

## Bogus Basin Ski Club Minutes

Oct 2, 2018

**The business meeting was called to order:** by President Darryl Kuhrt at 6:34 pm

### Board of Directors:

**Present:** **President:** Darryl Kuhrt **Vice President:** Margie Ridgeway **Secretary:** Lynda Clark **Treasurer:** Betty Hawkins **Membership:** Michael Bouton **Social Director:** Barbara Bryant **Marketing Coordinator:** John Adams **Communication:** Craig Olsen **Purchasing:** Paul Markowitz **Trip Coordinator:** Roxann Jensen **Social Media:** Nancy Moore

### Assistants & Ex-Officio

**Past President:** Kim Hovren **Historian:** Fred Uranga **Web Master:** ~~Carol Peterson~~ **ISC Liaison:** Paul Markowitz **Asst. Marketing Coordinator:** Vicki Kuebler **Asst. Social Director:** Sussette Newsom and Sandra Hufsmith **BBSC Rec Race Team Captain:** ~~Dave Henry~~ **Media Designer:** ~~Kas Henry~~

### Guests

Mark Barnard, Jane Gabbert, Larry Crocket

**Absent:** As noted by strikethroughs, above.

**Secretary's Minutes:** Motion by Barbara to accept Minutes, second by Michael, motion carries.

### Guest reports –

**Ski Swap - Jane Gabbert** - Activities and Events do not have a mention of the Ski Swap,

November 2<sup>nd</sup>, 5-10pm; Nov 3<sup>rd</sup>, 10 – 8pm; Nov 4<sup>th</sup>, 10am to 3pm. Jane to send information to Craig for eblast.

Paul will setup tables and booth.

Michael and Craig will bring 2 tablets with hotspot for secure connection for potential members to sign up on-line. We will need written instructions. People can also sign up from their home computers and phones. Papers forms will be available, so teams need bags to cover the paper sign up and checks.

Need volunteers - talk up trips, talk up club, help sell raffle tickets.

Raffle tickets – Margie is responsible and will find designated person to cover each shift. Jane, Margie and Michael will work out securing the monies from Raffle and paper sign-ups.

Fred and Kim will be in charge of stuffing flyers into bags.

**Warren Miller - Larry Crocket** Booth registration forms went out as of Oct 1 to Greenwoods, McQ's, and others. Need copy of Certificate or Proof of Insurance for the Egyptian and will contact Betty

**Kim** - updates for planning, communications, marketing.

**Advertising** – Boise Weekly Advertising was cost effective (\$1200) last year because it was messed up so Boise Weekly gave us free full page. This year, asking for ¼ page Nov 7<sup>th</sup>, web ads Oct 31<sup>st</sup> through Nov 7<sup>th</sup>, and for ½ page on back on Nov 14<sup>th</sup>. The price is \$1980 and that is high. John thinks it is worthwhile. We use this advertisement to promote the Matinee and reach out to BBSEF for targeting Matinee. The contract is not 100% completed with Boise Weekly. Note - Boise Weekly now owns by Idaho Press Tribune. BSU Football @ New Mexico at 7pm on Saturday night might reduce attendance. Ski shops will post flyers.

Sponsors will update their websites.

Teton Gravity is still contacting Darryl asking for marketing for their film event. He keeps telling them no.

**John will work with Nancy for promoting Warren Miller on Face book.** Instagram works for ages 25 and below, FB works for 25 and older. We have student pricing and promoting on C of I campus. BSU has ski club with new people so BBSC needs to reach out. Premier Party is at Beside Bardenay – meals are chosen and approved. The ticket price for premier dinner and movie is up \$5.

**Volunteers for Movie Event** – Kas Henry is coordinating volunteers for the lobby and premiere party. She will need Marketing and Membership materials as well as volunteers to staff the BBSC Table, along with Pizza Party Coordinator for Friday dinner for the volunteers. Eblast will be sent out for a call to volunteers. Setup will start Thursday from 3 – 5pm. Paul to work with Larry for booth setup Raffle Tickets will be for sale on BBSC table and Margie and Mark will manage.

**How to promote the 80<sup>th</sup> year for BBSC at Warren Miller?**

Using tickets to Warren Miller event for giveaways at other events.

**Darryl** gave thanks for all the work Kim, Larry and John has put in.

**Treasurer's Report: (Betty) – NA**

**Communications Report: (Craig)**

Mogul should be ready to go in October, there will be some changes. It can be longer now that it is electronic. Printed ones can be done for events. John will get counts for Mogul printing for Ski Swap and Warren Miller and other events to Craig.

