

## THE BIRCH LEGGINGS CLUB INC

Our purpose: To contribute support of the American Birkebeiner Cross Country Ski Race and promote healthy life styles by encouraging participation in outdoor physical activities.

Annual Meeting and Board of Directors Election  
October 19, 2014 Tower Ridge, Eau Claire

Gale Otterholt, president, called the meeting to order at 1:00.

Board members present: Dave Balsiger, Steve Carmazon, Jeanine Evenson, Edward Eroe, Gale Otterholt, Tom Rowley, Jim Tenorio.

Not present: Toni Popp, Russ Roberts.

Also present: Don Becker, Charlie Evenson, John Kotar.

Gale Otterholt recapped what we have accomplished in our club's first year, including becoming a 501(c)(3) organization, setting up discounts for BL members at several ski shops, clothing sales, starting to organize fundraising. "Pat yourself on the back."

Outgoing board members Jeanine Evenson and Russ Roberts were thanked for their service on the board. Dave Balsiger presided over the election of new board members. Edward Eroe was reelected. Connie Meek and Don Becker were elected and welcomed to the board.

Steve Carmazon reported on the Birkie Expo. Toni Popp has secured a booth/table for us from the Birkie office. Steve and Edward will set up a schedule for members to work at the expo which is open Thursday 1-9 and Friday 9-9. A suggestion was made that ski clubs such as Madnorski that have BL members could possibly cover a shift. There was discussion about having pre-addressed envelopes for dues available, having BL clothing to sell, developing a brochure to show who we are and what we do.

Jim Tenorio showed computer views and paper samples of the banner design. The colors were chosen and the banners will be made in two sizes. J.T. reported that the 1000K stickers are on the way. Anyone who buys 3 pieces of clothing will receive a sticker or they can be purchased.

Dave Balsiger gave an update on the new BL clothing. Info is our the website and informational postcards were sent to prospective new members, as well as skiers who skied their 20<sup>th</sup> race in 2012 or 2013.

There was discussion about the membership drive and possible incentives to get skiers to join. Don Becker and Dave Balsiger will develop for this effort.

Hut fund raising ideas were discussed including a possible auction of the old K markers, prints of the hut painting, the Blaskey sculpture, a display of donor's names in the hut.

The board voted to make a donation to WINN. This organization gives scholarships to high school Kortie skiers.

There was a brief discussion of the Tony Wise Award for 2015.

The date and time of the next meeting was discussed and Saturday, January 17 was set as a possibility. The details will be determined by email.

The meeting was adjourned at 3:00.