



## **March 26, 2020 Board of Directors Meeting Minutes**

### **Roll Call:**

Billy Demong, Rex Bell, Tom Bickner, Jim Holland, Lee Todd, Quique Nagle, Alan Johnson, Jon Schumann, Robin Outwater, Mike Dufner, Jed Hinkley, Paul Jastrow, Martina Lussi, Jeff Good, Matt Petri, Sarah Hendrickson, Chuck Pieper, Alex Natt, Nicole Detling, Ellie Brown, Ben Berend, Adam Loomis, Kevin Arquit, Alan Alborn

### **Board Members not on call:**

Quique Nagle, Alissa Johnson\*\*(\*\*Invitation error)

### **Approval of November 19, 2019 Board Meeting Minutes:**

Motion to approve meeting minutes, with revision to add Tom Bickner in Roll Call, was made by Tom Bickner. Rex Bell opened the floor for discussion and vote. Vote to approve, as amended, was unanimous.

### **Executive Committee/President's Report: Rex Bell**

Rex thanked everyone for making the time to be on the call given this difficult and scary time. He was happy to say all athletes are back home, no one is sick and that staff is continuing to monitor information on the Coronavirus and post updates, accordingly. On a more positive note, Rex said this down time provides us with the opportunity to reflect on where we are, where we want to go and a plan to get there. He noted that the year ahead of us is going to be very challenging; both on the athletic side and the financial side. He noted that Bill Demong has started to reach out to potential large donors to better gauge revenue projections and welcomed any/all feedback, comments and/or suggestions on how to best move forward.

Billy Demong interjected that staff did a good job on getting ahead of the virus curve by successfully scheduling travel and lodging refunds and are starting to work on budget models predicated on a variety of schedule and revenue assumptions. Billy also noted that FIS will most likely cancel all summer camps given the uncertainty surrounding the Coronavirus pandemic.

Chuck Pieper asked about a comment in a committee report about athlete morale. Alan Alborn said that was in his committee report and would be happy to address it later on in the meeting.

### **Summit Meeting Discussion:**

On March 20th Jed Hinkley sent out an email blast noting that, due to the Coronavirus pandemic, our 2020 Summit Meeting will now be "virtual" and asked people to register electronically to attend. Summit. Looking at the later part of the week of May 5th, with our board meeting on Saturday, May 9th. Staff is working on respective meeting schedules and agendas and Billy Demong is working on a virtual contact mechanism for use. More specifics to follow mid-month.

### **Executive Director's Report: Billy Demong**

Focus on the season's abrupt ending and future revenue generation. It was a shock to everyone but said, given the circumstances, we are dealing with it quite well. He reiterated that this gives us time to look back and look forward to both next season and upcoming Olympic competitions preparation. Billy asked financial consultant, Mike Dufner, to give us an update as to where we



stand financially. He thanked Mike for his guidance and Jim Holland for his continued financial support. Rex Bell thanked Mike, as well.

#### **Financial Report: Mike Dufner**

Mike started by complimenting the efforts of Ellie Brown and new bookkeeper, Melissa Sherman. Both are doing a great job in advancing our day to day accounting and report generation.

Mike explained that focus is on formulating a series of budgets; from low, mid and high case scenarios; with greater attention to sponsorship, equipment, merchandise sales and credit card transactions to add to next year's bottom line. Starting next year's budget planning very cautiously, at the low end. Is half way through the process and is looking to get the preliminary budget for FY 20/21 in QuickBooks on or before May 1.

#### Highlights:

- Estimated FY19/20 year end revenue: \$2,200,000
- Estimated FY19/20 year end expense: \$2,020,000
- Estimated FY 19/20 year end net profit: \$180,000

#### **Sponsorship Update: Billy Demong:**

##### Highlights:

- Established consulting partnership with a company called The DIFF. CEO Neil Fortier has an extensive background in attracting new brands; especially within the sports and entertainment industries. Looking forward to solid revenue growth.
- Renewed partnerships with Global Guardian and USANA, at higher amounts
- Secured large partnership with Palantir; a leading developer of data analytic software. Large growth potential

#### **Capital Campaign Update: Billy Demong**

After completion of a Feasibility Study conducted with a sample group of donors the feedback is we have to focus on continuing to improve our financial stability to build a better case for support from potential large dollar donors. Everyone felt good about our progress, to date, with fundraising up approximately 50% over budget. We will continue to focus on securing new sponsors while we build a target large dollar donor list and solicitation strategies.

