

## **MINUTES**

ABSF Board of Directors Meeting

Monday December 2, 2024

3:00 PM

Birkie Office

**Board Members Present:** Paul Eckerline, Chris Morley, Kathie Pautsch, Andy Ubel, Karen Manske, Tom Duffy, Jan Guenther, Madelaine Rekemeyer, Marit Ross-Sonnesyn

**Electronically present:** Bill Brown, Kris Bjerkness

**Staff Present:** Ben Popp, Mike Brown, Kristy Maki

**Absent:** Mike Mandli, Yuri Gusev

**Guest:** Edward Froe

**Approval of Agenda:** Duffy move. Morley second. **Approved.**

**Approval of Minutes** from October 21, 2024 meeting: Duffy move. Morley second. **Approved.**

**President's Comments:** Paul Eckerline

- Our next meeting is Monday January 20, 2025. We will not have a meeting in February.
- The discussion of new events is moved up in the agenda. Kristy Maki is here to discuss this.

**New Events:** Kristy Maki

- The events team is proposing the addition of Enduro MTB races to our 2025 event calendar. Our test event in October (capped at 25 riders)

was successful. Mile Brown sent out an email detailing these proposed events which are:

-Mt. Telemark Enduro October 11, 2025 (50 expected participants with expected revenue \$2500).

-Additional Telemark Enduro (event name TBD) August 9, 2025 (150-200 expected participants with expected revenue\$15,000, excluding sponsorships).

We will be purchasing our own enduro timing/scoring system (\$14,000), which will also be used for other events. Insurance will be reviewed to make sure our coverage is adequate for these and all events.

**Motion:** Move to make this an urgent matter to be voted on today. Guenther move. Ubel second. **Approved** unanimously.

**Motion:** Move to approve the addition of the Enduro MTB events as presented by Kristy Maki. Guenther move. Morley second. **Approved** unanimously.

- Goal is to expand the “de-she” series with the addition of “Shred de-she” and “Stride de-she” which are MTB/Enduro and Running camps/competitions respectively. They will have a health and wellness focus. Carrie Tollefson will be involved. This will not be voted on today as board members would like more information on these events. If a vote is need prior to next meeting, this can be done by email.
- Staff are hoping to add a staff person to facilitate MTV events and programs as well as rentals and external sales. Reminded that any new event requires board approval.
- Birkie week update: We have 10,200 registered to date with a goal of 11,300 (this is comparable to the last several years). Birkie registration will be closing soon.

- Gitchi Gami Games will be held at MTV Dec. 12-17. Volunteers are needed.

### **Executive Director's Comments: Ben Popp**

- Ben sent out a detailed report electronically prior to the meeting.
- Staff are busy with snowmaking and preparing for winter events. We have 2.5K of man-made snow trails completed. The new power infrastructure is extremely helpful. Looking to add a third well next year.
- Telemark Stays Camping Agreement will be added to next month's agenda. A proposed agreement was sent out electronically prior to today's meeting. Proposal is for a 10-year lease with 7.5% revenue sharing. Hoping to start infrastructure May 2025 with 10 units initially. Bath House will be included in the second phase of the project. A smaller group including Ben, Chris Morley, and Andy Ubel will meet to go over the agreement details.
- Ben shared part of a presentation that is part of the upcoming fundraising events for MTV.
- MTV Capital Campaign Update:  
The recent match campaign was successful with Birkie Leaders raising \$1M. This group was thanked for their support and generosity. The match will be announced at the upcoming Turkey Birke event as well as three additional fundraising events taking place in Madison, Milwaukee, and Minneapolis.  
Current cash is \$900K. We have \$2.1M in pledges (including the \$1M match). We have \$2.7M remaining in the project, including our loan. As the campaign ends, there will be a transition from improving infrastructure to providing operations and events.

## **Committee Reports**

### **Finance:** Mike Brown and Kris Bjerckness

- Staff update:  
A part-time trails/facilities manager has been hired with hope to move this to a full-time position.  
An employee has been let go.  
Looking to add a facilities/venue sales manager to help us value our properties for events (including weddings, social and athletic events) and to help develop a staffing model over time.
- We have not yet drawn on our loan for MTV with Johnson Bank. Pledges of \$260K are due to come in before year-end.

### **Telemark Capital Campaign:** Bill Brown

- Ben and Louise were complimented on their successful \$1M campaign match.
- Looking forward to the upcoming campaign events in Minneapolis, Madison, and Milwaukee.

### **Birkie One:** Chris Morley

- Birkie One is working with LCO schools to start a Nordic ski program with 4<sup>th</sup> and 5<sup>th</sup> grade physical education classes during January and February. Logistics are being worked out.
- Birkie One is also partnering with New Moon Bike and Ski to start a two-week Nordic ski program in March with the Hayward Middle School (sixth grade).

### **Documentation:** Andy Ubel

- Updates to the Bylaws to be presented at our January meeting include:

- classes of ABSF membership,
- distinction between an event vs. a program,
- procedure to add an event after the budget has been established.

**Team Birkie:** Yuri Gusev

- No report.

**New Business:**

- Edward Froe (Birchleggings representative) announced that the Birchleggings Club will be hosting an event (S'mores and More) at the Mosquito Brook Aid Station on Tuesday February 18.

**Motion** to adjourn: Duffy move. **Adjournment** at 4:15PM by acclamation.