

Bogus Basin Ski Club Minutes
December 1, 2020

The business meeting was called to order: by President Lynda Clark at 5:40 pm.

Board of Directors Roll Call

President: Lynda Clark, **Vice President:** Steve Strickland, **Secretary:** Carol Peterson, **Treasurer:** Betty Hawkins, **Membership:** Barbara Bryant, **Social Director:** Kimberly DeWit, **Marketing Coordinator:** John Adams, **Communication:** Craig Olsen, **Purchasing:** Cliff Sell, **Trip Coordinator:** Sue Baker, **Social Media:** Nancy Moore

Assistants & Ex-Officio

Past President: ~~Darryl Kuhrt~~, **Historian:** ~~Fred Uranga~~ **ISC Liaison:** Paul Markowitz, **Asst. Marketing Coordinator:** Vicki Kuebler, **Asst. Social Director:** Sussette Newsom, ~~Sandra Hufsmith~~, **Past Past President:** ~~Kim Hovren~~

Main Topics

We held a virtual online meeting via Zoom.

Minutes

John moved to approve the November minutes. Sue seconded. Motion carried.

Treasurer's Report: Betty

Not too much to report. We have \$17,402 in checking, and we need to make a \$1200 membership payment soon.

Warren Miller letter is ready and payments will go out in the amount of \$600 to BBSEF, BASE and BBSP. It is a similar letter as last year. Do we want to say due to our lack of funds to the Warren Miller film festival...Betty will add we still want to give something to those organizations? Betty will send it out this week. Lynda did get back with Fred (our insurance agent), and we received a proposal without an invoice. Lynda will double check on that. Lynda noted that she received something with the wrong name. Betty and Lynda will look into it.

Communications: Craig

Craig published the Mogul and the email was sent out. Craig set up the silent auction which should have gone into effect around 8:00 am this morning. We will update the highest bid on the 5th, 10th and 14. Lynda will need to notify Craig on the 4th, 9th, and the 13th. Minimum bid is \$50.

He also set up a registration for the raffle. Steve said when he went out he collected \$90, \$101, \$120 at Eco lounge and maybe \$100 online, and we got \$45 at Outdoor Exchange. If you look at the equivalent of those prizes, they are worth several thousand dollars. In the past the raffle has brought in about \$4,000. Barb suggest we also send it out to BBSEF and the McCall Winter Sports Club with a tag line of get a good deal on these trips. Lynda could send an email to our local contacts if they would be willing to share our raffle trips.

Steve wants to know on which Facebook page to post. Nancy said, "Ski Club with a space in the middle." Steve has been getting word out to buy tickets because even non-members buy tickets. Everyone who is on Facebook should be sharing. What about Vertigals Nancy? Can you post there? Also, does anyone have a contact for Snowriders? Sussette thinks she has one. Steve suggests with all of our contacts, we should be able to bring n \$2,000. Steve will also sell at Sun Valley. If Steve gets that information to Craig, he can post on the eblast. Greenwoods declined to let us sell raffle tickets because they do not want people congregating on the ramp due to COVID-19 restrictions. Barb asked about selling on the mountain. Lynda thinks it is a good idea, but the

mountain does not want people congregating there for the same reasons. John asked if Fishkiller is the lead of Snowriders. Steve says he is his neighbor, and he can go knock on his door. Kimberly will send Fishkeller's email to Lynda. When we reach out to these people, do we want to do the raffle sale and the Sun Valley silent auction?

Marketing – John

I had a long chat with Larry Crocket who spoke at length with John Shaffer, the head of Warren Miller Entertainment, this morning. We sold 43 tickets and made \$129 dollars. Sue Baker tried to buy a ticket on Monday, but was blocked. It was a rather tedious show. Lots of interviews in the beginning. They rotated between Old School skiing and Extreme skiing. They plan to be back next year. We might do four nights and push the promotion. Lynda asked John for more stickers. John will follow up. We have a few left. They were purchased from a Kiosk at the Mall. Warren Miller is over and we came out alive. We have gone through most of the stickers and we have been handing out a lot of towels. Kim wants to know what we should do with the towels. Should we hand them out at Bogus and staple a little card as to how to join the Bogus Basin Ski Club? We have some printouts that are a half sheet. It might be better to turn it into a business card. John said we can do that on the computer. What do you want on the card? Betty can put something business card size and print it. Steve and Betty will work it out.

Social Media: Nancy N/A

Nancy did not have a lot to say. We have two Facebook sites...SkiClub with no space and Ski Club with space. Please use SkiClub with no space to post pictures and comments on Facebook. There was a problem with Warren Miller on Facebook. The price had to be \$29.99 and we had to advise them not to click the blue button to buy tickets. She is just getting back into what she sees on the Mogul. She is not dealing with Instagram. John thinks Instagram is generational. Kimberly wonders if we should be aiming to that generation. We don't have a lot of young members. Kimberly thinks Instagram is viable. Nancy could do that if she wants to get more exposure. Facebook seems to get more responses. Betty asked, don't we want a presence to grab a younger group? It's all about photos. Nancy will put more effort on Instagram. The key to the photos is timeliness.

Membership: Barbara

Last month we had 50 members. This week we have 100 members. She thinks the calling contact made the difference. Sue took on extras. We still have about 40 to contact. Barb sent a list of talking points. Talking to these people, except for two guys, were very appreciative. Lynda had one guy that spoke French to her. Barb thanked everyone and thinks it was worthwhile.

