

Bogus Basin Ski Club Minutes October 1, 2019

The business meeting was called to order: by President Lynda Clark at 6:35 pm

Board of Directors Roll Call

President: Lynda Clark, **Vice President:** Margie Ridgeway, **Secretary:** Carol Peterson, **Treasurer:** Betty Hawkins, **Membership:** Barbara Bryant, **Social Director:** Kimberly DeWit, **Marketing Coordinator:** John Adams, **Communication:** Craig Olsen, **Purchasing:** Michael Bouton, **Trip Coordinator:** Rexann Jensen, **Social Media:** Nancy Moore

Assistants & Ex-Officio

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

Main Topics

Warren Miller – John Adams

John – We are all set with the premier party at Beside Bardenay. Natalie Hurst will be our MC again. She will not be at the premier party. New this year, John Foley, director of the Bogus Ski Race program, is on board for the matinee at \$10/ticket for students and parents. The standard price is \$13. If successful this year, we look forward to do another matinee earlier in the day next year.

Kim is working on the sponsorship agreement. Warren Miller is going to print the posters this year. She is trying to get some space at the bottom of the poster to add the Bogus Basin Ski Club. More information will be forthcoming.

The Boise Weekly total price is \$1,495. Idaho Press bought Boise Weekly. On the Thursday of the week prior to Warren Miller, Boise Weekly goes into the Idaho Press for Ada and Canyon County. Gives us a lot more exposure for the same \$. Our ½ page ad is on the inside of the first page.

Barb typed in Bogus Basin ski club and last year's advertisement came up.

Craig needs information for the website because we are 6 weeks out. John will address both of those.

Natalie writes the script. We give the talking points to Larry Crockett. We will give John Foley some time to talk. There are 1,800 students involved in the Treasure Valley.

Minutes

Craig moved to approve the minutes. Michael seconded. Motion carried.

Treasurer's Report: Betty

Betty lists the debits and credits with the monthly report. Lynda and Betty met to put together a budget to show where the money went. FWSA and Insurance are the two biggest expenses. Current balance is \$20,184.50.

Communications: Craig

Working on the online store. The team had a meeting on Wednesday and are now working on questions from McU's. The % discounts on retail vary. Are we going to use the retail cost for members or discount? Craig says there are hidden costs-the item, the logo, and the cost to SportsEngine (3% plus 0.75 transaction fee). The list price is in the catalog or on the website, people can order and the products are sent to McU's. Do we keep the discount for the scholarship? For the inaugural order, do we want a group order or do everything individual? The cost of the embroidery will be \$6.00 per embroidered item.". If you want a silkscreen, it's \$40 for every setup. If we get a sufficiently large group order for something that needs to be silkscreened, we can cover the cost of the setup. How do we get the members to make a large order? Paul had done it on trips...sizes, colors. If the board orders a minimum amount, we might have them hanging around. Paul did that on the last two trips, and he had a lot of T-shirts left over. Take the option of the silkscreen off the table. If you want to do T-shirts, caveat, minimum order of 50. Let's shelve the T-shirts till spring.

Do we need a motion for the board to approve to do this on the website? Do we want an inaugural order? We would need to place an order by Nov. 15 to have it here by Dec. 5. Craig, can you do that on the website if we remove the T-shirts? John moves that we put a club store on our website. Kimberly seconds. What amount do we need to set? They are paying through the registry and we place the order, we pay McU Sports. The website will send an email to Michael at McU Sports. containing all the information on the item(s) ordered including size(s) and color(s), as well as the contact information of the person ordering the item(s). Motion carries.

The logo will change from celebrating 80 years to what? Craig says not enough time to change the logo unless we remove the celebrating 80 years. John will get the logo to Craig that has 'Celebrating 80 Years' removed. Mugs, goblets, etc. very pricy. Eliminate them.

Marketing: John/Vicki

Stickers. John has more stickers. They need to go to the ski swap. How do we get more of the key chain tags? Barb says they are no longer available and Barb could not find another company to do those.

Social Media: Nancy –N/A

Lynda took a picture of the thank-you note from Bogus and asked Nancy to upload it to Facebook. Craig will upload it to website and possibly eblast.

Membership: Barbara

There will be seven new BOD cards for a total of \$10.50 at \$1.50/card. Quite expensive to have the magnetic ones. She can include wallet sized new member cards in the new member mailing. Barb is going to remove the date. The member cards will not have names on them. Barb wants to order \$225 worth. In the last 3 weeks, we have 14 new members. What about the member cards that people did not pick up? The Board recommends an order of 50 of the new wallet size new member cards. They will cost \$75.They can still get discounts with the card at vendors. Barb moved that we spend \$75 (up to \$100) to purchase 50 member cards. John seconded. Motion carries.

Trip Coordinator: Roxann

Trip Planning for 2019/2020

Sun Valley – Paul. January 5-12. In place, people are making reservations, looks good so far. Cost for a 4 BR condo is \$400/day. Half-price. \$62 skiing. Condos have good cooking facilities.

Schweitzer - Margie is trip leader – Jan 25 – 29, 2020. Sold Out. Two people are on the wait list. There are two non-members who need to join the club.

St Moritz and London – Paul. Feb 29-March 13, 2020 -- 38 people on this trip with 1 single and 1 couple on the wait list.

Big White Mini ski week – March 29 – April 3, 2020. On the FWSA site. Kimberly is leading the local group. No signup started.

Anthony Lakes – Kimberly. February 27-28. Leave Thursday morning or Wednesday night.

Brundage Trip – Kimberly. March 20. Ski one day at Brundage.

