



DWSF Executive Committee Minutes

July 11, 2011

Present: Duke Eggleston, Mike Elliott, Jim McCarthy, Mike McQuinn, John Seibert

1. Minutes from May 16, 2011 were approved.
2. Ben Stowers sent an email saying that he is resigning from the DWSF Executive Committee. A motion was made to accept Ben's resignation. Motion was approved.
3. The "Wish Lists" from the four ski teams were presented and discussed. Each of the four teams wish lists are a part of these minutes. The respective wish lists should be reviewed by DWSF with the idea for the priorities to be focused on DWSF's mission and vision
4. Jim McCarthy commented that the overtone of all the four team's wish lists was the need for improved coaches' salaries, coaches' education, and improvements in training facilities.
5. Duke Eggleston pointed out that a box and rails at Chapman Hill could be used for both Freestyle and Snowboard Freestyle. Two years DWSF has donated funds to the City of Durango to be used for operations at Chapman Hill. Last year Purgatory Ski Teams provided the labor and funds to upgrade the Chapman House so that it could be used by the guests at Chapman Hill and the Alpine, Freestyle, and Snowboard team members. Duke thought a good gesture on the part of DWSF would be to provide the box and rails for Chapman Hill.
6. Discussion was held on the next DWSF meeting being an all boards meeting. Having the DWSF Executive Committee meet with the Purgatory Ski Team Board and the Durango Nordic Ski Club Board in an effort to improving the communication and relationship between the respective boards of directors and the DWSF Executive Committee. The concern is the need for a better understanding of the connection of the teams to fundraising and the DWSF Executive Committee. At date of Monday August 15, 2011 was recommended and Mike Elliott said he would research a location and let everyone know. It is the responsibilities of the DWSF members to let their boards of directors know about the date and that a location will be distributed.
7. A reminder that DWSF needs to complete the budget. Some discussion was held regarding to budget \$100,000 for revenues.
8. Mike Elliott reminded everyone that the DWSF Gala is scheduled for Saturday November 12, 2011. A priority with DWSF is to get a Gala Committee in place.
9. Next Meeting will be Monday August 15, 2011 6pm at the Community Recreation Center Eolus Room.

1. Purgatory Alpine Ski Team Wish List

The alpine team has been able procured most of the equipment needed for our regular training programs. Between what we own and what is owned by the resort, we can certainly get by. However, with the introduction of new gate rules for younger athletes, we would like to purchase 25-30, 54 inch gates which cost



\$37-39 per gate. There has been talk of selling some gate panels to a sponsor. New custom panels cost approximately \$25 per piece with a set p fee. I think we could sell 40 or 50 and that would be plenty.

In addition we could always use and extra drill or two complete with bits. The drill are approx \$200 per piece and the bits are \$150 each for a total of about \$700.

One of the big concerns for the Alpine team is the very low wages and salaries that we pay to our coaching staff. It has long been discussed that the Purgatory Team does not pay coaching staff enough to facilitate retention of quality staff. Head coach salaries barely more than half what other teams in the Southwest pay their head coaches, on both the Alpine and freestyle side In addition, hourly employees should be at least be compensated at \$15.00 per hour to stay within range of other teams in the Southwest. Please bear in mind that these pay rates are for teams in the SOUTHWEST region, Taos, Santa Fe, Flagstaff, NOT Vail, Aspen etc. Our coaching staffs have been the absolute bottom of the barrel for pay rates probably since the inception of the team.

With the resignation of our volunteer Race Administrator, Melissa Eggleston, it is likely that we will need to pay a new RA to attend classes and then pay them to help us run races. This cost will likely run about \$1500 for the season, which depends on the number of races we actually host. I am assuming we run 2 races for this season.

2. Durango Freestyle Wish List

USSA, USSA Devo and Southwest Freestyle Tour Competitions- \$6,500

These events benefit the athletes and the community by bringing local competitions to Durango. The freestyle team is looking to host 3 events and needs support for awards, judges, coaching labor, scholarships, lunches and lodging for traveling judges. All of the entry fees for the USSA event go directly to the Rocky Mountain Division. There may be some entry fees for the devo events to help offset costs depending upon participation. This donation would insure that we could host and also support Durango athletes by having week ends where they will not have to have the expense of travel.

Last years event at Chapman Hill was well received by the local community. City employees and the general public enjoyed watching the competition. It helps promote participation on the teams. These events are the perfect back drop for client hospitality, corporate fulfillment packages and local and regional press.

Terrain Park Box Feature for Chapman Hill-\$2,500

New features At Chapman Hill greatly will benefit not only the Snowboard and freestyle team athletes, but also the general skiing public. This is a great opportunity for the DWSF to continue it's partnership with the city in providing affordable entry level opportunities and user friendly features.

Coaches Education- \$1,000

Staying on top of the newest tricks and continuing education is essential in keeping a safe training environment for athletes. Support would go towards a level 3 aerial certification and travel to get to the appropriate clinics. There are several hours of shadowing higher level coaches and requires additional man hours and travel time.



