



Bogus Basin Ski Club
Board of Directors Meeting
 Tuesday, Aug 5, 2025 at 5:30 pm
BogusBasinSkiClub.org
 P. O. Box 6015, Boise, ID 83707-6015

Board of Directors: President: Lynda Clark; **Vice President:** Steve Strickland; **Secretary:** Christine Hill; **Treasurer:** Ken Snider; **Membership:** Sue Markuson; **Social Director:** Elizabeth Graham / ~~Kim DeWit~~; **Marketing Director:** Liz Loomis-Glabe; **Communications/Web:** ~~Carol Peterson~~; **Purchasing Director:** Nancy Moore; **Trip Coordinator:** Doug Baker; **Social Media Director:** Steve Carlson

Assistants & Ex-Officio: Historian: Fred Uranga; **The Mogul:** ~~Carol Peterson~~; **Asst. Social:** Sussette Newsom; ~~Jordan Stallknecht~~; Ann Blanchette; **Asst. Marketing:** Vicki Kuebler;
Quarter Master: ~~Zac Medek~~

Subject	Speaker
Meeting Commencement at 6:05 pm	President – Lynda
Board Member Role Call	Secretary - Christine
Quorum Established - Minutes from July meeting taken by Steve Carlson and sent to board for review on 7/17.	Secretary - Christine
Secretary Minutes – MOTION- Doug moved to approve July minutes, Elizabeth seconded, July minutes approved, motion carried.	Secretary – Christine
Guests Presentations – No presentations, Yaseen present	Guests
Treasurer’s Report – The following is a recap of financial events for July: Income: \$342.96 Float and bbq \$126.40 Membership \$125.26 Bike and Brew \$66.00 Scholarship \$25.00 Interest income \$215.09 Expenses: \$2589.33 Shed insurance (annual) \$350.00 Stamps \$15.60 Campout \$520.21 (waiting for receipts from Brent and Arlene) Bogus road cleanup pizza \$270.61 Cooler \$137.79 paper products for events \$127.12 QB \$38 Big Bertha repair and maintenance \$1130.00 Not affecting income: Bachelor ski trip 2026 \$4,930.92	Treasurer – Ken

<p>We have recovered the original deposit of \$2000 and have reimbursed the club account. MOTION- Christine moved to approve July Treasurer’s Report, and Steve Carlson seconded- motion approved.</p>	
<p>Communications/Web-site - Sports Engine – Carol not present</p> <p>24/25 Membership Database...</p> <p>Mogul - Dead Lines - Eblast – to Carol by Tuesday Mogul – submit to Carol by 22nd of the month</p> <ul style="list-style-type: none"> • July Mogul published. • Carol writing article for August Mogul about Sue Markuson taking over membership on 9/1. Ordered printable note cards for Sue. I will print the logo on the front of the card, and she can hand write a welcome message to each new member and include some stickers. Two cards for each 8 1/2x11 sheet. July. One new member, a couple of renewals. Slow right now but picks up crazy in September. • 25/26 membership database ready to roll out on 9/1. • Need prices for Champagne Brunch before publishing. • Need details on Sun Valley trip to publish. • Greenbelt bike brewery ride- Ruckus, Yardarm, August 24 • Also need details on Sunny Slope Wine ride. 	<p>Communication s Director – Carol</p>
<p>Marketing Update</p> <p>Stickers- Steve Strickland needs more stickers from Sticker Mafia. MOTION- Steve made motion to spend \$400 on stickers, Nancy Moore seconded, motion carried. In 2024 bought in Feb and Nov, spent \$300 plus.</p>	<p>Marketing Director – Liz</p>
<p>Purchasing Update- \$175 for pizza tonight, has 4 rolls of table covers, Nancy replenished supplies in shed</p>	<p>Purchasing Director - Nancy</p>
<p>Social Media Update</p> <p>3,097 Total followers 18 new followers</p> <p>52% of followers are 55+ 72% live in Boise</p> <p>Top Performing Posts Summary – Bogus Basin Ski Club Date Range: July 6 – August 1, 2025 Metric Focus: Views, Reach, Interactions, Comments</p> <p>Top Post – "What year did you first ski?"</p> <ul style="list-style-type: none"> • Published: July 30 at 9:32 AM 	<p>Social Media Director – Steve C</p>

- Views: 1,602
- Reach: 789
- Interactions: 73
- Impressions: 847
- Comments: 63
- Notes: Major engagement driver — this is a *nostalgia + participation* post. Huge comment count suggests the question sparked real connection.

