



Bogus Basin Ski Club
Board of Directors Meeting
 Tuesday, Nov 4, 2025 at 6:00 pm
BogusBasinSkiClub.org
 P. O. Box 6015, Boise, ID 83707-6015

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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; **QuarterMaster:** Zac Medek

Subject	Speaker
Meeting Commencement. 6:02pm meeting commenced	President – Lynda
Board Member Role Call- All board members present, quorum established	Secretary - Christine
Quorum Established / Minutes from Previous Meeting	Secretary - Christine
Secretary Minutes – MOTION- Nancy moved to approve October meeting minutes, Doug seconded, all in favor, October minutes approved.	Secretary – Christine
Guests Bob Greenwood Snowsports Scholarship (BGSS) update - see below <ul style="list-style-type: none"> • links to Scholarship on our web site -- https://www.bogusbasinskiclub.org/ • Ski Swap and Welcome Winter Gala <ul style="list-style-type: none"> ◦ The BGSS was displayed with a QR code for instant download of the application. • Warren Miller –All nights BGSS will be displayed • Sat. Matinee, Nov. 15 - 4pm (Introduction of the winners on stage) • BGSS application Deadline: Dec. 8th • BGSS application review due Dec. 15 Winners to be announced and notified 	Guests – Paul Markowitz Yaseen
Treasurer’s Report – Ken sent out October Treasurer’s Report on November 3, 2025, via email to the Board. It is summarized as follows: Income: \$1698.54 Greenbelt 5th Bike and Brew \$193.99 Holiday Party \$144.00 Membership \$525.79 Raffle \$330 Wine Bike ride \$27.60 (\$146.20 total) Interest on CD’s \$237.16 WM booth \$200 (Greenwood Ski Haus)- 4 vendors signed up Greenwood Scholarship \$40	Treasurer – Ken

<p>Expenses: \$972.97 Software QB \$38.00 Rent expense \$634.94 (Pass for Zach Medek) (Storage Shed space) Event expense porta potty for Wine Ride \$180.60 Propane for Big Bertha \$18.96 BOD meeting \$100.47</p> <p>Net Wine Ride \$-34.40</p> <p>Collected \$3989.95 for trip income (not affecting club income) Bus park outfront of Egyptian during WM for promo</p> <p>MOTION- Christine moved to approve October Treasurer’s Report and Liz seconded. As September Treasurer’s Report was not approved at last October meeting due to Ken’s absence, Christine moved to approve September Treasurer’s Report and Liz seconded. Both motions carried, September and October Treasurer’s Reports approved.</p>	
<p>Communications/Web-site - Sports Engine No October mogul, hopefully will be November mogul</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"> • 25/26 membership database rolled out on 9/1. 	<p>Communications Director – Carol</p>
<p>Marketing Update- no general updates, Liz been working on Warren Miller</p>	<p>Marketing Director – Liz</p>
<p>Purchasing Update. Spent \$208.00 for tonight’s pizza and refreshments</p>	<p>Purchasing Director - Nancy</p>
<p>Social Media Update</p> <p>Bogus Basin Ski Club – October Facebook Performance Summary Top Performing Posts “Exciting to see the first snow…” (Oct 13)</p> <ul style="list-style-type: none"> • Highest overall reach: 8,817 • Highest engagement: 6,459 • Most comments: 222 • Most reactions: 6,695 <p>This post clearly hit the sweet spot — early-season excitement + snow visuals = maximum audience interest.</p> <p>“Base at Grand Targhee this morning…” (Oct 6)</p> <ul style="list-style-type: none"> • Reach: 7,702 • Engagement: 5,830 • Comments: 92 <p>Another strong performer showing early snow — visuals of ski areas generate great anticipation and interaction.</p> <p>Mid-Tier Performance “Proof that Bogus Basin Mountain…” (Oct 15)</p> <ul style="list-style-type: none"> • Reach: 2,690 • Engagement: 1,877 • Comments: 66 <p>While the reach dropped compared to the snow posts, engagement relative to reach was still solid — suggesting members enjoy local Bogus-specific content, just not as much as big snow scenes.</p>	<p>Social Media Director – Steve C</p>

