



DWSF Executive Committee Minutes

September 27, 2011

Present: Cynthia Aspen, Amber Bardin, Mike Elliott, Rick Lorenz, Jim McCarthy, Mike McQuinn, John Ott, John Seibert, Ivan Unkovskoy, Guests: Brian Bolan, Josh Dalley, Kirk Rawles, Leah LeSage

1. **Introductions:** Amber Bardin, Fundraising and Marketing Manager was welcomed to DWSF. Also Brian Bolan, Head Coach Snowboarding, Josh Dalley, Head Coach Nordic, Kirk Rawles, Head Coach Freestyle, and Leah LeSage, Head Coach Alpine were welcomed to the meeting of the DWSF Executive committee.
2. **Minutes Approval:** Minutes from September 1, 2011. Motion made by John Ott for approval and seconded by Ivan Unkovskoy. Motion passed.
3. **DWSF Changes in Organization:** Mike Elliott gave a brief summary of the reorganization of the DWSF staff as a result of the resignation of Mary Monroe. Elliott and Cynthia Aspen interview candidates for the position of Fundraising and Marketing Manager. Amber Bardin was hired. Elliott asked for an approval of a title for Cindy Aspen of Executive Director for Durango Winter Sports Foundation. Jim McCarthy made the motion and seconded by John Seibert. Motion passed.
4. **Executive Director Report:** Cynthia Aspen passed out an up-dated DWSF Task, Time, and Priority List for the Executive Director and for the Fundraising and Marketing Manager. Cynthia reported that she is directing Amber Bardin to concentrate on fundraising through donor outreach with focus on current and new corporate and individual donors. Bardin is also to focus on community outreach with advertising DWSF. There is a new DWSF brochure and a slick DWSF annual report to help Bardin.

Cynthia Aspen reported that distribution of the annual report, the new brochure, and the DWSF program packages and donor solicitation will be sent out within the week. She wanted two weeks between these items and the Gala invitation, but due to some glitches that caused a delay in printing it may be only one week between the two mailings.

Cynthia Aspen is also working on the DWSF contact list and eliminating the duplication that existed last year. This project is almost complete.

5. **DWSF Fundraising and Marketing Managers Report:** Amber Bardin gave brief background on herself and her family. Her husband is Jeff Bardin. She and her husband were born and raised in Durango. They have two sons who are 11 and 6 years old. The Bardin family moved recently from Hood River Oregon to Durango. In Hood River Amber was heavily involved in the youth soccer program and she was the Event Coordinator for the Cooper Spur Race Team and Gymnastic Director and Coach for the Hood River Sports Club.

Amber expressed the importance of everyone understanding what DWSF is selling and that there should be no mixed messages to potential sponsors and donors. To help her secure sponsors, she needs specific targets from the four clubs as to what she can sell. She needs exact dimensions if she is promoting



sponsorship of rails or boxes etc. She wants to demonstrate to sponsors or donors exactly where their contributions are going.

She also expressed the importance that all club membership be aware of DWSF and its marketing efforts. She went over the new DWSF brochure that she and Cynthia have been working on. It should be ready to print by Wednesday September 28, 2011.

6. Head Coaches from all four teams were at the meeting.

- Leah LeSage – Alpine Head Coach.
 - i. Reported that she wants to start a team event town series at Chapman Hill for this winter. It will be a four or five event series conducted in the evening. She is still working on details and would like to have a title sponsor for the whole series or a sponsor to host a gathering after each event.
 - ii. Looking to incorporate big mountain and free ride within the Alpine program.
- Kirk Rawles – Freestyle Head Coach
 - i. Asked DWSF help with USSA Freestyle Event. It will be the last USSA qualifying point's event prior to the Junior Olympics. Schedule for February 18 (Chapman Hill) and February 19 (DMR). Freestyle does not keep entry fee money and needs \$2,850 to operate the event. DWSF agreed to the availability of the \$2,850 for the event. Kirk Rawles and the Freestyle Team responsible for the planning and conducting the event. DWSF with the help of Amber Bardin will try and secure a Title Sponsor for the event. DWSF to own the event and keep any revenue made of the event through an Expo of merchants selling product etc.
 - ii. Kirk agreed to be the MC at the Warren Miller Film on November 30, 2011.
- Josh Dalley – Nordic Head Coach
 - i. Attending National Coaches' Conference in Park City Oct 21 – 23, 2011
 - ii. DNSC dues remain the same as the last two years. The generosity of DWSF has enabled DNSC to do this.
 - iii. Educating skiers to the 20% rebate and to the existence of DWSF.
 - iv. DWSF can sell a title sponsor for the Rocky Mountain Nordic last Junior National Qualifying race held in Durango February 24 – 25, 2012. The RMN Team to the Junior National Championships will be named at that event on Saturday February 25, 2011.
 - v. Requested help with establishing a lighted cross country track at DMR that would be about two kilometers long.
 - vi. Requested help with a Sprinter team van for DNSC and/or DWSF
- Brian Bolan – Snowboard Head Coach
 - i. Hosting a USASA event at Chapman Hill. Possibility that Alpine and Freestyle skiers could also participate
 - ii. Praise the DWSF brochure and annual report as tools that he will be able to use to raise funds for the Snowboard Team.
 - iii. Requested support for rails and boxes at Chapman Hill
 - iv. Requested support for a good and workable PA system
 - v. Requested help from Amber Bardin in how to solicit funding from sponsors and donors to the Freestyle Team. He requested that Amber join him at a couple of solicitation trips to potential sponsors and donors.