3. DNSC Wish List for 2011-2012

Proirity	Quantity	Item	Cost	Or	Total
1	1	Swix T72 Digital Iron	\$250		\$250
2	1	Lease of Team Van	\$4,500		\$4,500
3	5	Coaches Parka	\$200		\$1,000
4	1	DNSC EZ-up Tent	\$1,000		\$1,000
5	2	DNSC Banner/Flag	\$100		\$200
6	1	1 -1.5 km of Lighted Trail at Nordic Center	\$20,000	\$15,000	\$20,000
					\$26,950

4. Snowboard Freestyle Wish List

- **Additional Foundation Support \$5,000.00**

- The Purgatory Snowboard Team is requesting that if total team participation is less than 15 members support remain at \$5000.00
- Once program participation is greater than 15 members, Foundation Support would be based on \$300.00 per participant.
- *This greater than average support is to ensure the Purgatory Snowboard Team's wellbeing, assist with increased administration costs, and to help offset coaches travel expense. To justify this additional support we would like to make special mention of Rick Lorenz and his time, effort, and export knowledge to bring DWSF web site up to operational status and maintain databases enabling online registration and credit card payment. Rick completed these tasks as a volunteer board member for the Purgatory Snowboard Team, and without his expertise DWSF would have been subject to hire a qualified program writer to complete the web pages capabilities. We would also like to make mention of the efforts and time of both Brian Bolan and Cody Beaver in helping to renovate the Chapman House.*

- **Marketing Expense (\$500.00)**

- The Purgatory Snowboard Team is requesting additional funds to be used for marketing campaign.
- Once program participation is equal to or greater than 20 members this amount is included in the Purgatory Snowboard Team Operational Expense.
- *Marketing and advertising is an overhanging facture in the team's success in reaching our participation goals. It's necessary to have funds provided for the allocation of advertising in order to lower foundation support in future years. Until our goals are reached and the Purgatory Snowboard Team can provide their own marketing expense, we will hope to utilize DWSF*



funding to place Durango Herald and Telegraph advertisements, radio announcements, and flyers. Additionally we hope to utilize viral marketing measures such as Facebook and Buzz Town.

-Durango Herald Advertising

- ***Business Builder Advertising Option \$324.00***

- *Add runs 3x/week for 4 consecutive weeks*
- *Covers zip codes 81301, 81303, 81302, 81122, 81323, 81147, 81321, 81326, and 81137.*

- Additional support will be allocated to all other forms of affordable advertising and printing costs.

- **Education Expense (\$2,398.00)**

- Request for funds to be used for coaches education and training.
- Once program participation is equal to or greater than 16 members, funds for education at 2 coaches is allocated from operations expense. This allocation only helps to compensate coaches for actual training, travel and lodging cannot feasibly be reimbursed at this time.
- *Education and enrichment helps to keep coaches knowledge of changes within USASA fresh, as well as keep athletes safe. It's important that the Purgatory Snowboard Team progresses, and in order to accomplish this, the coaches must too progress. This additional expense also ensures the safety of athletes while training, as this expense will also be allocated to maintaining current CPR/First Aid certifications.*

- ***Education Expense for up to 4 coaches***

- *Coaches Certification \$ 120.00 = \$480.00*
- *CPR/First Aid Training \$ 90.00 = \$360.00*
- *Mileage: 279 mile @ \$0.50/ mi = \$558.00*
- *Lodging \$65/night = \$520.00*
- *Meals \$40/day = \$480.00*
- Total Education EXP @ 4 \$2,398.00***
- Total Education EXP @ 2 \$1,199.00***

- **Supplies and Equipment (\$6,000.00)**

- Request for funds to be used for training supplies and equipment.
- It's uncertain how many participants will be needed before these expenditures can realistically be met by our own means of revenue.
- *Training supplies vary per program. However, as we intend to add an additional Alpine/SBX program offering, we will need snowboard gates (panels). Gates are a very important aspect to this program offering as they allow athletes to train properly. They also allow the Purgatory Snowboard Team to host race events. Another very important training tool is a video camera. This is an example of equipment that can be used for training purposes for all teams. Video Movement Analysis is one of the most important things you can do to train the progressive athlete, as they can learn from watching themselves perform maneuvers correctly or incorrectly. Other equipment necessary for training is beginner rails and boxes that can be used at Chapman*



or DMR. Also we have 14 chl. Radios that need to be programmed in order to be used at DMR. Additional equipment includes a PA system owned by the PST/DWSF. This is a very necessary tool in hosting events as well as fund raisers.

- **Snowboard Gates \$1,728.00**

- SPM Slalom Competition Gates (Blue) 16 * \$27.00
 - SPM Slalom Competition Gates (Red) 16 * \$27.00
 - SPM Non-hinged Brush grip Shaft 32 * \$27.00
- \$ 1,728.00**

- **Video Camera \$ 600.00**

- Two GoPro HD 1080p wearable video cameras
- Most versatile and resilient video camera on the market.
- Allows for training video movement analysis, as well as on the move video capture.

- **PA System \$1,399.99**

- Samson XPL500 500 Watt w/ stands and mic
- Unit includes 500 Watts of power necessary for outdoor venues, as well as ability to produce all ranges of sound (low, midrange, and high) with quality performance.
- 24 bit digital processing section.
- On-Board iPod dock
- Operates on two channels simultaneously giving ability to use two mics. At once without interference.
- Two heavy-duty telescoping tripod stands that extend up to 6' supports up to 110lbs each.

- **Beginner Boxes & Rails \$2,015.00**

- 12' Flat Rail \$ 810.00
- 10' Flat Box \$ 1,205.00

- **USSA Athlete Membership \$70.00 per athlete competing in USASA Events**

- Request for reimbursement of USSA membership.
- This is an expense held by the Purgatory Snowboard Team for additional insurance coverage only, and membership is unnecessary for our athletes.
- *As a participating program with the Purgatory Ski Teams, the Purgatory Snowboard Team is required to maintain that all members are registered members of USSA. However, Purgatory Snowboard Athletes are only participating in USASA events – our members as well as the Freestyle Ski members must have dual memberships. This creates conflict with parents as there may be a lack of understanding what the differences between the two organizations (USSA/USASA) are. We would like to request that, as USSA membership is required by the club as a whole, that USSA membership fees be reimbursed so that USASA membership can be attained for competition purposes.*



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