Runner-Up – "Please share your ski photo!"

- Published: July 23 at 6:36 AM
- Views: 965
- Reach: 455
- Interactions: 34
- Impressions: 574
- Comments: 22



- Notes: Another great crowd-sourced content post. People love to share their ski memories.

Other Strong Posts:

- "Big Congratulations to BB..." (July 6):
 - Views: 759 | Interactions: 43 | Comments: 12



- Community recognition post — performed well.

- "One Week Away!" (Aug 1):
 - Views: 635 | Interactions: 20 | Comments: 1



- Lower interaction — timing/focus may have limited it.

- "About our Ski Club" (July 29):
 - Views: 545 | Interactions: 39 | Comments: 5



- Informational post with decent engagement.

Key Takeaways

- Posts that ask for member participation (questions, sharing photos) dominate in both views and engagement.
- Images > Links or Videos in this time period for performance.
- Posts tied to nostalgia and personal experiences are best for driving comments and reach.
- Lower performance posts lacked a clear call to action or emotional hook.

Recommendations

- Keep doing "memory lane" style prompts (e.g., first ski run, worst wipeout, etc.)
- Use more direct questions in post titles to invite comments.
- Highlight member milestones or photos with tags.
- Use more visuals of club members vs generic winter scenery.

Membership

Membership and registration update – Sue Markuson is taking over membership. Sue thanked Board for opportunity and Board welcomes Sue to membership director, Sue is happy to be here.

Membership Director – Elizabeth

<p>Trips – Update</p> <ul style="list-style-type: none"> • Sun Valley – Paul M - 2026 Jan 4-11 Sun Valley Lodge, self-drive Paul has talked with SV and they will host us again this year with a discount • Bachelor – Doug B 2026. Jan 31- Feb 4. Twelve people signed up as of date of this meeting. Steve S is going to work on lift ticket package with Rachel. Doug working on Riverhouse Hotel for lodging. • Steamboat - Jim Kuhn - 2026 Feb 25-March 1, Lodging at the Holiday Inn, This trip will be self-drive or fly with group, local transportation. 5 days 4 nights, fly from Boise to Hayden. Jim Kuhn is trip leader. Lift tickets on own, is IKON resort. Waiting on SW Airlines for their quote for airfare- estimating \$700 now. We have secured rooms and transportation. Waiting for airlines to open up flights for February to check rates. February 25- March 1; four nights in hotel; 19 people showed interest at annual meeting. There are 14 rooms reserved now. Should be finalizing soon, hopefully by end of August. • 2027 – International trip- deciding where, Paul may be working on that 	<p>Doug Baker</p>
<p>Activities & Events Update</p> <ul style="list-style-type: none"> • August 24 brewery ride- Ruckus and Yardarm • Float and BBQ – Nancy made reservations FRIDAY Aug 8th, 44 people signed up Need food for about 55 people Sue Markuson said she would get food items Lynda - BBQ and Dry goods - parking permits- Lynda will have 15 parking permits Vicki and Meg/Jim will be leaders to get everyone on the river Registration closes Aug 6 @ 5 pm Lynda to send out email to all floaters Vicki / Walt want 2 people to ride with them. Door prizes- Elizabeth • Champagne Brunch – September 14 9-2pm, 10 for public <ul style="list-style-type: none"> ○ Kim coordinated Crepe Lady again for about 80 people ○ Theme? Endless summer? 60s? beachballs, Hawaiian \$20 members ○ Other food accoutrements? - scale back from last year ○ Music of some kind? ○ Raffel Sales Kick off ○ Scholarship winners to speak and Kim Hovrin <p>Here are the important points from Cami the Crepe Lady email: La Crepe Boise -Event pricing and Requirements:</p> <ul style="list-style-type: none"> • No show - up Fees • Sweet and Savory Crepes @ 12.5\$ +tax+18% tip • Minimum for the event is 80 crepes (originally 100) • Choose 3 items per category as an available option • Fresh to order, serving time 6 crepes 5-7 min • Cancellation request 2 weeks before the event 	<p>Social Director – Elizabeth / Kim Lynda / Sue M</p> <p>Elizabeth / Kim</p> <p>Steve S</p>

