

Bogus Basin Ski Club Minutes

Nov 6, 2018

The business meeting was called to order: by President Darryl Kuhrt at 6:34 pm

Board of Directors:

Present: President: Darryl Kuhrt **Vice President:** Margie Ridgeway **Secretary:** Lynda Clark **Treasurer:** Betty Hawkins **Membership:** Michael Bouton **Social Director:** Barbara Bryant **Marketing Coordinator:** John Adams **Communication:** Craig Olsen **Purchasing:** Paul Markowitz **Trip Coordinator:** Roxann Jensen **Social Media:** Nancy Moore

Assistants & Ex-Officio

Past President: Kim Hovren **Historian:** Fred Uranga **Web Master:** Craig Olsen **ISC Liaison:** Paul Markowitz **Asst. Marketing Coordinator:** Vicki Kuebler **Asst. Social Director:** Sussette Newsom and Sandra Hufsmith **BBSC Rec Race Team Captain:** Dave Henry **Media Designer:** Kas Henry

Guests Mark Barnard, Anna Anderson, Noel Bolduc – Unit Director for Moseley Center, Boys and Girls Club

Absent: As noted by strikethroughs, above.

Secretary's Minutes: Motion by Craig to accept Minutes, second by Michael, motion carries.

Guest reports –

Noel Bolduc – Unit Director for Moseley Center, Boys and Girls Club. She has been there since 2011 and always relies on others to give kids opportunities. The club is there to help kids reach their full potential and the cost is \$25 for the full summer. If the kids want to ski or snowboard there are no funds and no cultural path to get there. A partnership would be very rewarding.

She brought materials about the club for the board.

Questions - There are 4 chapters in Ada County that serve approximately 5000 kids in Ada County

There are other locations in the state – Lewiston, Idaho falls, Magic Valley and Mtn Home

How does she see the partnership? Target older kids for the opportunity. The Club has vehicle for transportation but the kids would need clothing, equipment, and instructions. Could we do lessons? A couple in a month or once a month for a couple of months?

Most important resources are in Ada county and without partnerships like this, the club cannot offer this activity. Are there other options to support Boys & Girls Club by BBSC?

Michael – Brad Wilson very interested in BBSC sponsoring a youth ski day program. Some options:

Maybe start with 1 time per year and grow?

Can we coordinate with Boys & Girls Club (35 kids) and Bogus Basin to host?

Ski would be on a school night.

Maybe we could schedule through the Ski School where Jan /Feb is an option?

Most likely a Mon, Tue, or Wed night.

Chaperones on the hill?

We would be helping financially. We want the relationship to be supporting and productive for Bogus Basin and our community. Bogus Basin would contribute via discounted rate for instruction and rental. Clothing – where to get clothing for 35 kids?

Bogus Basin Recreation Alliance did a summer event in 2017. They gave bags and helped with cleanup. Michael asked the club to think about it. He will explore more and come back with cost.

Warren Miller - Kim - updates for planning, communications, marketing.

Premier party – new businesses are supporting and there is lots of momentum.

Take Note – Kim's husband, Jim, is being awarded for business so she will not be at Premier party.

Race Works is the largest sponsor and Bardenay donated venue.

Advertising - John will work with Nancy for promoting Warren Miller on Face book.

Advertising – Boise Weekly Advertising. The price is \$1980 and the ad is completed and starting Nov 7th. Posters are placed – 100 small, 60 medium, and 10 large. John, Barbara, Bill Young, Kim, and Anna hung the posters. Kim and crew put 2000 flyers in check-out bags at ski swap.

Nancy is working Facebook and twitter.

Volunteers for Movie Event – Kas Henry is coordinating volunteers for the lobby and premiere party.

How to promote the 80th year for BBSC at Warren Miller?

Treasurer's Report: (Betty) - Three statements to catch up.

Highlight – we have \$18,000 in the bank and memberships are still coming in.

Sports Engine does single deposit for each transaction and that makes more tracking work.

Trip payments are coming into the operating account and Craig is going to find out if Sports Engine can be directed to different trip accounts. Otherwise, Betty will move funds, or she can leave in operating account, but will coordinate with the trip leaders. Craig can help and map who paid on-line for what trip because people have to be registered to pay for trips. Note – if you pay on-line for trips and use credit card there is an extra charge, but if using bank routing and account numbers, then no extra charge.

Art Sign Invoices that need identification:

\$18.75 Craig paid and donated. Thank you Craig!!

\$89.00 for 33x79 banner with no stand. This is to replace roll up banner that was damaged.

\$30 for design and setup of 5x7 membership card with logo for Ski Swap marketing.

\$206 for 16x14 digital print mounted to foam core – this covers \$40 for print with \$165 for logo redesign to give us old logo and add celebrating 80 years.

\$140 for 36x48 Raffle board – Margie

Betty is asking that you add your name to the invoice with Art Sign so she can reach out to you for details.

Champagne brunch was a success. The club made about \$200 with about 80 people there.

