

Minutes of the Fall 2012 Blue Ridge Ski Council Meeting

Date: September 22, 2012
Location: Wintergreen Resort, VA
Host Club: Richmond Ski Club
Attendees: The [attendance list](#) is available on this link.

Call to Order

Bill Schroedel, president, called the meeting to order at 8:45 am.

Bill introduced the Wintergreen Resort Management, represented by Todd ... and Chris.. Todd gave a brief overview of their 'Home Mountain', open for skiing from December 8th to March with 100% snow making capability. Ideal for a skiers 'warm up' weekend before heading to the ski areas out West. He invited BRSC members to participate in a special weekend on January 5/6, 2013 with discounts for ski clubs including the NASTAR race course. Chris talked about the ski school and the children's ski racing program at Wintergreen. Currently there are about 140 kids on the Wintergreen racing team, an excellent way to promote skiing and perhaps create future ski club members.

The president welcomed 32 representatives from 12 member clubs plus 5 tour operators: Dan Ellis, Winter Ski and Sport; Judy Miller, Group Trips Unlimited; Effie Rubinstein, Sportours of New Jersey, Rick Reichsfeld, Ski Europe; and BobMcErlean, Holidaze.

Representatives from each club introduced themselves and shared their initiatives on maintaining/growing club memberships and recommended areas where the BRSC can support individual clubs.

The Baltimore Ski Club actively uses social media (i.e., meetup.com, Constant Contact, Facebook) to promote club activities, offers discounts for lessons, helmets, everything for skiers.

Recommendation: BRSC promotion.

The Ski Club of Washington DC is working to change their membership application process to include online payment by credit card, update their website to include more "plug & play", use social media, change meeting structure to include more social time. Recommendation: Each member club's website should link to the BRSC website.

The Fagowees uses fun business cards.

The Pentagon Ski Club reported a stable membership; summer trips are becoming more popular, especially with members that ski less. PSC is still publishing a paper newsletter,

but may evolve to a web-only presence. They, too, use Constant Contact for announcements.

Recommendations: BRSC should keep up website, especially the ‘Sanctioned Trips’, which helps with trip participation. BRSC should designate a POC in each club to validate current club memberships for skiers participating through the trip sanctioning process.

The Fredericksburg Ski Club agreed with problems from other small clubs and initiatives: members are getting older – more BRSC advertisement is desired.

The Columbia Ski Club is working on re-energizing publicity, using Facebook, partnering with local ski shops, interacting with other clubs and adding non-ski trips to their program.

Recommendation: BRSC representative visit club meetings.

The Richmond Ski Club reports a slight increase in membership. They added more weekend trips to local resorts, increased non-skiing activities, increased happy hour socials and move meeting places around town.

Recommendations: BRSC could help to provide more opportunities with a new link on website for exchange of ideas and best practices (i.e., legal issues, discount memberships for first-time members, military, trying to attract younger adults).

Capital Golden Skiers are losing members. Board members are following up with personal phone calls promoting non-skiing activities and reminding members to use the CGS website for newsletter and announcements.

Club Crabtowne opens their trips to other clubs; working to use Paypal to attract more people to sign-up.

The Snow Searchers offer weekend bus trips to their members and ‘Beginner Specials’ with free rentals and lessons to encourage new skiers to join.

Recommendation: BRSC can help with advertising. Club is sponsored by Naval Research Lab and not allowed external advertising.

Sun, Snow & Surf Ski Club has very diverse membership. They have regular general meetings once a month or ski trips.

Recommendation: BRSC representative visit club meetings.

The Peninsula Ski Club of VA has declining membership. They are working to introduce back-to-back ski trips, using one airfare for 2 weeks of skiing at 2 different destinations.

Recommendations: Introduce more dialogs amongst members to fill sanctioned trips thru BRSC’s Facebook page.

Parliamentarian Procedures

The president distributed copies of “Parliamentary Procedures at a Glance” to improve meeting discussions. Sonny Short volunteered to be the council’s parliamentarian.

Council Policies

In accordance with council bylaws, section 3, the president requested a depository of council policies, including dates when updated and name of person responsible for policy update procedures. A motion to review procedures of council policies was made by Michael Jones and passed unanimously.

Executive Committee Reports

Spring 2012 Minutes: Molly Hochman asked to revise the minutes to identify Club Crabtowne as the host club. A motion to approve the minutes was made by Michael Jones and passed unanimously.