<p>Insights & Recommendations</p> <p>What's Working</p> <ul style="list-style-type: none"> • Snow content dominates — even vague mentions of snow get 3–6× more engagement. • Photos and early-morning posts (7–8 AM) perform best. • Conversational captions (“Exciting to see...” or “Base at Grand Targhee...”) drive curiosity and shares. <p>What Could Improve</p> <ul style="list-style-type: none"> • Event promotions need more energy or emotion: use “FOMO” (fear of missing out) language, e.g., “Last chance to join us before ski season kicks off!” • Add video clips or short reels for dynamic engagement. • • Use questions in captions (“Who’s ready for this view?” or “What’s your first ski day goal this year?”) to encourage comments. 	
<p>Membership. Three new members in October, now have roughly 300 members</p>	<p>Membership Director – Sue Markuson</p>
<p>Trips – Update</p> <ul style="list-style-type: none"> • Sun Valley – Paul M - 2026 Jan 4-11 Sun Valley Lodge, self-drive, Up and running, Paul maintains list of attendees for discounted lift tickets • Bachelor – Doug B 2026. Jan 31- Feb 4. 27 people signed up, 5-day trip. Due to miscommunications, the bus rate now at \$330 per person, so may cancel bus. Would like to get it \$225. Representative that Doug is working with will get back to him tomorrow on final rate. Depending on outcome, Board may consider subsidizing bus ride. Ten new people signed up because of bus availability. As of the time of typing up these notes, Doug finalized the deal on the bus and the new rate per person for bus is approximately \$150.00 plus \$20 for snacks for bus ride, which is better than anticipated. • Steamboat - Jim Kuhn - 2026 Feb 25-March 1, Lodging at the Holiday Inn Either self-drive or fly with group, local transportation. 5 days 4 nights, fly from Boise to Hayden. Jim is trip leader. Lift tickets on own, is IKON resort. • 2027 – International - deciding where, interest in Athens trip, could fill it but not heard back from travel agent • 2026 - McCall with Mountain High Sports - Linda McGavin / Lynda Clark - McCall February 8-13, Room discount - \$159/night plus tax ... mention Mountain High. They are buying Pizza so we would need to bring appetizers and salads and BYOB. discounted tickets from Brundage 20% - Brundage 4 packs currently on sale <p>Tamarack Discount – TBD – Update from Steve C he is going to meet with them this month</p>	<p>Doug Baker</p> <p>Paul</p> <p>Doug</p> <p>Jim Kuhn</p> <p>Lynda / Others??</p>

<ul style="list-style-type: none"> • 2026 – Bus Trip – Lake Tahoe?? Truckee?? Stay tuned for more information. 	
<p>Activities & Events Update</p> <ul style="list-style-type: none"> • Witches Brewery Tour - Recap -- GREAT FACE BOOK PICs, great costumes • BBSEF SKI SWAP- Oct 30 – Nov 2 – RECAP – Thursday busy with line wrapped by BBSC booth, Saturday pretty good, BSU game in afternoon Had plenty of help, flyers in every bag • Warren Miller – Nov 13,14,15 - <ul style="list-style-type: none"> ○ Larry is supporting us as Mentor ○ Tickets are on Sale -- \$20 evening, \$17 matinee, and \$12 with Code ○ Contract with Egyptian signed ○ Insurance COI sent to Egyptian ○ Payette Brewery is good with Beer this year ○ Liz –flyers and Advertising -- ○ Ken has confirmation from Vendors – ○ Have sold \$1200 worth in tickets, need to sell lots more Greenwood’s, Eco-Lounge and McU’s Sports have paid, \$600. WAVES, Ski Patrol, Brundage, and Bogus Basin have committed. Ken is following up with BASE Idaho Poster Distribution secured to distribute posters- the Board approved spending for this service via email. • Christmas Party – Dec 6 – O Club is reserved <ul style="list-style-type: none"> ○ Steve S – need to prequalify band in future ○ holiday party committee – Elizabeth, Paul, working on wine selections ○ greeter table – just need 4 people 2 for early shift and 2 for late shift – Nancy signed up for greeter table ○ Nametags- Sue M to bring/pass to team ○ Have not requested funding for centerpieces yet- MOTION - Elizabeth made motion to spend \$300 for decorations and Steve seconded, motion carried. ○ One item from Greenwood for silent auction, there was discussion of additional items. 	<p>Social Director – Elizabeth / Kim</p> <p>Steve</p> <p>Lynda/Carol – Others?</p> <p>Ken S / Lynda / Liz / Larry</p> <p>Paul/Elizabeth /Kim/Nancy/ Steve S</p>
<p>Old Business --</p> <p>BBQ - status – BBQ fine</p>	<p>President – Lynda</p>
<p>New Business</p>	<p>President – Lynda</p>

