



DWSF Executive Committee Minutes

October 25, 2011

Present: Cynthia Aspen, Amber Bardin, Mike Elliott, Rick Lorenz, Jim McCarthy, John Ott, John Seibert, Ivan Unkovskoy

1. Minutes from September 25, 2011 are posted on the DWSF Web Site.
2. Executive Director Report. Cynthia Aspen had already emailed it out to DWSF Executive Committee members.
 - Outreach and Education Mailing. Sent out on Sept 29 to 300 contacts who have been past donors and potential donors and sponsors and the members of the four teams. It included the new DWSF brochure, 2010-2011 DWSF annual report and DWSF donor package insert.
 - Corporate Sponsor Outreach. Cynthia and Amber have heard a lot of positive feedback regarding the restructure of DWSF and efforts to reach out to donors and sponsors. They also heard a lot of positive comments regarding the DWSF brochure and DWSF annual report. Cynthia and Amber have created other sales materials geared towards sponsors and donors.
 - Individual Donor Outreach. Assist athletes and families in fundraising efforts so they can receive 20% for items they actually sell. Created a “Why Give to DWSF” piece for athletes to have the tools to help sell and receive 20% that can be used to reduce their team expenses.
 - Donor Thank You and Follow-up. Cynthia and Amber distributed two informative postcards for athletes, parents, and volunteers to use in order to increase donor thank you and follow-up from team members.
 - Snowboard Solicitation. Created specific outreach materials for the snowboard team to use in solicitation to their new potential sponsors.
 - Gala Invitations. Mailed October 6, 2011 to 672 DWSF contacts in the database.
3. Fundraising and Marketing Report: Amber Bardin reviewed some concerns she received from a historical platinum sponsor and what she believe could improve sponsorship relations in the future. She also reviewed some excellent comments she has received for past sponsors on how happy they are on what DWSF has been doing with their donations. Amber displayed a sponsorship folder that she distributes when she is making a sales call. The folder contains 1) a Sponsor Letter, 2) a DWSF Brochure, 3) a DWSF Annual Report from 2010-2011, 4) a Sponsorship Donation Card, 3) a couple of certificates for complimentary coffee at the Steaming Bean.

Amber also recommended that DWSF include contribution levels of Platinum Plus, Gold Plus, Silver Plus, and Bronze Plus Packages. There are possible donors who may want to contribute more than is just in the Platinum, Gold, Silver or Bronze levels.

Amber also expressed concern on where are the DWSF Sponsorship Banners. Some companies who were sponsors last year were concerned about banner placement.

A question and concern was raised regarding earmarking donor or sponsorship money for a specific team. Jim McCarthy made a motion that the DWSF is not to accept contributions of funds that are



earmarked for a specific team or a specific individual. John Seibert seconded the motion and the motion passed.

Amber reported that David Bruzzese with Mercy Hospital was interested in having an educational clinic at Mercy Hospital on concussions. The clinic would be subsidized by Mercy. Amber will report back to David saying she received a favorable response from DWSF.

4. DWSF Annual Gala. The Gala is scheduled for Saturday November 12, 2011 at Purges at Durango Mountain Resort. Kathy Wilson has taken on the responsibility of being the chairwoman of the Gala Committee. Dr. Allison Jackson and been acting as the co-chairwoman. They are doing a terrific job. They are receiving a lot of help from the active Gala Committee. The Band is set, the menu is set, and there are a lot of silent auction items. November 1, 2011 is the last day for committing the silent auction items. DMR Property Management is offering a huge discount on lodging the Gala weekend. Concerns were expressed about the PA system at Purges. The back club room cannot hear the PA system.
5. Spaghetti Dinner. Scheduled for Friday evening February 3, 2012. Cynthia Aspen had emailed an update from Donna Chase, Spaghetti Dinner Chairwoman, regarding the event. Donna was asking for opinion on alcoholic sales. Judging from selling alcoholic beverages at Warren Miller film last year it is a good way to increase revenue. Donna also needs help for the Executive Committee in proceeding with alcoholic beverages sales. Comments were to work with the Elks Club liquor license with donated alcohol. It was strongly recommended that we get a Certificate of Insurance from the Elks Club also listing the DWSF on the Certificate. Donna also was asking for advice on ticket pricing. Possibility of going to one price for everyone and following the same procedure as Youth Baseball spaghetti dinner. The consensus opinion was to keep the price the same as last year. \$9 for adults, \$5 for children.
6. Warren Miller Film. Scheduled for Wednesday November 30, 2011 Smiley Building. Amber Bardin reported that she talked to Mike McQuinn and the reducing the price of a reserved row of 12 seats from \$500 to \$300. Amber said she was having trouble selling at \$500. \$300 was an easier sale and going well and we were still making additional funds. Jim McCarthy recommended that DWSF also be listed on a Certificate of Insurance as an additional insured for the liquor liability for the Warren Miller Film.
7. Ivan Unkovskoy reported that the ski teams Chapman Hill clean-up was held October 23, 2011. The Head Coaches from the Alpine Team, Freestyle Team, and Snowboard Team were going to meet at Chapman Hill and work out a plan for the layout of courses for training. Ivan said he had talked to Ron LeBlanc, Durango City Manager, and the City does plan on making snow this winter.

John Ott reported that the DNSC had their work day at the DMR Nordic Center on October 16, 2011. The club was able to convert the building from a Livery Tack Room to a Nordic Center and they cut two to three cords of wood for the pot belly stove that heats the building, clean for the trails from wind-blown deadfall.

8. John Seibert gave a liability insurance report comparing Sports Insurance Hawaii and the USSA insurance. It is cheaper to go with the company Kirk Rawles found out about through a ski coach in Park City. With USSA all team members need to be USSA members. With Sports Insurance Hawaii that is not true.



9. Next Meeting DWSF Executive Committee meeting is Monday December 5, 2011 at John Seibert's office.