

GMNC Board Meeting

4/8/14

Attendees: Lew Kirkegaard, Annie Murphy, Clint Roberts, Winslow Robertson, Christina Stark, Tom Ela, and Toby Morse.

Regrets: Christie Aschwanden, Jodi Peterson, Anita Evans, Dave Knutson, Nathan Moreng, Callie West.

Approval of Agenda:

Christina made a motion to approve and Tom 2nd the motion. The agenda was approved with no revisions.

Approval of Minutes:

Tom makes a motion to approve and Christina 2nd the motion, the minutes were approved.

Guests (Steve Bethka and Ron Thorson):

Steve Bethka - Dog Sled Races: He made a pro and con list of holding the event at County Line. The biggest concern is tying up the trail. He would like to propose having the race after the Barnelopet. They would have the regular sled and ski races. They had a non-sanctioned race last year which would be great for GMNC members; they also may have a non-competitive event for owners to go walk with their dogs. They would be willing to pay for grooming. This would lower their grooming costs. They would need to add 2k possibly up by the radio towers. They would like to donate up to \$500 for grooming, but some of this money they would like to provide to Ken to groom the additional 2K near the radio tower. It would be a one year trial basis. They would close the trails during the competitive events and this is allowed under our FS permit. We could keep the overlook trail open for the public during the race. GMNC will need to get a lot of exposure for the event. We should also consider having some type of event at Skyway in the afternoon to get more exposure for GMNC. This would help us highlight GMNC and our organization. The event gets good media coverage. They should consider offering a skijoring clinic for GMNC members. The event would have to be two weekends after the Barnelopet because the Mesa Meltdown is the weekend after the Barnelopet. Trail use is greatly reduced during mid-March. The group should donate at least \$500 to GMNC to assist for grooming if we approve the use of the trails for the event.

Motion: Amend their proposal – Hold races only if they are held on 3rd or 4th weekend on March, only if they donate a minimum of \$500, and end the races by 12:30 on both days, offer a free skijoring clinic to GMNC members. Tom seconded the motion. Five people opposed the original proposal. Five people approved the revised motion. We will table this vote because missing board members have not seen the revised proposal and motion.

Ron Thoreson – Sons of Norway/Barnelopet: The weather was not very good this year. He was really appreciative of the support of the board members. He came to thank all of us. There were 39 kids at the event this year and 30 ski rentals, which is great because we had to

reschedule the event. The ski rental sign

Membership Update:

☒ Numbers compared to last year: There was about \$700 in trail donations collected around first of April and another \$700 – \$1,000 since the first of April. We were about 50 memberships behind at the last board meeting and this equates to about \$6,000. We are still behind at about this level. The average membership donation per person has also dropped from last year.

☒ Toby's End of Season Review:

o Engage/Educate: His number one suggestion is to increase awareness about what our organization does for the public. Approximately 450 people pay for memberships but the use on the trails is much higher and he feels as though there is low awareness in the community. We need to educate the public better and help them understand what they are getting for their membership. Membership isn't about getting a newsletter but is about getting a great product of well-groomed ski trails.

☒ We could have a media day to get more coverage of our organization. This would be good to hold on a Gliders day. We have had good media campaigns in the past that were effective but it takes a lot of commitment.

☒ We may need to focus on growing the membership and move beyond continuous contact to existing members.

o We need to redesign the web site to make it easy to add business memberships; it should be easy to add the logos of new business members.

☒ We should try to add a webcam to help members check conditions before going skiing. We could possibly use funds from a grant to pay for the webcam and electricity. Tom and Toby may add this to the REI grant. This may not be the best fit for the REI grant. Toby has been talking with Atlasta Solar about the electricity. A trail work day would be a better fit for the REI grant. Trail work days have coincided with National Public Lands Day but we have not tried to coordinate and participate in this event. We could do more trail work at Ward next year but we should have an experienced crew cut the trees due and have volunteers help with moving the log. We used to groom the Ward trails. We could put the webcam at the base of the new trail. We could pick one trail at Skyway to work on and a trail at Ward Creek.

☒ We should ask members if anyone that has web design skills is willing to

donate their time to redesign the web site. It may make the most sense to pay to redesign the website to ensure that it is timely. Toby will consider to research redesign costs and options.

- ☒ North Face has a grant opportunity as well. This grant could be tailored to the support the kids program.
- o Weekend Buses: The Powderhorn bus is free and it would only take one more stop to drop the Gliders off at Skyway. Would the North Face grant support this effort?
- o Government Support
 - ☒ Funding Opportunities/Spring Amenity: All of the trail systems in Pitkin County are supported by the local government. The community there sees the value in their trails and pays for the grooming. This connects back into the education and awareness discussion.

