# Minutes of CMAC Board Meeting 6:00pm 09/21/15

# Held at Yankee Grill, Renton

## Present:

Brian Dennehy

Brian Jansen

Dale Koetke

David Thomson

Fred Wurden

KC Holm

Laura Derwin

Paul Stamnes

Peter O'Kane

Rob Wright

Tom Honeybone

# Approval of minutes

Minutes of 8/24 meeting had not been circulated – plan to approve at next meeting

# Reporting / Action Items

## Program Director’s Report – (written report from Alan Lauba circulated to board)

The board reviewed Alan’s written report

Note NW Finals are at Mt Spokane not at Mission

## Program Administrator’s Report – Dale Koetke (written report circulated to board)

Discussion of additional marketing to help drive MM registration

* Offer $50 coupons at Ski Swaps, School Events, Work notice boards, Crystal Website
* Flyers @ Sturtevant’s, World Cup counter
* Viral Referral base - $50 coupon for referral
* Re-contact folks who have not signed up - address the 'no snow last year' issue
* Message "Filling up fast - We're almost full - someone thinks it's going to snow"

## Workgroup report outs

At May’s Board Retreat, Fred articulated requirement for each working group to identify one metric that would define success for that workgroup. The goal is that we track each metric over the course of the season with a report on progress at the CMAC Banquet in May.

### *Operations & Facilities – Brian Dennehy*

**Status**: Race Calendar Confirmed

**What's Next?** Complete network & video equipment installation on Gold Hills

Fred gave an update on Video Network

* Saturday Work Party - 20+ people successfully prepped for Gold Hills video network
* Costs under budget on equipment, but over on electrician's charges
* Private network will be set up with hotspots in Lodge and Tower 6, enabling upload to video server in Start Shack from WiFi enabled cameras.

Fred gave an update on recent conversations with Crystal

* Conversation with Gavin regarding Trailer pads - Crystal had asked CMAC for rental - Fred asked that this be reconsidered
* Crystal putting in 3 additional snow guns in the base area using additional water they're collecting from raised dam
* **Action Fred Wurden by 10/21** to meet with John & Gavin

### *Development – Kelli McCann*

**Status**: No Update

**What's next?** Present plan to board

### *Finance*– Paul Stamnes

**Status:** Budget approved

**What’s next?** No actions

Paul presented the updated budget which now states a $14K loss for 2014-15 and projects surplus of $18K for 2015-16

### *Advancement* – Laura Derwin

**Status:** Planning moving very quickly

**What’s next?** Execute plans

Laura presented Advancement Report

* Passed around Corporate Sponsor Program flyers
* Gave update on sponsor development meetings – going well
* Discussion around Corporate Logos on Training Jackets
	+ Consensus is that it's a good idea to limit number of sponsors to preserve the exclusivity / value
	+ Next year use 'jackets going to manufacturing' as the deadline for getting sponsors on-board
* Passed around draft Welcome letter explaining Vision for the Future - setting context for fundraising - needs a little work & then get it sent within the next month
* Would be part of Welcome Kit including key information such as laminated cards with coaches contact info etc
* Recommend separate letter asking for contributions
	+ Map 3 segments & create separate strategy for each constituency - alums, U14 & up (divide amongst board), base (more generic ask) - Laura
* “Thank You” letters for 2014-15 in plan
* Raffle in plan - sell tickets starting @ Christmas Camp - prizes @ Cherry Tree Charge
	+ Want to name a project that the proceeds will accrue to
* Need to figure out plan to honor folks who contributed based on promise to add their names to Start Shack
* **Action: Fred Wurden by 10/19**
	+ Figure out if it's possible to get link to CMAC from Crystal website - Fred to raise with John Kircher @ next meeting
	+ Can we hang banner in lodge including sponsors? - need mockup of banner before Fred raises with John - potentially easier to do temporarily on race by race basis
* **Action: Peter O’Kane by 1/1/16** - Need backdrop for awards fixed up to include new sponsors

### *Community & Communication – KC Holm*

**Status:** No Update

**What’s next?** Readout on Summer Camp Survey

# New Business

## *Hotel Bookings*

KC - optimizing hotel block booking to get reduced rate for coach’s rooms

# Adjournment: 7:58 pm

**Motion** to adjourn the meeting:

Proposed Brian Dennehy, Seconded KC Holm, Approved Unanimously

# Next Meeting: Monday October 19th, 6pm

Yankee Grill, 1 S. Grady Way, Renton, WA 98055

Prepared by: Tom Honeybone, Secretary to the Board of Directors