

THE BIRCHLEGGINGS CLUB INC.

Our Purpose: To contribute support of the American Birkebeiner Cross Country Ski Race and promote healthy lifestyles by encouraging participation in physical activities.

Minutes of the Board of Directors Meeting September 25, 2020

Dave Balsiger called the meeting to order at 3:50 p.m. at the Great Hall near the Birkebeiner starting line in Cable, WI

Board members present: Dave Balsiger, Steve Carmazon, Cheryl Hiltibran, Connie Meek, Jim Tenorio, Paul Thompson

Not present: Ed Eroe, Gale Otterholt, Tom Rowley

Also present: John Kotar, Dick Enz, Allison Slavick

Attending remotely via internet "Zoom" conferencing: Allen Anway, Chuck Kessler, Doug Norman

Treasurer's report:

The Treasurer's report was given by Dave Balsiger. We are making good progress toward retiring our debt on the Mosquito Brook Hut. \$3500 remains to be paid. All other bills are paid.

Old Business:

Mosquito Brook Hut: Jim Tenorio asked if the ice-dam leakage on the west side of the hut that occurred two winters ago was addressed. No one knew. Jim Tenorio will inquire to the American Birkebeiner Ski Foundation (ABSF) about it. There are two more sets of donated skis that will be mounted on the rafters. There is still room for more skis.

The outhouse project was discussed. No action was taken on it.

Birchleggings Club Bell: The bell project was wrapped up with a dedication ceremony before the Board Meeting. Approximately 25 persons were present. Dick Enz and Jim Tenorio gave a history of the project and thanked the many people who made the bell possible. John Kotar reminisced about race founders and performed the first official ringing of the bell. Ben Popp made remarks supporting the bell and its purpose.

Jim Tenorio provided a final financial report of the bell project. Final cost was \$2566.90. Approximately 2/3 of the cost was obtained by donations. The club paid 1/3 of the cost.

Becker Law Link Bridge: The Birchleggings Club has donated \$3000 to the bridge construction effort and will have its name on one of the capstones that trail users will pass as they approach the bridge crossing over Hwy 77.

Birchleggings Club Breakfast: The breakfast can be more environmentally friendly using no disposable plates or utensils for an additional \$3.00 per person. The cost of the breakfast would be \$15.00 per person.

Discussion took place on how to conduct the breakfast during the current COVID-19 pandemic. An idea was presented that we set a limited number of attendees at the breakfast to allow for social distancing and require preregistration for those spaces. Final decisions if and how to conduct a breakfast in 2021 will be made closer to the race date.

New Business:

“Zoom” Thanks: The board thanked Paul Thompson and Mindy Ahler for setting up the video-conferencing “Zoom” meeting that allowed members to attend the board meeting remotely. Paul did an excellent job of moving and positioning the host computer so remote attendees could easily see and hear persons who were speaking during the meeting.

Fund-Raising Idea: Steve Carmazon presented a fund-raising idea that he and Cheryl Hiltibran have researched. The fund raiser would be selling a sheet of discount cards to all Birkie-week. The cards would be used at businesses in the Hayward/Cable area. Discounts to a skier could more than pay for the purchase of a card. Profits from the effort could be shared with the ABSF. Steve suggested a “soft launch” of the project at this year’s upcoming Birkie with 500 free cards given out to skiers. The club would do a follow-up study with the participating businesses to assess the benefits to those retailers. We need to get “buy-in” from the ABSF before we launch the project.

Membership Incentive Idea: Steve Carmazon presented an idea to encourage new and renewing memberships. He showed a sample of a laser-cut “tree ornament” of a pictograph/glyph of a prehistoric skier. The ornament would be given as joining/renewing incentive gift for members. Paul Thompson suggested we could also sell them at our Expo booth.

It was moved and seconded that the club purchase 100 skier-glyph ornaments to use as joining incentives this season..

Credit Card Payment: Cheryl Hiltibran reported on the process of how the club could start to accept credit cards for payments to the club for dues and merchandise. Enabling credit card payments would make it easier for folks to join, renew, and make purchases. It could result in a net increase in the club’s income. Details of the costs and process were given:

- Service is through US Bank
- Free use of card scanner to use on a phone or tablet
- Will work on our website
- US Bank/service provider would do the setup work on the website

Cheryl shared ideas how card payment might help for reaching out to members and potential members. The goal is to relieve our treasurer of some work.

There was a desire to list key items to do this fall that will improve membership. These were:

- Activate credit card payment
- Send letters of encouragement to aspiring Birchleggers
- Send letters to members encouraging renewal of memberships

