



DWSF Executive Committee Minutes

September 1, 2011

Present: Cynthia Aspen, Mike Elliott, Rick Lorenz, Mary Monroe, Jim McCarthy, John Ott, John Seibert, Ivan Unkovskoy, Guest Bill McGuffie

1. Rick Lorenz, snowboard parent, and John Ott, Nordic parent were welcomed to the DWSF Executive Committee.
2. Mike Elliott gave a short history review of DWSF for Rick and John's benefit.
3. Summary was conducted from the All Boards Meeting Community Rec Center August 15, 2011
 - Communication – DWSF needs to do a better job of communication to the Teams and their Boards. DWSF Representatives need to take message back to their respective boards. Recommendations: Ski Clubs Informed about DWSF Executive Committee meetings. Designated observer(s) are welcome to attend. Email DWSF minutes to the Team Boards and to the Head Coaches. Other Ideas:
 - Roles and Responsibilities/Expectations – History of why DWSF. DWSF supports clubs with fundraising. Clubs to operate quality programs.
 - Who Does What – Make sure there is a clear understanding of who does what. Ski Clubs assign their marketing, fundraising, sponsorship rights, and other opportunities to DWSF. Clubs operate a first class ski team with excellent coaching based on DWSF mission, and they supply volunteers to help with the large fundraising events. There are gray areas that need clarification. Everyone must be committed to have all clubs be successful.
 - How is all of this getting us to where we want to be?
4. Rick Lorenz had a question on clarification of sponsorships for DWSF. There was a review of the policy DWSF has been following regarding snowboarding raising money for sponsorship. Jim McCarthy said DWSF is promoting kids, "Local Kids Doing Great Things" not DWSF.
5. Discussion was held regarding background checks on coaches with DWSF ski clubs. Everyone agreed that background checks should be conducted. If a coach applies for USSA coaching membership, USSA requires and will perform a background check. DWSF will know a background check has been conducted if a coach has a current USSA coaching membership.
6. Mary Monroe resigned as the Director of Fundraising effective October 1, 2011. She will help where she can with the transition to a new fundraising plan and her replacement. The Executive Committee voted to accept her resignation with an appreciation and a sincere thank you for the work she did over the last two years. Mary also reported that Trails 2,000 had submitted a proposal to the City of Durango for a Bike Park on Chapman Hill for the spring, summer, and fall operations. Some of the changes on Chapman Hill to accommodate a Bike Park could impact some changes for winter operations. A public meeting on the Bike Park will be held at Chapman Hill on Thursday September 22. Details to follow.



7. Cynthia Aspen said she was interested in more responsibilities within DWSF. She presented a draft of a DWSF Task and Responsibilities. After some discussion it was decided that Cynthia and Mike Elliott should meet and formulate a DWSF employee structure to present back to the DWSF Executive Committee. See paragraph number 10 regarding the budget.
8. Ivan Unkovskoy mentioned that he knew someone who might be interested in fundraising and marketing for DWSF. The person is now back in Durango and that they coordinated the fundraising for Junior Race team who skied at Mount Hood, Oregon. Ivan said he would contact the person to see if she is interested and have them contact Mike Elliott. A couple of other names were mentioned who might be interested. Mike Elliott will follow-up with them.
9. DWSF Dates for Special Events:
 - Gala -- Saturday November 12, 2011. Gala Ticket Price to remain at \$75 per person
 - Warren Miller Film – November 30th, 2011 tickets \$12/ea | \$40/4 pak
 - Spaghetti Dinner – Friday February 3, 2012
 - DWSF All Awards Banquet – Yet to be determined
 - DWSF Benefit Days – DMR will be setting those dates
10. Mike Elliott and Cynthia Aspen presented a draft copy of the DWSF budget for 2011 – 2012. Highlights are \$112,450 gross revenues. That is an increase of \$9,500 of what was raised last year. There would be a loss of \$1,000 and that would be covered by DWSF reserves. Disburse \$17,000 to Alpine, Freestyle, and Nordic and \$7,500 to Snowboard. An increase of \$3,500 to Alpine, Freestyle, and Nordic, and \$1,600 to Snowboard. Also, an increase of \$10,000 in labor expense. The reason is that after the all boards retreat, the thought was to increase communication and fundraising with an added person on the payroll. A motion was made and the budget was unanimously approved.
11. Jim McCarthy made a motion that DWSF should cover the expense for the USSA Freestyle event at Chapman Hill and DMR. This was part of the wish list coming from the Freestyle Team. \$6,500 was for the USSA event and the USSA Devo event and the Southwest Tour events. However DWSF would own the USSA event and would be entitled to any of the excess revenues produced from the event. Discussion was held regarding the USSA Devo event and the Southwest Tour events. Historically it has been the USSA event that Freestyle needs financial support. DWSF voted last year to support the event with \$2,500. Discussion was how DWSF could make money on the event at both Chapman Hill and DMR in a Snow Carnival atmosphere. It was thought that DWSF could make it one of the winter fundraising events for DWSF and promote vendor tents. The Freestyle event at Chapman Hill last year was very successful. Motion passed unanimously. John Seibert will notify Kirk Rawles and help determine the details regarding the USSA event and how much money would be needed from DWSF.
12. Rick Lorenz reported work he is performing on the DWSF Web Site. Changes can be viewed at www.purgatoryskiteam.org. Rick thought the revised DWSF web site should be up on www.durangowintersports.org by September 15, 2011.
13. Jim McCarthy wanted to discuss scholarships for community junior skiers who cannot afford to be on one of the ski teams. Discussion was held that the respective club's scholarship programs were not really outreach scholarship programs. The accessibility to the clubs is not available to kids who cannot afford skiing. It was decided to leave it up to the respective clubs to come up with an outreach scholarships program for their discipline. It was also discussed that there may be a possible sponsor for a total outreach program for all of DWSF that a manager for fundraising and marketing might be able to sell.



14. Ivan Unkovskoy was appointed and volunteered to be the point person for DWSF regarding the Chapman Hill Facility.
15. Next Meeting will be Tuesday September 27, 2011 6pm at the John Seibert's office at 102 18th Street. Mike Elliott would like to invite the four Head Coaches from the four respective teams.