- vi. Reviewed how important he believes an air bag at Chapman Hill would be on a year-round basis.
7. Gala Committee: The committee is busy now under the direction of Kathy Wilson (Freestyle) and Dr. Alison Jackson (Alpine). Also on the committee is Nancy Stillwell (Freestyle), Janet Wiley (Alpine/Nordic), Ivy Schank (Nordic) Erika Luthy (Nordic) Cynthia Aspen (DWSF), and Mike Elliott (DWSF/Nordic). Snowboard gave a list of six people who want to be involved with the Gala. Part of the agenda packet was a bio of this year's inductee, Chester R. Anderson. There is a Gala meeting Friday September 30, 2011 at 8:30am at the Steaming Bean.
8. Warren Miller Film: Mike McQuinn gave a report on the plans for the Warren Miller Film that is scheduled for Wednesday November 30, 2011 at the Smiley Building. Doors open for a social hour with a cash bar and burritos for sell at 5:30pm. Movie to start at 6:30pm. Price is \$12 per ticket. However we will sell a four-pack for \$40 each. Mike is also looking at selling a whole reserved row at an increased price. There will be some door prizes. Kirk Rawles volunteered to be the Master of Ceremonies as he has done in prior years for the Warren Miller film.
9. Chapman Hill – Ivan Unkovskoy reported that he is working with the City of Durango to have more snowmaking nights at Chapman Hill. The new building for the snow-cat and the snowmaking equipment is being built at Chapman Hill. The bottom rope tow terminal is going to be moved up the hill to make room for the snow-cat to access their storage building. There are plans for benches and a fire pit in the bottom area of Chapman Hill. Tim Kuss is scheduled to return as a groomer on the wench-cat. Ivan has been told by the City of Durango that it costs \$1,000 per night on nights that they make snow. Ivan also estimates that 90% of the usage fees at Chapman Hill come from ski team members. Ivan recommended that Kirk Rawles and Brian Bolan meet at Chapman Hill to go over the mountain usage between the three teams (Alpine, Freestyle, Snowboarding) so that they can give a unified message to the City of Durango.
10. Scholarship Outreach Program: Mike McQuinn reported that he has someone who may want to head up an outreach program for scholarships for junior skiers who do not have accessibility to competitive skiing on one of the four teams. Discussion followed and it was decided that it may take a year to get the parameters organized and developed for an outreach program. It was stressed that each club should do what it can for a scholarship outreach program for this year.
11. Revised DWSF Budget 2011 – 2012: Cynthia Aspen presented a revised budget that she and Mike Elliott had worked on. They were able to reduce some expenses and improved the budget for a negative variance to a positive variance of \$1,700. The revised budget was handed out as part of the agenda packet.
12. Employment Agreements: Employment agreements are now in place for both Cynthia Aspen and Amber Bardin for their respective positions with DWSF.
13. Snowboard Funding: A motion was made that DWSF agreed that Amber Bardin could go with the Snowboard representative on a couple of sales calls to potential corporate sponsors or donors. Snowboard representatives to represent DWSF. If they were new sponsors or donors 100% of the funds would be passed through directly to the Snowboard Team up to a maximum of \$9,500 which would



bring the Snowboard Team up to \$17,000 which is the same amount disbursed to the other three teams. This policy would be reviewed each year until the Snowboard Team was an equal participant regarding funds disbursed as the other three teams. Mike McQueen made the motion and it was seconded by John Ott. Discussion follow with Cynthia concern on Amber's time that is already very tight on what she is currently responsible for and for what she is being compensated for. Motion passed with instructions to Cynthia and Amber to monitor Amber's time.

14. DWSF Dates for Special Events:

- Gala -- Saturday November 12, 2011. Gala Ticket Price to remain at \$75 per person
- Warren Miller Film – November 30, 2011. Ticket Price \$12
- Spaghetti Dinner – Friday February 3, 2012
- DWSF All Awards Banquet – Yet to be determined
- DWSF Benefit Days – DMR will be setting those dates

15. Next Meeting will be Tuesday October 25, 2011 6pm at the John Seibert's office at 102 18th Street. Each club can invite another member if they would like as a guest for the meeting.