

Approved
Minutes of the Spring 2014 Blue Ridge Ski Council Meeting

Date: May 3, 2014
Location: Maggiano's, McLean, VA
Host Club: Pentagon Ski Club
Attendees: The [attendance list](#) is available on this link.

Call to Order

Bill Schrodel, President, called the meeting to order at 8:50 am. Bill welcomed all delegates present, including newcomers from the North Mountain Ski Club. He verified receiving their bylaws. A **motion** by Frank Peñaranda, Potomac Ski and Adventure Club, to accept the club as a new BRSC member passed unanimously. The following tour operators were present: Dan Ellis, Winter Ski and Sport; Judy Miller, Group Trips Unlimited; and Effie Rubinstein, Sportours. Special guests included Simon Diggs representing Snowbird/Alta ski resorts; Ryan Dohnal representing Vail Resorts; Joe Ferrara, Banchi Tours, and Lauren Garfield, representing Whiteface Mountain/Lake, NY; Paul Webber, Ski & Travel Show; and Ann Cook representing Mt. Bachelor/Bend, Oregon.

Presentation on Snowbird/Alta, Utah – 2016 Western Carnival

Simon Diggs announced that the newly built Hidden Peak Lodge will be ready for the 2016 Western Carnival. Accommodations will be at the ski-in/ski-out Cliff Lodge hotel at the resort base. 125 rooms are currently held for the Council. The clubs need to reserve their room blocks by about May 1, 2015; a \$50 per room deposit will be fully refundable until September 1, 2015. Simon mentioned several benefits for the trip including easy airport transportation, minimum room block deposit, shuttle bus or ski-connect to Alta with plenty of intermediate skiing, and a combined lift pass for Snowbird/Alta.

Presentation on Breckenridge, Colorado

Ryan Dohnal made a short presentation suggesting that the Council hold its 2017 Western Carnival at Breckenridge.

Intercouncil Trip to Whiteface Mountain/Lake Placid, NY

Joe Ferrara is the operator for this first Inter-council event, planned for last weekend in January 2017. Options will be available for 3, 4 or 5 nights with 6 to 8 hotel choices. Several familiarization trips will be scheduled. Olympic-themed activities are being planned. Lauren Garfield invited the BRSC to participate and will provide booking/local support.

Paul Webber – Fall 2014 Ski Group Activity

Paul invited the BRSC clubs to participate in his new fall ski event, inviting local ski shops for equipment display, and providing door prizes/raffle. He is offering tables for BRSC member ski clubs. The event is planned for Monday, November 3, 2014, at the Tyson's Marriott. It will not include a ski swap.

Save the Date for the 2015 BRSC Spring Meeting

Paul Webber's spring show will again be at the Tyson's Marriott Hotel on Friday, May 1, 2015; and the BRSC Spring Meeting has been confirmed for Saturday, May 2, at Maggiano's. POC is Ski Club of Washington DC (SCWDC).

2015 Western Carnival Update – Mt. Bachelor, Oregon, January 31 to February 7

Mike Jones, Baltimore Ski Club and BRSC trip coordinator, said that he plans to post the different trip itineraries for each club on the BRSC website. Dan Ellis, the trip tour operator, suggested that smaller groups could fly into Redmond, Oregon, instead of Portland. The bus transfer is only 30 minutes compared to three+ hours. Dan also mentioned that the trip includes three full dinners instead of two. Ann Cook described the accommodations, skiing and après-ski possibilities available on the trip and answered several questions from the floor. She confirmed that overnight ski storage is possible on the mountain (but not boot storage). Dedicated shuttle buses to the mountain are planned for 8:15 and 10:00am, with returns at 2:00 and 4:15pm. Free tickets will also be available for the local public bus transportation.

2015 Eurofest Update – Mayrhofen/Zillertal, Austria, March 6-14

Frank Peñaranda, PSAC and BRSC trip coordinator, described the highlights of the trip including extensions to Bled, Slovenia and Vienna, Austria; comfortable or deluxe style hotel accommodations including pool/spa with full breakfast buffet and dinner daily; free shuttle to nearby ski lifts; ski equipment rentals at lift and town locations; and après ski entertainment. Judy Miller, the trip tour operator, confirmed easy flight arrangements to Munich or via Icelandic Air where skis fly free, with opportunities for an overnight stay in Iceland. The welcome party is planned at the famous Braustueberl at Lake Tegernsee en route to Zillertal. Judy talked about possible day trips to Munich, Innsbruck, the Swarovski Crystal outlet, Bavarian Castles, etc., and offered easy payment schedules for smaller groups/clubs.