Betty to get volunteer list to Fred for Brunch

Food that was left over was stacked on a table and all the sandwiches disappeared.

Communications Report: (Craig) – Still working on the front landing page and will add Celebrating 80 Years in white and will be sized to fit. When done, all the setup will allow the mountain to show.

Email Blasts – not coming out of Sports Engine yet – need more memberships input. Will send eblast out to all members to let them know to get signed up in Sports Engine. After members get setup, Sports Engine will send automatic renewal notice 3 times when ready to re-new. We need to figure out how to handle the lifetime memberships? We have 90 loaded into Sports Engine and about 70 have registered online.

Sports Engine is easy to work with!! Craig (and Michael) have done a great job!!

Marketing Update: (John/Vicki) – working on Warren Miller with Kim and Nancy

Idea – check with Bucks Bags for ski shirts for Board Members, and other members, with 80th anniversary design? Ski Club logo screen print on fabric? Maybe a form of ski shirt that people would use for skiing? Could the club offer subsidy for members purchase? Volunteers could wear the shirts

to functions. We know that McU will print the logo for us for \$7 each if people wanted to bring their own jackets. Barbara and Michal to bring samples to next meeting.

Social Media: (Nancy) Please, everyone needs to share the Bogus Basin Ski Club Facebook updates... that will be very helpful!!! This will help us tremendously and be a valuable tool to communicate with people beyond the membership.

Researching how to reach the rest of the world, i.e. the younger crowd. Idea – thinking we could have an Instagram contest? Something like tell us what you are doing to get ready for Ski Season?? Put it on Instagram. Bogus Basin Ski Club has an account so send information to Nancy or tag it yourself. For Instagram contest, we would need prizes... Free tickets to Warren Miller?? Motion by Barbara to authorize Instagram contest with prize of 2 matinée tickets Craig second, motion carries.

Nancy has friends that have a business that does prints and etching; wood, glass, and metal. Maybe we could create something for the 80th Anniversary, for example a wine glass \$20 plus tax, water bottle is \$37. Nancy will check if there would be volume discount.

Idea - Can we have people place orders for these types of business through our website and we send to company??

Membership update – Technology Committee Report – (Michael Bouton)

Bogus basin board members' name tags should be worn at all events. Motion by John for board members' name tags to have a pin at a cost of \$1.25 each, up to \$25 for the order. Craig second – motion carries.

Volunteer sticker name tags to be kept in the orange tool box. This would identify them as Bogus Basin Ski Club representatives. Betty will get some Avery name tags to print on.

Idea for membership meet-up after Thanksgiving Nov 29th? All members to come to a location maybe get \$1 off beer and pick up name tags. This would be opportunity to get others to get registration done on-line and get buddy pass.

Motion by Lynda for membership meetup to extend membership drive and hand out key fob on Nov 20th at pub with budget for \$70, second by Margie; motion carries. Michael is trying to get perks from a few businesses that would recognize the BBSC key fob card. These discounts and businesses would be listed on web site...

The hand-outs from the Ski Swap worked and people are calling Michael for help with sign up on-line. We have 25 people that we are trying to have them re-register on-line. Michael and Craig are tracking on spreadsheet. Going forward the automatic renewal reminder will keep them registering on-line. The eblasts are coming from Mail Chimp and using membership list from April 2018. There is a second spreadsheet, April 15 to Sept 15th, that list members that paid \$10 dues. Third, what is in Sports Engine are only ones that have registered online. Sports Engine covers from Sept 15th to current. Michael/Craig to get export from Sports Engine and copy of Second spread sheet to Darryl. Darryl will upload to Mail Chimp so we can capture all on email blasts.

Darryl needs the member list for head count for insurance. Michael to send.

Trip Planning for 2017/2018 Ski and Summer Season

Sun Valley Trip –January, Sunday 5 – Saturday 12 and is sponsored by Intermountain Ski Council. Paul is waiting on pricing from Sun Valley as it is about ½ price for rooms. Michael update - Getting about 12 people from council.

Zermatt – January 24 – 28, 2019 – Michael – \$850 total cost with a \$200 deposit. 38 people signed up with 10 places left. There is Nordic skiing available.

Whitefish - Feb 20 – 24, 2019. \$1200 is total cost. 14 people signed up and deposits paid – emails are going out... giving to Dec 20 and will then lock in final count.

Anthony Lakes – Feb 20 and 21 -- 11 of 12 slots filled and considering possibility of adding more rooms.

August Cape Town Africa – Roxann Jensen Leading. This is an Africa trip July 2019
Trip is limited to 12 people.