Treasurer’s Report: Steve Peirce announced that he is now the Resident Agent for the officially incorporated Blue Ridge Ski Council. He presented the balance sheet of income and expenses, a ‘snapshot’ from the Spring 2012 to the Fall 2012 meeting. A short discussion suggested that the ‘report did not provide a complete picture of the account. A motion was made by Jim Ferrant to present a fiscal year report (1 Jul to 30 Jun) at every Fall meeting; and to present a ‘year-to-date’ report at any council business meeting; and passed unanimously. A motion to approve the report passed unanimously; the report is available to member clubs by request to Steve.

Website Report: Frank Peñaranda could not be present. He provided a written report on the state of the BRSC website. The president confirmed that Frank has full authority to maintain and update the council’s website. He praised Frank for his outstanding work transitioning to the new design and adding the new page called ‘Tips and Links’.

Race Report: Dave Olsen confirmed ‘Tuesday’ for the Western Carnival NASTAR Race. He reminded trip leaders to ensure timely submission of registration documents. There is no change to the registration process. [The BRSC race rules](#) are available on this link. The President asked if the damaged council trophy should be repaired for approx. \$150.00. Dave confirmed that the trophy has been in the current condition as long as he remembered. To avoid further damage, the trophy should not be presented at the Western Carnival locations due to logistics. Medals and plaques for the winners are sufficient.

Trip Sanctioning: Frank provided a current [status report](#) of all trip sanctions.

National Ski Federation Report: Bill Schroedel attended the National Ski Council bringing back good information on individual ski club promotion. Bill distributed samples of brochures soliciting further ideas.

Date & Host for Spring 2013 BRSC Meeting

The BRSC Spring meeting will be hosted by the Ski Club of Washington DC at Maggiano's, McLean, VA on Saturday, May 4th, 2013. Molly Hochman proposed to conduct the meeting there in conjunction with the Paul Weber Show on Friday evening and suitable hotel accommodations in walking distance. Molly confirmed the Paul Weber Show will be on Friday, May 3rd, 2013. All council members accepted.

Old Business

2013 BRSC Trips Status

Western Carnival – Steamboat Colorado, February 2-9, 2013.

Noble McClellan, BRSC Trip Coordinator, together with Judy Miller, Tour Operator, announced key events scheduled during the week: The welcome party has been moved to Monday because of the Super Bowl being on Sunday. Ten clubs are confirmed at three properties with close to 300 guests. Some groups are flying on United or Southwest into Denver. There are also flights available on Delta Airlines to Hayden.

Eurofest – Chamonix, France, February 22 - March 2, 2013

Inge Lesjak, BRSC Trip Coordinator, and Judy Miller, GTU, reported 107 participants have signed-up with spaces still available. Excellent trip for non-skiers.

2014 Western Carnival – Vail Colorado

Steve Peirce, BRSC Trip Coordinator, reported on the status of the \$7,500 commitment to Vail Cascades. The deposit was made for 150 rooms for the week of February 1-8, 2014, and is at risk if we were to back out of the contract. The tour operators we asked to bid on the trip were unable to prepare complete proposals due to terms imposed by the Cascades with unacceptable food minimums and payment schedules. Prior to tour operators presenting their proposals, Steve wanted to make sure the council still wanted to go to the Cascades in Vail instead of changing the bid to the Marriott Convention Center or other venues.

New Business

Vendor Presentation of Bids for 2014 Western Carnival – at The Cascade, Vail, Colorado - February 1-8, 2014

Steve Peirce, BRSC Trip Coordinator, introduced the tour operators that had been invited to submit proposals: Dan Ellis – Winter Ski and Sport; Effie Rubinstein – Sportours; and Judy Miller – GTU. Each was allowed 10 minutes to review their proposals.

Dan called the proposal unworkable. He recognized the risk working with the current contract for the Cascades. He would like to re-do the bid for the Vail trip and would kick in \$4,000.00 to pay the penalty.

Effie enthusiastically promoted skiing in Vail. Her bid price is \$1,778.00, per person incl. airfare, staying at the Cascades. She presented an overview of the trip events and mentioned the good relationship she has with the management of the Cascades from a prior year business venture. Also, her business is about to be bonded as Sporttours, LLC.

Judy proposed a “Red Line” contract, cancelling the existing BRSC contract and preparing a more realistic contract with the Cascades and the help of her lawyer.