<ul style="list-style-type: none"> • Wine Bike Ride – OCT 4 - \$10 for the loo and limit to 30 people. <p>Raffle sales- Bogus lift tickets, Sun Valley tickets and lodging, Limelight Bachelor trip tickets and lodging, Grove Hotel-for staycation or Riverside? Pray for Snow, outside for Verigals at McUs? Steve Carlson may pursue lift tickets for Tamarack and possibly lodging, Paul may make chair.</p> <p>BBSEF SKI SWAP The 74th Annual Ski Swap will be October 30 - November 2, 2025</p> <p>Note: Drop off and Sale hours are adjusted in 2025 for Halloween. 🎃</p> <ul style="list-style-type: none"> ○ Need Chair for event, Jane no longer coordinating, need volunteers for shifts, about 4 people per shift- can ask at Champagne brunch. <ul style="list-style-type: none"> ▪ BBSC Booth – Raffel Sales ▪ WM Advertising Bag stuffing <p>Ski Swap Sale hours: Thursday, Oct. 30, 5 pm - 10 pm Friday, Oct. 31, 10 am - 6 pm 🎃 Saturday, Nov. 1, 10 am -? Sale Hours TBD (<i>thinking about Bronco Fans!</i>) Sunday, Nov. 2, 10 am- 3 pm</p> <ul style="list-style-type: none"> • Warren Miller – Nov 13, 14, 15 <ul style="list-style-type: none"> ○ Larry is supporting us as Mentor ○ Ken Snider filled out contact info and will be new coordinator for Warren Miller ○ Lynda Signed Contract with WM / Outside Inc – July 31 ○ Confirmed with Elliott Same prices as last year -- \$20 evening, \$17 matinee, and \$12 with Code ○ Asking Elliot for Egyptian Contract ○ Steve has DVD of WM from last year, Doug interested to play for trips and maybe ski swap ○ Liz needs to order posters, will order before Oct 1. MOTION- Liz made motion for \$500 for posters, Steve S seconded, motion carried. • Christmas Party – Dec 6 – O Club is reserved, considered different venue, but didn't work out. <ul style="list-style-type: none"> ○ Steve S is checking with bands. 	<p>Paul</p> <p>???</p> <p>Ken S / Lynda / Liz / Larry</p> <p>Paul/Elizabeth /Kim/Steve S</p>
<p>Old Business --</p> <p>FWSA – Conference – June 12-15, 2025 – Did Carol get write ups?</p> <hr/> <hr/> <p>SPENDING =====</p> <p>1 new Coleman cooler - Nancy has completed purchasing / restocked shed</p> <p>BBQ repair == completed and paid \$1130 which included approved \$300 for new white cook's tray.</p>	<p>President – Lynda</p> <p>Steve</p>

New Business

**President –
Lynda**

Carol/Steve C

NWSCC ??

TRIPS --- My question is, in the past, you need to be a member of our club to go on one of our trips. I recall that the McCall trip was a combo with another ski club, but we didn't advertise it as our trip. Is this a question for the board? Lynda will send message to rep of NWSCC. Ken and Steve have sent emails with no response.

Membership – Ken

Representative – Steve Carlson

Music on the Mountain- August 30 at Bogus- BBSC will represent for day, some people camp Sue, Steve S will coordinate. Steve will get tent, table, music starts at 2 and runs to 6. Will invite club members, can camp couple nights. Labor Day weekend. Steve S made motion to spend \$100 for snacks, Steve C seconded, motion carried.

Doug will be gone for upcoming events to advertise for trips. He will put board with sign-up sheets in shed. He will put something together for this coming Friday.

Meeting adjourned at 7:50pm

You can still get your FWSA membership card from your club, but this year FWSA is offering the option of a **digital membership card** - see flier below, but click [HERE](#) for a fillable PDF that will be your digital card.

Use a computer for best results. Mobile devices may require installing the Adobe PDF app to edit the fillable PDF.

Type your Name and Club name, and select your Council or Direct Member from the drop down menu.

You can either save or print the document to PDF to store on your device, or print to paper. If you save the document, the links on the back of the card to different types of benefit providers will be active.

If you take a screen shot or print the card, the links will not be active, but you can click [HERE](#) for the links.

Accessing links for National Ski Council Federation requires logging in as a member [HERE](#).

1. All trips and events require a BoD approval, budget allocation, and recorded in minutes, prior to promoting.
2. Operational Year: April 1st – March 31st; Annual meeting in April or as determined by Board.
3. Annual Membership: September 1 - August 31
4. Talk to Stacey Kemper stacey@bogusbasin.org or office@bogusbasin.org for Conference Room