**Web Site is up and running** – please look at and see what you like, want changed, send Craig email. When you type in the URL, it will bring up the new website. It is all shifted from go-daddy to Sports Engine.

Celebrating BBSC 80<sup>th</sup> year and we need to add that to the web page.

Updated paper registration form to reflect the fee of the \$1.50 that is the cost for registering online. Might look at raising the cost of manual registration so we can get more people to register on-line. Craig also changed the form for waiver.

Change the registration on-line to be on top and a button – not a bar – so people find it easy.

Trips – remove NWSE and add globe or bus / plane, or skis and a suitcase, making it something to reflect trips... Craig asks to keep suggestions coming and he will email entire group with updates.

**Renewals** – members will get automatic renewal notice 3 times when ready to re-new. We need to figure out how to handle the lifetime memberships.

**Photos** - email photos to Craig and he can load up – email photos or setup drop box and invite Craig to join.

**Useful Links** – please review links and let Craig know what to add. For local groups, please add Snow Riders, Back Side Bashers, add Mtn Search and Rescue. Also, please add a page that shows who we support.

**Questions:** Can members already register for Zermatt and White Fish trips and pay on-line? So everyone knows, it takes 7 days lead time to setup an event / trip on the web page – if we ask for rush then it will cost \$100....

Is the web page tied into Facebook? Does Facebook have a link to the website?

## **Marketing Update: (John/Vicki) –**

Forging ahead on all new events

Bertha has the new stencil and looks great!!

## **Social Media: (Nancy)**

Need to reconnect and report more... Michael to introduce Nancy to an assistant.

## **Membership update – Technology Committee Report – (Michael Bouton)**

Tanya said no to using BB Ski Pass discount for members.

Idea--pass out key chain type plastic membership cards – \$.85 plus postage, for each card small size that hooks to key chain, and will give members perks. For example, discounts for ski tuning. Motion made by Michael Bouton for \$.85 plus 50 cents (for a total of \$1.35) per member, including shipping per person, for each membership to have plastic membership key card that will give discounts with certain vendors. These should be handed out before Christmas. Motion seconded by Craig, motion carries. This will be managed by Michael and the cards would be mailed to members or passed out at events.

Bogus Basin will offer us a free buddy pass to each person registered during Oct and Nov, register until December 1<sup>st</sup>. The Buddy Pass is good for this season only and to be used by April 2019. Register online new and renewal and if members are already Bogus Basin season pass holder, they will get a free buddy. Everyone needs to push registration on-line at Ski Swap.

## **Trip Planning for 2017/2018 Ski and Summer Season**

**Sun Valley Trip** –January, Sunday 5 – Saturday 12 and is sponsored by Intermountain Ski Council. Paul is waiting on pricing from Sun Valley as it is about ½ price for rooms. Paul will send information to Craig.

**Zermatt – January 24 – 28, 2019 – Michael** – \$850 total cost with a \$200 deposit. 30 people signed up. There is Nordic skiing available.

**Whitefish - Feb 20 – 24, 2019.** \$1200 is total cost. 16 people signed up and deposits paid ...

**August Cape Town Africa** – Roxann Jensen Leading. This is an Africa trip July 2019  
Trip is limited to 12 people.

**Mountain High Sport Club** –based in Portland. They will be at Bogus for 2 days, February 18 and 19<sup>th</sup> – Barbara needs some people to give tours around the mountain... Monday the 18<sup>th</sup> is BBQ lunch at BB under chair 2 – Morning Star – Michael is in charge... Kim setup dinner with Bone Fish at 6:30pm on the 19<sup>th</sup> if anyone wants to attend. Kim is coordinating with the club for dinner. Trip to Anthony Lakes Feb 20 and 22. Get yourself there and work with Mountain High sports for payment. All information on Web site.

**Schweitzer** - Margie – Dates are scheduled to meet Powder Alliance Sun - Wed schedule. The trip will leave March 9 – ski 10, 11, 12 and return the 13<sup>th</sup>. Saturday is not Powder Alliance day so it will be travel day. Have to stay in Sand Point and it is 30 min drive to the mountain. We will push this to 2020

and stay at lodge on mountain.

### **Club Activities Updates:**

**Sunday 23** – BBSEF (used to be BB racing alliance and before that it was BBSC Racing) – clean up the mountain – had BBQ - Albertsons donated hamburgers and hotdogs, so BBSC spend 60 for the rest of supplies. BBSEF put in their news letter a blurb about the BBQ from BBSC. Zack Medek and Ron Amromavitch from BBSC helped with cleanup on the mountain.

