



DWSF Executive Committee Minutes

October 6, 2010

Present: Cynthia Aspen, Mike Elliott, Mike McQuinn, Mary Monroe, Katie Ogier, John Seibert, Ben Stowers, Ivan Unkovskoy

1. Minutes Approved from the September 9, 2010 were approved
2. Cynthia Aspen had sent earlier a quick handout on the DWSF fundraising special events. It will be sent to all the people receiving the DWSF annual report and appear on the DWSF Web Site as a marketing piece for DWSF fundraising events. Cynthia had also drafted for the Gala Committee an in-kind thank you letter to be given to all the businesses and individuals who donated to the Gala.
3. Mary Monroe reported that BP Amoco wants to be a platinum sponsor for \$10,000. They are interested in how they can gain more positive exposure within the community. Mary is still negotiating with them. Mary has met with Spine Colorado and they will be back as a platinum sponsor for \$10,000. They want to be a title sponsor for one freestyle event. They have some specific criteria that they want in order to be a platinum sponsor. Discussion was held and the consensus was that the criteria was reasonable and that DWSF should be able to meet the needs of Spine Colorado. William F. O'Conner Foundation will again be a gold sponsor thanks to Ivan Unkovskoy.family. Mary reported on the Farmington contacts she had received from Jordan Weiss. There were not success stories with the Farmington cold calls that Mary made. Mary will work with Duke Eggleston and Durango Mountain Resort regarding the fulfillment of DMR products for DWSF Sponsorship Packages.

Mary Monroe will be in New Zealand October 15 – November 6, 2010.

4. Discussion was held regarding USSA sanctioned Freestyle events at DMR or Chapman Hill. DWSF believes it is important to have USSA sanctioned events in the Durango area for Alpine, Freestyle, Nordic, or Snowboard Freestyle. It was decided to financially support a USSA sanctioned event. A motion was made by Ivan Unkovskoy and seconded by Katie Ogier: DWSF to reimburse Freestyle reasonable and supportable expenses pending an approved budget not to exceed \$2,500. However, if PST needed more than the \$2,500 from DWSF, DWSF would be open to reviewing the request. After the event, PST to evaluate the event and make a recommendation to the DWSF. Motion passed unanimously.
5. Katie Ogier updated the Gala. Invitations were scheduled to go out on Thursday October 7, 2010. Menu with Purgys at DMR to be the same as last year. Katie requested contact information for anyone new who should receive an invitation. The policy on Gala tickets for DWSF coaches was reviewed. Head coaches from each team to receive two complimentary Gala tickets. All assistant coaches to receive one Gala ticket for \$30.

Katie Ogier also reported that fellow Gala Committee member, Chris Lyon, received an email from Jeff Nelson asking for a DWSF plaque honoring the original Steering Committee and Founders. A motion was made by Katie Ogier and seconded by Ben Stowers to make the award that included Jeff's request plus the significant sponsors who have supported DWSF over the five years of existence. Motion passed. Mike Elliott with help is to give Mary Monroe the names and she will have the award made.

6. Mike McQuinn and Ben Stowers reviewed the plan for the Warren Miller film at the Smiley Theater. The date is Wednesday November 17, 2010. Doors open at 6pm for a social cocktail time with door prizes and giveaways. Film to be shown at 6:30pm. Mike McQuinn has been working Charles Shaw who owns the Smiley Building. Some of the DWSF board members will act as bartenders at Smiley for the event.



7. Mary Monroe and Cynthia Aspen reviewed the DWSF Web Site. It is now up and operating. It still is having some revisions and changes. It is a work in progress. Cynthia and Mary received rave reviews as to how the new Web Site looked. The address is www.durangowintersports.org. Some recommendation were made.
8. Duke Eggleston wrote an email what the Executive Committee was in the meeting stating that there was an Alpine race scheduled for Flagstaff, Arizona during the Spaghetti Dinner and that the Alpine Team may not be able to support the effort as much as they have in the past. It was recommended that the Alpine team do the planning and purchasing for the event, and that the DWSF Executive Committee will help from the Alpine Team would be responsible for finding the people to do the set-up, cooking, serving, clean-up etc. The consensus was that it was a good event for exposure and that we actually made money from the event.
9. Next Meeting will be Wednesday December 8, 2010 at 6pm at Well's Group Offices.