#### **Committee Report Highlights:**

##### Sport: Tom Bickner

- Still working on respective sub-committee chairs, membership and contact information.

##### Athletic Report: Alan Alborn

Alan shared the 3 major goals from last year:

1. One Team
2. More Individual Training Programs
3. Mental Toughness

He stated that One Team goal moved forward at a much higher level this year, both on the men, women and junior sides, due in part to the time spent together training during this summer. He



also recognized the efforts of Sports Psychologist, Nicole Detling, and her assistant, Justine Jones, to work with staff to help our athletes. He noted that year end results were not as hoped for on the World Cup level but cited better results on both the junior men and women side; creating increased excitement and expectations. He also recognized Tara Geraghty-Moats and the Continued growth of Women's Nordic Combined.

Alan further explained that low morale was due largely to budget cuts and athletic professionalism. Staff had to operate under greater pressure to manage both expenses and athletic conduct and performance while they witnessed other nations operating with greater staffing and less restrictions.

- Season end survey out to all athletes with a deadline of Friday 27 th March. Survey is comprehensive with 50 questions.
- Staff performance reviews will start week of March 30, addressing staffing needs and position changes
- Early summer programming plans with team camps
- Finalize 1 st Draft athletic budget based on significantly better data from a refined process starting June 2019 – current by 1 st week April.
- Preparing for virtual Spring Meetings with concise reports and Culture discussion

#### Sport Development: Jed Hinkley

- April is Virtual National month. Working on boosting international interest on Social Media
- Summer Camp Planning (June?)
- US Cup Jr. Series/Virtual Nationals
- End of Season Club Survey

#### Calendar: Alan Johnson

- Continental Cup, US Cup and National Events scheduled to be determined once the FIS schedule is set.
- Hoping to set up one FIS event for U15 to enhance international exposure
- Email request to all members sent for all FIS events
- Iron Mtn. confirmed intent for COC event and Rex Bell has sent the application into FIS for approval
- To date, no request have been received for Fis Cup ski jumping or COC nordic combined
- Junior National Championships cancelled due to Coronavirus. A decision needs to be made to maintain the existing schedule to begin next year with RMD as planned for this year.
- Once Iron Mtn is established on the schedule (confirmed tentatively by FIS) US CUP and National schedule will be finalized.
- National Championship schedule (5 year) for ski jumping and nordic combined needs to be discussed and finalized

#### Governance and Nominating: Robin Outwater

- Completed Staff Performance and Compensation Review Program draft
- Completed Sport Sub-Committee's charter review
- Working on Orientation Notebook for new BOD members
- BOD and Committee Review protocol pending



Women's Committee: Sarah Hendrickson

- Working on mission paperwork and organization
- Focusing on gender equality
- Sarah to work with Billy Demong, Jed Hinkley and Alan Alborn on grant writing for WSJ.

Communications Report: Ben Berend

- Social media engagement up 12.6%
- Initiated Coronavirus updates to keep community informed
- Working on content from athletes for Media Day in May
- Steamboat Fundraiser outreach helped generate approximately \$90,000
- Email subscribers, to date, just under 11,000

**Old Business:**

- No old business

**New Business:**

- Chuck Pieper asked what is needed from BOD members in preparation for the Summit Meeting. Rex Bell said feedback and input on schedule, content, etc., that would help make our meetings more effective would be appreciated

**Meeting adjourned by Rex Bell.** Next board meeting will be a virtual meeting on Saturday, May 9, 2020. Time and participation instructions to be determined