Executive Committee Reports

Minutes: Inge Lesjak presented minutes from the Fall 2013 meeting for approval. A **motion** to approve the minutes by Frank Peñaranda, PSAC, passed unanimously. (The erroneous 2012 dates that appeared in the Spring 2013 meeting minutes have been corrected on the BRSC website.)

Treasurer's Report: Steve Peirce presented the Fiscal Year report – a balance sheet of annual income and expenses for the 2013 calendar year and the current 2014 year-to-date status of the account. Gary Prestianni, Columbia Ski Club, suggested listing income and expenses together, for both meetings and trips, and then showing the resulting net profit

(or loss). Steve reminded club representatives to pay required annual membership dues: \$0.15 per club member with a minimum of \$5.00 and a maximum of \$35.00 per club. A **motion** by Stacy Hickman, Fagowees, to approve the Treasurer's Report passed unanimously. A request by Mike Jones, Baltimore Ski Club, to discuss 2014 Western Carnival expenses was postponed until New Business.

Website Report: Frank Peñaranda reported on the successful trip sanctioning program. Approximately 20 clubs are participating in the program, advertising both winter and summer trips. The [status report](#) is available on this link. Frank confirmed that all clubs participating in the 2015 Western Carnival and Eurofest will be posted without having to pay a sanction fee, as Council trips are automatically sanctioned. Additionally, he encouraged clubs to link their activity information from the BRSC website for the benefit of reaching wider audiences for club participation. There is room on the website for sharing club news and related articles. Members should contact Frank at webmaster@skicouncil.com with their individual requests.

Old Business

2014 Western Carnival Report – Vail, Colorado, February 1- 8

Steve Peirce, BRSC Trip Coordinator, Dave Olsen, BRSC Race Coordinator, and Effie Rubinstein, Sportours, summarized the highlights of the trip to Vail. Steve explained that it was a risky undertaking at the beginning, not knowing for sure whether the required minimum number of guests would sign up to meet the Vail Cascades' contract requirements. But the trip was an unqualified success with 250 participants. The friendly ski shop crew kept our gear overnight and delivered it each morning right to the lift just outside the shop. Effie added that drinks and food were aplenty at the parties, and having everyone in the same hotel with all its amenities was a real treat. Dave ran a flawless race on Tuesday, overcoming the challenge to conform the resort's Epic Mix Racing format with the Council's race rules which are predicated on Nastar handicaps. Dave presented the travelling trophy to the winner of the Club Team competition, the Columbia Ski Club. The trophy was accepted by CSC president Mike DiProspero, who was a member of CSC's winning five-person team. Snow Searchers won 1st Place for Club Participation. The [race report](#) is available on this link. Bill Schrodell thanked all the clubs that participated to make the risk we took worthwhile.

2014 Eurofest Report – Cortina D'Ampezzo, Italy, March 7-15

Jerry Poley, BRSC Trip Coordinator, presented a video and thanked the clubs for participating; the overall ratings from the 80 participants regarding accommodations, meals and skiing were excellent. The trip included a guided sightseeing tour in Venice. The tour operator, Holidayze, was responsive and provided good service. Jerry recommended that BRSC trip leaders be conscious of trip cost and exchange rates, mitigate the cost of exchange rates, review billing, and sign up skiers early.

New Business

2014 Mountain Travel Symposium: Peter Porton, Vice President, represented the Council at the recent MTS in Breckenridge, Colorado. His primary goal was to meet with European resort representatives to help identify the more promising resorts for future Eurofests.

2016 and 2017 Eurofest Destinations: Peter suggested the following resorts for consideration:

1. Kitzbuhel, Austria – easy to get to (Worldcup race venue);
2. St. Moritz, Switzerland – higher elevation (Worldcup race venue);
3. Madonna di Campiglio, Italy – four resorts (Worldcup race venue);
4. Morzine, France – easy to get to/same ski pass for Les Portes du Soleil; and
5. Gstaad, Switzerland, as endorsed at the Fall 2013 BRSC meeting.