Sonny Short opened a discussion on the different approaches by the tour operators (accept the risk, re-bid the contract after it has been re-negotiated) and weighing the risks for BRSC. Following the discussion, the clubs cast their votes using paper ballots. The votes were counted by Steve Peirce and Inge Lesjak.

Vendor Presentation of Bids for 2014 Eurofest – Innsbruck, Austria or Cortina D’Ampezzo, Italy – March 7-15, 2014

Jerry Poley, BRSC Trip Coordinator, introduced the tour operators that had been invited to submit proposals: Judy Miller – GTU; Bob McErlean – Holidayze; and Rick Reichsfeld – Ski Europe. Each was allowed 10 minutes to review their proposals

Judy presented an overview of the two different destinations: Innsbruck – a charming city with large enough lodgings to accommodate all council participants in one hotel; with daily bus trips to different ski areas nearby and Cortina - a mountain village with alpine hotels and ski lifts in walking distance. Judy mentioned no lodging penalties 60 days or prior to departure and no surcharge for seniors on the insurance.

Bob presented slides showing hotels and ski areas in and near Innsbruck and in Cortina.

Rick offered the same hotels in Innsbruck and Cortina and proposed a trip extension to Slovenia and Croatia.

Jerry presented a summary of the bids comparing prices at \$1.25/Euro and with equalized number of dinners and equalized airline fuel and tax charges.

Jerry said he had selected the dates for Cortina as March 7-15 and for Innsbruck as February 22 to March 1, based on predicted snow conditions.

The president called for a vote on the destination — Innsbruck or Cortina.

After a short discussion, the voting took place. The paper votes were counted by committee members Steve Peirce and Inge Lesjak. Cortina was selected 30:2.

In addition to the regular votes allowed (per representative at the meeting, up to a total of three votes), each club could cast up to three extra votes, depending on the number of BRSC trips taken (separately for Western Carnival and for Eurofest) in the past three years. If three trips were taken, three additional votes could be added (two trips – two votes; one trip - one vote.) These extra votes are for trips from 2010 through 2012. Lists showing the extra votes for each club were made available.

The selected vendors are:

SPORTOURS for 2014 Western Carnival–Vail, Colorado at the Cascades, February 1-8
HOLIDAZE for 2014 Eurofest–Cortina d’Ampezzo, Italy, March 7-15

The president informed the tour operators of the voting results.

New Business continued

BRSC Logo

In an effort to find ways for promoting the council and individual clubs, the president discussed whether we should consider creating a new BRSC logo. Karen Cameron from the Richmond ski club volunteered to approach educational institutions for a possibility to conduct a “Best Logo” contest. The result would be awarded by the council.

BRSC Facebook

The president proposed to add a “group” Facebook site to the BRSC website in order to exchange trip information or club concerns, promoting information exchange for better business practices among council clubs (negotiate season pass for price for BRSC members, announce school/college vacation times in VA, MD).

Future Year Trip Destination Suggestions

Bill distributed the Trips Selection Committee Report prepared by Peter Porton, who could not be at the meeting. The report discussed potential venues for future Western Carnival and Eurofest trips. After a brief discussion, motions were made for specific destinations for our 2015 trips:

2015 Western Carnival

Molly Hochman proposed Mt. Bachelor, Oregon. All in favor, 2 opposed

2015 Eurofest

Mayrhofen, Austria. All in favor, 1 opposed

Adjournment

Bill thanked everybody for attending the meeting. The formal meeting ended at 3:45pm. Everyone was invited to Happy Hour hosted by Noble McClellan.

Decision Summary

- Spring meeting set for May 4, 2013, hosted by the Ski Club of Washington DC
- Approved Spring 2012 meeting minutes with correction of host club.
- Approved the Treasurer's report
- Approved a motion that the Treasurer present a fiscal year report (1 Jul to 30 Jun) at every Fall meeting; and present a 'year-to-date' report at any council business meeting
- Selected Sportours as tour operator for 2014 Western Carnival to the Cascades at Vail, Colorado.
- Selected Holidayze as tour operator for 2014 Eurofest at Cortina D/Ampezzo, Italy, March 7-15.
- Proposed 2015 Western Carnival destination – Mt. Bachelor
- Proposed 2015 Eurofest destination – Mayrhofen, Austria
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Inge Lesjak, Secretary
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September 24, 2012