Portugal Bike Trip – 2021 - Proposed by Roxann. N/A

Italy 2021 – Paul said Jeff Rosendale is looking for an OK to pursue for 24 people. 5 days skiing in the Dolomites, 5 days sightseeing in Venice. Feb. 25 to March 10, 2021.

Club Activities: -- Kimberly

Bogus Bash – September 7. Was a success, we went up, we set up, dinner was fun, auction was fun. BBSC and its members donated over \$2,250.00 to Bogus Basin at this year's Bogus Bash.

Champagne Brunch – Betty was Chair. Sunday, September 8 was a success. 75 people, paid through SportsEngine, lots of casseroles, we made money. Michael brought the canopy so our tables were out of the rain. Fishkiller won the ski poles from Greenwoods. David Lindsay, a current member, won the wine goblet. A new member won the wine goblet. Kim Pinkerton, a new member, won the baseball cap. And Brad gave a great talk.

Monday Night Social - Kimberly was event leader. Monday Sept. 9, The Lyft. 27 people, 4 to 6 from the Meetup app. 4 new members. John and Betty and Kimberly and Lynda sat at the table with the new people. We need to make sure we welcome the new people.

Weiser River Trail -- Sandra was event leader. Saturday, September 14. Five brand new people, 13 total attended, and everyone stayed together.

Wine Bike Ride – Paul was event leader. Sunday, September 22, 12 miles, 23 people, only lost one rider. Small pot luck, perfect weather.

Monday Night Social - Kimberly is event leader. Monday Oct 14, Mad Swede at 6 pm. She will check on a food truck. They have an open mic comedy night that starts at 8.

Paint & Sip – Kimberly is event leader. October 17, Plantation. We need to spend \$150. Wine is \$5/glass. Not sure how many wine glasses to give. We advertised two. What is the cost of the appetizer? Depends on how many people. Cork fee of \$10.

69th Ski Swap – Nov 1,2,3. Jane Gabbert is event leader. Jane has most of her volunteers. Paul will do the set up and tear down. Michael will give Paul access to the shed. Carol is taking care of the raffle.

Christmas Party -- Kimberly is event leader. Idaho Botanical Gardens. Still working on caterer and budgeting. Open Table Catering. She passed around an example of what they offer. There is space for 100 people. Sit up high cocktail tables. We need to rent every chair. Caterer will take care of all that. Committed to the venue (\$1,250) includes heated tent, 100 walkaround tickets, three serving tables; plus the insurance. Price on 100 people with sit-down dinner? She works with a bartender who charges \$5/drink or \$10/person all you can drink. Requested Kim get a price on a full sit-down dinner all you can drink. Or heavy appetizers and not enough tables for everyone to sit down. Last year, we had 75 and subsidized the meal for the band members. Estimate at 75 people. We approved the venue. Let's see where the food cost comes in. Get us the estimate for sit down or appetizers. Kimberly will send Betty the invoice for the venue.

Old Business

Scholarship Update - Barb

Nothing back from Mark on the online auction. Lynda will follow up with him. Raffle sales are not for scholarship. We do have the option to run online auctions through SportsEngine, but not sure how to reach a larger audience through our club. We need to continue to think about how we can get money raised if we are going to run the raffle ourselves.

Michael has another trip donation for the club. Michael paid \$500 to FWSA for BrianHead. The trip that Michael gave to FWSA is different. We don't want multiple club people going to the same vendors. We will discuss this in the Policies & Procedures.

Safety Program with Bogus Basin – Michael showed the poster that Nancy did. Nate sent Michael to talk to Austin. They have these metal frames that we can use to put on the ski racks and in the lodge. Three different versions in up to 25 locations. Michael has a sponsor lined up. Bogus likes the concept of promoting individual responsibility on the mountain. Cost to us will be the cost of the production.

Meetup.com – Bogus Basin Ski Club Meetup Group – 89 people have signed up. 6 people have called about the Monday night social. Craig has SportsEngine looking at the MeetUp App to see if they can put it on any page of the club website.

Co-op with BB on some of their signature events – New Year Day Games – Jan 1 – volunteers needed for games.

Bogus Basin Ski Passes 2019-2020 – We got 6 passes. Going to draw the extra pass at the Christmas party rather than at the Annual meeting. We are changing the cycle because the passes are for 2019-2020 ski season.

New Business

Warren Miller 'kick off' and 'learn more' about the event at the November Monday social. Objective: Keep everyone in the loop; encourage new members to become involved. Kimberly will work with Kim.

Mission & Strategic Plan – Current and proposed by Michael. Discussion to change the Mission statement. Bring a new identity to the club. The concept is to build our club into a greater philanthropic organization. Make this the club of choice, fun, recreate, but we also do things to contribute to our skiing community. Do a program with the consignment stores, we promote them and in turn they ask their customers to round up for a program for the ski club.

The idea is good. Michael talked with Play it Again Sports. The owner wants the ski club to promote his business with our BBQ. Expand our program. We will need to bring up the direction of the club at the annual meeting. It can be the same people taking Bertha all the time. We would need to get the membership more involved. Have a sign-up paper at our Oct. 14 social looking for volunteers. McU First Flakes, Nov.9, Greenwood's Nov. 13. Michael will get back with a date and some volunteers for other events.

Policy and Procedures – Lynda is looking into whether we need to make some changes to this document. Go to committee and bring back to the Board. Barb and Lynda will reword and bring back next month.

At the last MeetUp, a member handed Kimberly a list of all October Fest events. Can we post any of these because they came from a member? Craig will post it as an event on the Website. No money, no handouts.

Meeting ended at 9:06 pm

Respectfully Submitted by Carol Peterson