**Bridge Builders Celebration Sept 27<sup>th</sup>** – Many in attendance and talked with other folks about the club. Motion made by Margie to include 2 more people – Barb and Don – Craig second – added 100 to the budget so \$350 for total budget. Food was good for the event, but Bridge Builders did not acknowledge BBSC at all. They spoke about everyone but BBSC. Michael asked Cissy and Susan to include BBSC and was told they were tight with time. We support them so they need to support us.

**Boise Gear Collective - Thursday Oct 4<sup>th</sup>** - First Thursday in October for a BBQ event. Setup before 5pm starts at 5:30. There will be chicken donated and some of the leftovers from BBSEF BBQ. This will be on First Thursday calendar in Boise Weekly and KTVB Calendar. After party event: go to White Dog for social and bring raffle display for more raffle sales.

**Greenwoods Saturday October 13<sup>th</sup>** - Greenwoods will bring in resorts and ski promotions. BBSC provides BBQ for that event. John and Michael will need some help.

**Happy Hour meet up at White Dog – Oct 18<sup>th</sup>** – 5:30 Pinning party. Barbara will send information to Craig.

**Snowriders event –Thursday October 25<sup>th</sup>** - Date for Snowriders Welcome to Winter, evening at McUs.

**Wine Bike Ride – Sunday October 27<sup>th</sup>** - Paul will chair event starts at 11:30 with location and route TBA. Paul is working with Ste Chapelle. We can setup tents for weather related issues in picnic area. Paul to send info to Craig.

**Pray for Snow** – Nov 10<sup>th</sup> – There is a link on our website and Nancy will send information to Craig

**McU party is Nov 10** – 1-4pm. Vicki will send information... BBQ at this event.

**Warren Miller 2018** – Nov 15, 16 17<sup>th</sup> - Four shows at Egyptian Theatre. This is the 69<sup>th</sup> year. FACE of WINTER. Larry Crockett / John Greenwood and Kim Hovren as the liaison for BBSC.

**Holiday Party – Friday Dec 7<sup>th</sup> – Barbara is setting up.** Plantation Country Club 5:30-cocktails, 6- 7 dinner. Estimating 75 guests and 5 band members. Barbara passed out sheets to outline the different dinner costs ranging from \$38.62 to \$32.49. After first drink, then everyone buys their own drinks. Barb to get information to Craig. \$10 corkage fee if you want to bring your own bottle of wine. Band is confirmed and place is confirmed.

Motion made by Roxanne for choice #3 for a cost of \$34.84. Tickets would cost \$35, second by Margie – motion carries.

**Ullr Fest – Feb 2 2019** – Vicki, **Slow kickoff on volunteers and there are tons of things to do:** posters around town, liquor rep to foot cost of posters, snowboard or snow shoes, photographer, games, hanging banners, goodie bags and raffle baskets, and we need people to work the event at Bogus Basin.

We have Ullr and Skadi volunteers. Vicki will send email out to board for more volunteers and still needs co-chair. Will work with John on publicity and raffle for the baskets and gifts for just this event.

**Crab Crack –February 9, 2019** - Barbara and Michael will work on food / caterers – Zees is the food purchaser and White Dog is venue – might be able to do same with parking so members can get free parking.

#### **Old Business:**

**Scholarship** – Anna and Barbara thought they could use the silent auction to sell the trip. They – Bogus Basin Ski Alliance does not want our donation because they do not want anything earmarked for racers. Their donations are for hill costs, race bibs, poles, timing equipment.

They did not like the fact we could see the racers background due to privacy concerns, so they would select the person. They like the idea of raising funds for racers and will help us run silent auction with Greater Giving and they will help set it up.

What do we want from them to help with this scholarship? We want nothing.

Ideas we could do this ourselves – could we run silent auction through the web site because Sports Engine does a lot of fund raisers on line... eBay (no taxes),

There is a side group that support the skiers... so we can donate the monies to a skier for scholarship.

**Board retreat tabled after email discussions.** Craig suggested maybe use a block of time for learning about Sports Engine. Sports Engine has team concept when discussing its setup / hierarchy. For example, a trip leader is coach and team players are trip members. We could give coaches specific web privileges for their trip which will allow them to follow finances and manage trip... TBD by Craig

#### **New Business:**

**Snowboard** – Michael bought a snowboard at an online auction and will be using for promotion of raffle. Donation TBD.

**Meeting ended at 9:07 PM**