



DWSF Executive Committee Minutes

March 21, 2011

Present: Cynthia Aspen, Duke Eggleston, Mike Elliott, Jim McCarthy, Mike McQuinn, Mary Monroe, Katie Ogier, John Seibert, Ivan Unkovskoy

1. Minutes from December 8, 2010 were approved
2. Cynthia Aspen gave a report on the financial operating statement. DWSF is roughly \$20,000 above the \$84,225 revenue budget. DWSF is also up in expenses \$15,000. The big items were timing equipment and 400 racing bibs for a total of \$10,725 that was not in the budget. Gala revenues were under budget by \$4,000 and expenses were \$1,600 over budget. We should have a positive variance to add to the reserves of about \$4,500. The last four years DWSF has been averaging about \$100,000 in revenue each year. At the end of this current fiscal year DWSF will have about \$70,473 in reserves.
3. Mike Elliott asked that for a future DWSF Executive Committee look critically at the 20% amount that is reimbursed to skiers for the sales of DWSF products in fundraising. The 20% reimbursements need clarification on where skiers are eligible for the 20% reimbursements.
4. With the help of Jim McCarthy, Mike Elliott presented the following plan for the coming fiscal year. Some discussion followed and the consensus was that the time line was very doable. At this time of the year, the respective teams know what works and what does not work. They should also be aware of their needs for capital projects.

April Through July

- Review Past Year (2010-2011)
- Annual Report
- Plan for next year (2011-2012) both at team and DWSF Executive Committee levels
- Requests from teams to DWSF for their budgets. Include any capital projects (could be for more than one year)
- Establish sponsorship and donor packages
- DWSF budget end of June to include team's capital projects
- DWSF Executive Committee and Staff meet monthly
- DWSF Executive Committee establishes priorities
- Team's competition's schedules for 2011-2012 due to DWSF

August Through November

- Focus on fund raising events and campaigns
- Gala, Warren Miller, Spaghetti Dinner, donors, sponsors, new ideas
- DWSF Executive Committee and Staff meet monthly to monitor fund raising progress

December Through March

- Focus on team's competitions



- DWSF Executive Committee and Staff meet as necessary to deal with unexpected situations
5. A DWSF subcommittee to look at future DWSF possibilities for induction the DWSF Hall of Fame at the Gala. The subcommittee to be Katie Ogier, Ivan Unkovskoy, and Mike Elliott.
 6. Katie Ogier reported that they still have not found replacements for the Gala Committee. A Freestyle person has volunteered, but Alpine and Nordic are still campaigning for replacements. It was recommended they send out a blast emails to their respective memberships looking for Gala replacements for Katie Ogier and Melissa Eggleston.
 7. Mary Monroe gave the Director of Fundraising report. Corporate sponsorship up \$9,500. Event support packages up \$2,100. General donations up \$9,200 thanks to Mr. Raymond Duncan donation of \$10,000. Mary goals are to improve sponsorship and improve marketing.

Mary would like to send out a survey that would be free to DWSF. She will send out a sample survey to the DWSF Exec Committee for review. Mary commented on the fact that communication from the DWSF Exec Committee to the respective team coaches needs to improve. Discussion followed and it was stressed that the representatives on the DWSF Exec Committee need to be proactive in relaying information to their respective coaches and clubs from DWSF. Mary also talked about an E Newsletter to be sent out to all the entities on DWSF contact list. She also reported on Engagement Marketing that make excellent use of Web Sites, Face Book, and Twitter.

Mary praised the Chapman Hill Ski Festival that was conducted by the Freestyle Team. Mike McQuinn said it was an extremely successful event and can become a bigger event and also a winter special event fundraiser for DWSF.

Mary reported the Trails 2000 and Durango Devo are working with the City of Durango to construct a Bike Park on Chapman Hill. Discussion was held on the feasibility of working with them so that the dirt work performed for the Bike Park will be a benefit to the Freestyle and Alpine ski teams for winter usage.

Discussion continued on Chapman Hill. Mike McQuinn offered his service to be a chairman of a subcommittee to be the go between for City of Durango and the winter usage by teams with DWSF. Discussion was held regarding DWSF operating on Chapman Hill like Hillcrest Golf Club does on the Hillcrest Golf Course. No decision or direction was made. However the consensus was that DWSF would be interested in such a relationship.

With Devo and Trails 2000 working on the Bike Park, the Exec Committee asked Mary to introduce to Devo the possibility of joining organizations with DWSF to have a year round fund raising organization for young athletes. There are common interests with both organizations.

DWSF would like to have representatives meet with Kathy Metz and other City of Durango staff to review the operations at Chapman Hill this past winter. A date has not been set.

Mary Monroe also asked for the three teams to summarize their successes in results and to estimate how much money each club issued in scholarships. It helps her in her marketing efforts.

8. Motion was made by Ivan Unkovskoy and seconded by John Seibert to compensate Tim Kuss with \$600 and Keith Turko with \$400 for the work they did in grooming and snowmaking at Chapman Hill. Motion passed unanimously.



9. Duke Eggleston made a request that \$2,500 be issued to Purgatory Ski Team to help fund the deficit created by the new Snowboard Freestyle Team. The Freestyle Snowboard Team did not generate the membership number to enjoy a breakeven status on their budget. There were two coaches with the team and each one took a \$750 pay cut to reduce the amount of deficit. Duke reported that he believes the future looks bright for the Snowboard Freestyle Team. Ivan Unkovskoy made the motions to issue the \$2,500. Katie Ogier seconded. Motion passed unanimously.

Next Meeting will be Monday April 25, 2011, 6pm Wells Gro