

December 2014 GMNC Board Meeting

Attending: Anita, Jodi, Christie, Callie, Kristina, Christina, Dave, Lew, Tom, Greg, Clint, Winslow

Guests: Linnea Schultz-Ela, Dave A., Drew (hut volunteer)

Thanks to Kristina for soup, crackers and other dinner stuff!

Minutes: will have to approve November minutes later, since we don't have hardcopy – perhaps via email

Linnea: Propose some kind of return to bar company for sponsorship – they want to be thanked in social media.

Pro Bar gave racers a 25% discount. We put sponsors on website for races – do separate designation for energy food sponsors. Could link to race sponsors page from homepage. We need to decide which sponsors go on homepage – need a plan. Also grants need to be acknowledged, on Skis for Kids page, Gliders page, etc. Lodges who sponsored maps want to be in newsletter, etc. and also listed separately on website. Need some clarity about how much web ads cost, how much for map ads, newsletter, etc. Somebody just needs to write up a proposal. Kristina has one already but may need to revise downward since we have few sponsorships over \$1000. Structure it to give incentives for giving more. Dave and Kristina will come up with a recommendation.

Clint asks about web traffic – Kristina says we have Google Analytics and can get that information.

Anita: Skis for Kids. Up to 21 season rentals, past our max. No day rentals. Already have 1200 skier days for the season mapped out on the calendar.

Callie: Finance documents. On income and expense report, instead of \$20K in restricted grants now listed by category (biathlon, capital equipment, etc.). Another \$5000 of membership money has come in since she generated the report. \$22,000 in memberships right now, last year at this time it was only \$17,000.

Kristina: Website up and finished. Some confusion over sliders showing capital reserve fund – switch lines so goal is second, actual amount first. Send her an email if you have suggestions for site.

Grooming reports: Need better grooming forecast info – what's being groomed that day, rather than putting up a report in the evening when the grooming is finished. We could notify when groomers head up. When grooming is starting, and generally where it's going to be. Need SPOTs for groomers too.

Need to tell trail users that not all trails are groomed and non-groomed trails are not recommended for use.

Working on getting GMNC stickers. Should be ready to go in January. For in car windows, on skis, etc. Hand them out at membership table rather than mailing them.

Two grants to apply for – Public Lands Every Day, Grand Mesa Scenic Byway

Trail work: Winslow. Can get trail crew (Forest Service or WCCC) to do early season prep. \$20,000 to \$50,000, will be covered by benefactor (Tom). Could get crew in Aug. and Sept. next year, \$1000/week for 6 people, plus equipment rentals.

Dave: College race first weekend in January this year (provided we get enough snow!)

Need large sandwich board for races, donation boxes, etc. In meantime can put race info on bathroom doors. Need to budget some money to put up signs at trailheads about GMNC. People seem to think that Forest Service does the grooming, for free.

Maybe late season marathon race? Possibly end of March, but impossible to know what conditions will be. Nobody might show up.

Next newsletter – before Christmas. Deadline needs to be middle of next week – 16th (Weds.). Want an article on snowshoeing, also on getting started w/ Nordic skiing, and on buying skis.

Adult programs – Clint. Had 9 people for coaches clinic. Picked up a lot of people for fall clinic when we moved it to Thanksgiving wkend – 28. Adding video analysis to clinics.

Christina – good attendance at Snowball. Probably raised about \$1500. Gliders coach clinic – 5. Trying to start junior race team of older kids in Gliders.

Membership tables – Dave proposes dates. 12/20 at County Line, 12/26 at Skyway, 12/27 Cty Line, 1/1 Skyway. Start at 11, end at 3, one hour shifts. Board member for each shift, plus a member volunteer. Dave will send schedule out.

Next meeting in GJ. Ryan Fricke from Forest Service will talk about permitting.