a worker bee.

The Planning Committee is set with most positions filled. Sheri will be determining dates for the on-site planning meeting soon. This year, there will not be an in-person Executive Committee meeting immediately after the on-site planning meeting as has been done in past years.

Julie reported that after the article in the Spring SFL Bulletin, there have been no takers yet for a mini-SFL four-day option as part of the 2025 International Event Week so this option will likely not be developed any further. Anyone wanting to attend only part of the 2025 International Week can apply as a standard Other Attendee.

Budget

Prior to the meeting, Nicole (Budget and Finance Committee Chair) sent out several documents (not included with these minutes as most were spreadsheets).

* Endowment Withdraw. The Budget and Finance Committee is recommending that SFL take the maximum Endowment withdraw for this fiscal year (5.5%) which would be $26,768.00. Nicole moved and Tim seconded a motion that SFL withdraw $26,768 from the Endowment prior to the end of this fiscal year. The motion carried unanimously.

Nicole explained that the Budget and Finance Committee prepared the budget differently this year since the Board is now approving the budget and SFL will have some unique and significant expenses in the coming fiscal year. The Budget and Finance Committee is planning to have an info session via Zoom about the proposed budget prior to the June Board meeting.

Nicole discussed the following six budget items.

* Gala. Prior to the meeting, Leslee provided a budget for the gala. On paper, the gala is currently projecting a net loss of just under $7,000. The Budget and Finance Committee (BFC) agrees that the gala organizers should have a plan for fundraising or a plan to pull in sponsorship to make up for this projected loss. This is not comparable to a typical nonprofit fundraising gala – it is a celebration first and a fundraiser second. Leslee has previously organized similar events and none of them have lost money. Leslee is planning to send a letter out in July to ask for sponsors and is anticipating that raising $5,000. At $100 per ticket for 200 attendees and with $5,000 in sponsorships, the gala would then project a loss of $3,000.
* 50th Anniversary Commemorative Book Project. Laura submitted a budget for the project which Nicole sent out prior to this meeting. So far, SFL has spent $7,000 (paid to the publisher for editorial services) but Laura’s budget doesn’t include that number. The budget Laura provided indicates a plan to print and mail seven hundred (700) books. Concerns were raised about the financial and logistical aspects of SFL handling that many books. Also, it appears that more content is still needed for the book with multiple requests having been sent out over the past year. It may work better to make the book available online with an option to preorder printed copies with SFL purchasing a minimal number of print copies to give as gifts and/or to major donors. Nicole has not received responses to requests for more information from Laura so Julie will talk with Marion and Nicole will draft an e-mail for Julie further detailing these questions/concerns.
* IT and Salesforce Budget. Amy requested expenditures for Salesforce development but there is uncertainty about what is needed and what year (this current or next fiscal year) it is/would be for. There is uncertainty about where the process is for integration of donor management and then integration of QuickBooks into Salesforce. Do we want to compare a work/project plan against paying a developer? It would be good to have both of these finished so that we can go through one entire event cycle with everything in place prior to 2026.

Julie will review the e-mails about Salesforce that Nicole sent out prior to this meeting and will follow up with Amy.

* Birkie. Mike Evelo is requesting $3,900 to continue SFL’s involvement with the Birkie. This amount does not include travel. Questions were raised about who would be doing what and how exactly SFL would be participating. What is the overall purpose, outcome(s) and how would that be measured? Nicole will follow up with Mike.
* Board Training. On behalf of the Board Development and Elections Committee, Karen Wood (BDEC Chair) is requesting $2,500 for Board training in FY 2025. Concerns were raised that the same Board will be in place next year and we could provide our own self-developed Board training for free but others voiced the opinion that ongoing Board training is a valid interest and expense. The BDEC is aware of the concerns around the recently completed Board training sessions and has ideas for possible future trainings. Krista will follow up with Karen and the BDEC.
* Event Pricing. For the 2025 Event, using the current estimates we have with SFL event pricing policy and figuring in no subsidy, the rate for double occupancy is projected to be $1,400 with single occupancy estimated at $1,900. Final pricing for meals and transportation remains outstanding. Assuming 300 participants (which is a high turn-out) the above-mentioned prices would project a loss of $155,000. With a double occupancy event fee of $1,000 the projected loss would be $250,000.

The BFC is in favor of some amount of subsidy ($1,000 or $1,100 double occupancy).

SFL policy grants the SFL President the privilege of setting final event pricing in consultation with others involved with the Event. Tim expressed the opinion that the Board should be involved in setting the final 2025 event fees if Julie decides to set the event fees substantially below the amounts calculated according to SFL policy. Julie indicated an initial preference (but not a final decision) for setting a double occupancy event fee around $1,000 and single occupancy around $1,750 (the single occupancy event fee for 2024 was $1,250).

Next Meeting

Julie requested that Executive Committee members e-mail her their availability for a meeting during the weeks of June 9th and 16th.

Adjournment

Tim moved and Nicole seconded a motion to adjourn the meeting. The meeting was adjourned at 10:03 p.m. Eastern Daylight Time.