Sun Valley is put on by the Intermountain Ski Council. Do participants need to be a member of a ski club? Yes, it is because of the insurance. Barb says you contact the Sun Valley rep. and it is up to them to check with the club to see if they are members. It's a conversation to have at the ISC meeting on Thursday. If Lynda advertises on Meetup, how would she check? The trip chair should know. John thinks no one should be on our sphere of influence if they are not a member of BBSC. Craig says anyone can access our website, call the Sun Valley number and say they are a member of ISC. Barb said most people will join a club somewhere. Paul can get a list from Sun Valley, and he can share that back with ISC. John says we leave that in Paul's hands. Michael says Dave Comstock, who comes from Spokane, cannot participate if he is not a member. It's easy for Barb to check; she would call them and tell them to join a club. It needs to be a club within ISC.

Morning Star chair has banners on the backs of some chairs advertising their group. John will look into that. John asked about the phone campaign. Are we giving Barbara a report on what we ran into? On John's list, two were deceased and four had moved out of the area. Kimberly wants to make a copy and write in the result. Everyone

was working from the 2019-2020 BBSC membership list. Sue did not run into any dead people, but Sue is not sure she can recreate what she said with people.

Membership is not automatic until the register/renew in the 2021 BBSC membership registration. Barb said they will be automatically renewed if you register online and use a credit card, you will get a notice. If you pay offline, you will not get a notification.

33 people donated various amounts for the athletic scholarship. Sussette will send out thank you notes. Barb will get the information to her. Barb personally thinks a little card with a handwritten note.

Trip Coordinator: Sue

Trip Planning for 2020/2022

Paul, Sun Valley is the first week in January. This trip is looking good. Paul will check next week. Paul does not have a good count. Barb and Donn may need to cancel. Sue may need to pull out as well.

Grand Targhee– March 4 - 7

Paul is losing more numbers than gaining. Linda mentioned that she had not received a final contract from Grand Targhee containing the COVID restriction cancelation.

Dolomites/Athens -Jeffery has no updates.

Tahoe – Good idea. Let's keep it on our books for 2022.

Is there something else we want to do as a club? Anthony Lakes is 2.5 hours. All the others are 5 and 6 hours.

Tamarack - What do we think about Tamarack, two full days of lift tickets through our Bogus pass. Kimberly thinks the last weekend in February, blackouts are gone. Lynda is concerned because the trip to Targhee is the first weekend in March. It might be nice to do the beginning on February.

Anthony Lakes should be on Thursday. Everyone will be self-drive. And you can pay to camp out in the parking lot. There are a few of us that around the end of March are planning to take our RVs to Anthony Lakes. Sue will get that information to Craig by the middle of December.

Activities and Updates: Kimberly

December Social – Kimberly recommends we cancel.

We are still under COVID-19 restrictions. January, February, and March MeetUps canceled. January and February social will be ski days.

Old Business

Scholarship Update.

Lodging and Lift Tickets for Schweitzer. The money per ticket does not equal \$1.00.

New Business

Carol brought up the fact that Lynda announced via email that the Schweitzer raffle profits would go to the Bob Greenwood Scholarship. This should have board approval because it is a change of process. **Craig** moved that we accept that the Schweitzer tickets be added to the raffle and the proceeds from the Schweitzer trip go to the Bob Greenwood Athletic Scholarship this year. Steve seconds.

The tickets that are sold at the venue and the tickets that are sold on the website are a different value. The \$30 food coupon from Ruby Hotel is all part of the Schweitzer Ski Trip Prize and is not a separate raffle item. Paul suggested that we count up all the tickets we have and divide by the money we brought in to see what each ticket is worth. The final motion that we voted on was that whatever amount the Schweitzer Ski Trip Prize brought in would go to the Bob Greenwood Athletic Scholarship, regardless of percentage. Everyone agreed and motion carried.

Carol also mentioned that we should amend the bylaws to state that any remuneration received from BBSEF, BASE, BBSP or the McCall Winter Sports Club should come back to the ski club and made available to members. Last year Barb brought back the SWAG from McCall and raffled it at the Crab Crack. Carol and Lynda will amend the bylaws.

Intermountain Ski Council has new people and it is coming back to life. Steve will come back with updates. Jennifer is assigning new board members.

Kim wants to create a club video for holiday greeting. Wouldn't it be fun to make a Christmas greeting video to new members? Lynda says it's a good idea. If you make a video, send it to Kim. Nancy suggested a montage of pictures from the last few years. Kimberly will access the pictures from the website.

Barbara, the McCall Winters Saving Card - 2-day Brundage Mountain Lift ticket, no blackout dates, cross country ski. \$125 rather than \$150. Barb moved to eblast and advertise for the Winter Savings Card. Craig can set it up on the website so only our club members can register for it. Craig can limit the eblast to just the current members of our club. Barb moved for the current list of members to receive this eblast. Craig seconded. Motion carried.

The McCall Winter Ski Club is partnered with the Payette Lakes Ski Club running a silent auction. We will not promote their silent auction. There are only a few days left on it. We should ask them if they will advertise our silent auction.

Meeting ended at 7:43 pm

Respectfully Submitted by Carol Peterson

ADDENDUM 1 – Monday, December 14

Via email from Barbara. McCall Winter Sports Club auctioned the Utah Ski Trip for \$500. 100% of the proceeds will benefit junior snowsports competitors.

ADDENDUM 2 – Tuesday, December 15

Via email from Lynda. Ron Abramovich is the happy owner of the Sun Valley Ski passes for a total of \$280.