Operations Update:

- ☒ Where are we on budget for grooming?
 - o We have about \$12,000 in the account right now, including the Ken Simpson grooming grant.
 - o They can groom every trail at County Line and Skyway with the exception of the Summit Trail groomed in 2.5 hours. It takes approximately 8 hours to use our machine to groom the trails. It is far more efficient to use Ken and to follow him with our machine. It would not be a good product for Ken to set the track for us. It costs up approximately \$300 every time Ken grooms. We have only used about half of the Lambert grant for using Ken to groom our trails. Are groomers have not been as available to grooming recently. We could offer an incentive for groomers to stay on for late season grooming.
 - o We could continue grooming on a regular schedule late season but possibly reduce the number of trails that we groom. Trail use partially drops off this time of year because the grooming is reduced and less predictable. Most board members have counted around 20 cars up at Skyway on Saturday mornings the past few weekends.
- ☒ Last day of grooming: They will groom again on Saturday. Realistically we could groom until the first of May. We will not need to groom once the snow corns up. Grooming will likely stop on April 19th /20th .
- ☒ Board Vote – Snowmobile expenditure: The cost will be under \$12,000 to replace the snowmobile. We may also be able to get some outside funding to help cover the cost. Delta County may be willing to donate money. They may donate up to \$3,000 and the

other groups may also donate money. We need a second machine up at Skyway and County Line. Tom made a motion to approve up to \$14,000. Clint 2nd the motion and the motion passed.

Maps – Tom: Changing the map would be time consuming at this point. There were requests to add some language to the map to highlight that GMNC is responsible for the trail grooming. There was discussion about removing the backcountry ski information. The group felt as though this is important and useful information. The Delta County logo is on the front of the map because they pay twice as much as the other donors and they have been a great partner. We should add the email address to the map. The phone number is Tom's home number and he is okay with leaving it on the map. The link should be to the home page instead of to the map page. This will help to reduce problems with changing the web page and URLs. We will leave the Thunder Mountain Lodge on the map. They may not be open but they are still there and may open again in the future. We should open and pack the snowshoe trail. We can leave the other snowshoe trails on the map even if we are not going to pack these trails. They provide other opportunities for snowshoe users. Tom is still waiting approval from donors that have changed their advertisements. We could print fewer maps in the future and use the map as an incentive for business memberships. There may also be a need in the future for a marketing person to support this effort and other efforts that were identified by Toby. We could put this out to our members to see if there is anyone that could help or we may be able to hire someone on an hourly basis through a marketing company to support our organization. We should recognize Matt Spinelli for his time and effort with updating the map. He donated quite a bit of time to the map updating effort.

Event Recap:

- ☒ Barnelopet: See notes from the start of the meeting.
- ☒ Mesa Meltdown:
- ☒ End of Season Party: The end of the season party had a low turnout. Attendance has been low in past years too.
- ☒ Busted Lung Race: There were only 6 people that pre-registered. There were a lot of people that expressed interest but didn't preregister. Toby wanted 20 people to pre-register to hold the event. There was a lot of support from the community for the event and it should be a good event next year. We should let people know that there is a minimum number of people that need to register in order for us to be able to hold the event.

Upcoming Proposed Events:

New Business:

- ☒ Snowball – They want to partner with us again for next year. Can we nominate someone

that is deceased? Possibly if they have family members that could receive the awards. Henry Swanson would be a good person to nominate.

Old Business:

- ☒ Grand Valley Trail Alliance – We never voted to join the GVTA. The GVTA wants all of the trail groups in one organization for marketing purposes. The membership cost is \$100. A motion was made that we buy a membership for GVTA. The motion failed. All members that voted were opposed at this time. We may want to join in the future but this doesn't seem like the best time right now.
- ☒ Annie wants to know everyone's interest in being on the board next year and interest in serving on the executive team. Anita will be stepping down from the board next year. Christina is willing to step up to chair the junior committee. Annie's term as President will be up next year and she will not be on the board next year but she will still oversee Gliders.
- ☒ Lew met with the FS and talked with them about a new trail and the range requirements. There may be a spot off of Scales Lake Road where the range could be placed and there may be a location off of dog loop. These proposals were not well received by the FS. Their concern was with permanent structures. Nils built the range in Yellowstone and he is also a welder and may be able to build a mobile range. There are around 20 people that have expressed interest in supporting Lew. Most of the interest thus far from juniors has been from 13-14 year old females.