Mountain High Sport Club –based in Portland. Linda McGavin is the contact for Mountain High Sports Club. They will be at Bogus for 2 days, February 19 and 20, Tuesday and Wednesday. Monday the 18th is President's day and one of the busiest days at the mountain. Barbara needs some people to give tours around the mountain; John and Craig volunteered. Michael is coordinating a BBQ lunch at Bogus Basin under Chair 2, Morning Star, for one of the days. Kim setup dinner with Bone Fish at 6:30pm on the 19th if anyone wants to attend. Kim is coordinating with the club for dinner. Trip to Anthony Lakes Feb 21 and 22. Get yourself to Anthony Lakes and work with Mountain High sports for payment. All information on our web site.

Schweitzer - Margie –We will push this to 2020 and stay at lodge on mountain.

2020 - Travel on Saturday - Ski Sun Mon Tue and come home on Wed – 8 hours bus trip

Club Activities Updates:

Scholarship – BBSEF did not want us to target one person for scholarship and the trip package did not meet their requirements. So, we are changing direction and following up with the Pray for Snow party at McCall Activity Barn. The party and silent auction will help promote new McCall Adult Ski Club. This event will auction trip on-line and at party, and proceeds will go to a youth athlete chosen by this new club. Ken Rider of Bogus Basin is spearheading the adult ski club in McCall.

First Thursday, October - There were several people that showed interest in club and we also made connection with BSU Ski club. One BSU Ski Club officer was excited with connection to our club. Vicki has information and will follow up.

Greenwoods Saturday October 13th - Greenwoods will bring in resorts and ski promotions. BBSC provides BBQ for that event. John and Michael will need some help.

Happy Hour meet up at White Dog – Oct 18th – 5:30 Pinning party. Barbara will send information to Craig.

Snowriders event –Thursday October 25th - Welcome to Winter evening at McU. There was a raffle table and we are starting to build that wonderful partnership with Snowriders. Vicki won traveling Shot Ski to be loaned out to BBSC trip leaders so stickers can be added of where it has gone and will be returned to Vicki Kuebler. Sussette won Warren Miller tickets. We would like to have good

coordination with trip schedules and Craig reached out to their webmaster to get their trip schedule.

Wine Bike Ride – Saturday October 27th - Paul was chair. Event started at 11:30 and 24 people showed... no accidents ... perfect weather.... Need to get electric bikes for this.

Ski Swap - Jane Gabbert - November 2nd, 5-10pm; Nov 3rd, 10 – 8pm; Nov 4th, 10am to 3pm. Traffic was steady and had \$625 in raffle sales. The people scheduled were reaching out to the crowd to make connections.

Pray for Snow Party by Garry Chadwick – Nov 10th at 2pm for families and young kids. 6pm starts for adults. There is a link on our website and Nancy will send information to Craig

Vertigals at Greenwoods McU Nov 7 - Margie will be there.

Greenwoods Mystery Sale Nov 9 – We are taking the raffle to Greenwoods from 3pm to 8pm... Michael will go from 3 to 5pm ... need additional people

McU First Flakes - Nov 10 – 11 – 3pm BBQ at this event and we need more people to help.

Warren Miller 2018 – Nov 15, 16, 17 - Four shows at Egyptian Theatre. This is the 69th year. FACE of WINTER. Larry Crockett / John Greenwood and Kim Hovren as the liaison for BBSC.

Holiday Party – Friday Dec 7 – Barbara is setting up. Plantation Country Club 5:30-cocktails, 6- 7 dinner. Estimating 75 guests and 4 band members. Emails to Barbara for questions... \$37 for members and \$42 for non-members. The band is Winewood, cost is same as last year, and we buy the band members dinner. Registration on-line and email Barbara with meal choice. Need help with check in and decorating.

Ullr Fest – Feb 2 2019 – Vicki - Slow kickoff on volunteers and there are tons of things to do. Vicki circulating sign-up sheets and history of previous events. Need a volunteer to build bench. There is room for more tents than there was before. We are not charging but asking for donation. There is a form to fill out to put up tents. So far, there are 5 demo day companies that will be in the base area.

Can we advertise on Sports Engine if we get release from businesses? Can we put a Thank You to our donors? It would be good to put up Thank You to Hood River Distillers, Weiser Candy Company, and demo businesses in advance. BSU ski club is excited for event and is volunteering already by hanging posters around.

Crab Crack –February 9, 2019 - Barbara and Michael - Zees is the food purchaser and White Dog is venue. We might be able to have same free parking offer for members. Band is same as last year, it was a blues band and theme to be determined.

Old Business: None

New Business:

Kevin McMichael sent check for membership. Michael will add him to email list.

Margie said Doug and Sue Baker will chair SISCRA camping trip next year at SISCRA Camp Grounds near Cascade. Barbara will reserve SISCRA Jan 1 2019.

McCall Ski Club – maybe in March, we could schedule a trip to McCall in support of new club. John will be trip leader for the day or possibly spend the night? Scandinavia Inn \$89 per night and very clean. John will look into options

Thanks to Margie for storing the display unit, computer and TV from the Bogus Basin Ski Office. This display no longer fits in. The Awards are in Susan's office, and maybe could go into Simplot or Pioneer Lodge?

Meeting ended at 8:57 PM