The group **voted** for Kitzbuhel for the 2016 Eurofest. The group then **voted** for Morzine for the 2017 Eurofest.

Peter also suggested that the Council look into an Associate Membership with the 80,000-member Ski Club of Great Britain. He said that their website is a valuable tool for ski trip destination research.

2017 Western Carnival Destination: Following considerable discussion, three destinations were considered: Breckenridge, Colorado; Banff, Canada; and Whistler, Canada. The group **voted** for Breckenridge for the 2017 Western Carnival.

Future BRSC Meeting Locations and Host Clubs: Gary Prestianni **confirmed** that CSC would host the fall 2014 meeting on Saturday, October 11, at the DoubleTree Hotel in Columbia, Maryland. Judy Burlbaugh **confirmed** that SCWDC would host the spring 2015 meeting on Saturday, May 2, at Maggiano's in McLean, VA.

Elections – BRSC President 2014-2016: Frank Peñaranda, Election Committee Chair, opened the floor for additional nominees. There being no other candidates, Bill Schrodel was **re-elected** by acclimation for another two-year term.

Selection of Trip Coordinators for 2016 Eurofest and Western Carnival:

2016 Western Carnival – Snowbird, UT: Sonny Clark, Richmond Ski Club president, volunteered to be the coordinator based on his experience leading Western Carnival trips for his club. By acclimation, Sonny was **selected** to be the coordinator for the 2016 Western Carnival.

2016 Eurofest – Kitzbuhel, Austria: Judy Burlbaugh, SCWDC and BRSC past president, volunteered to be the coordinator based on her experience as a past BRSC trip coordinator. By acclimation, Judy was **selected** to be the coordinator for the 2016 Eurofest.

Selection of Tour Operators for 2016 Trips:

Western Carnival – Snowbird, Utah: After discussion of possibly bringing some new tour operators into the process, a **motion** was passed to invite Dan Ellis (Winter Ski and Sport), Judy Miller (Group Trips Unlimited), and Effie Rubinstein (Sportours) to submit proposals.

Eurofest – Kitzbuhel, Austria: After some discussion of tour operators, a **motion** was passed to invite Judy Miller (GTU), Doug Horstman (Encompasse Tours), and Gloria Saiya-Woods (ski.com) to submit proposals.

Discussion – How the BRSC Can Better Meet the Needs of Ski Clubs: Brian Camp, SCWDC, is going to present ideas for an Eastern Council trip with another BRSC club in 2015. SCWDC is trying to offer an option to the clubs to participate under the umbrella of the BRSC, but still avoid risks of not making a minimum participation number on this trip. The goal is for clubs that are not offering Eastern trips to offer this opportunity and use the trip to market to new and younger skiers. Suggestions included:

- Let Council club members join existing East Coast trips.
- Offer non-ski trips (Molly Hochmann is leading three).
- Know your demographics to better promote your club.
- Offer less expensive trips for skiers and non-skiers.
- Use social media including the BRSC Facebook page, [Meetup](#), and [Twitter](#).

Clarification of 2014 Western Carnival Comps: The Council's Request for Proposals specified that three complete comp packages be afforded for BRSC officials (President, Trip Coordinator, and Race Coordinator) but, with 250 participants on the trip, only two comps were earned. Steve Peirce explained the situation and posed the question whether the Council would cover the 3rd comp. After considerable discussion, a **motion** was passed to do so. Bill Schrodell encouraged club representatives to exchange ideas for handling comps, prior to the Fall 2014 meeting, so that definitive procedures could be deliberated at the meeting.

Adjournment

The meeting adjourned at 4:00 pm

Decision Summary

- Approved the North Mountain Ski Club for membership in the Council.
- Approved Fall 2013 meeting minutes.
- Approved Treasurer's report.
- Selected 2016 trip destinations: Snowbird, Utah, Western Carnival; and Kitzbuhel, Austria, Eurofest.
- 2014 BRSC Fall Meeting will be on Saturday, October 11, at the DoubleTree Hotel in Columbia, MD, hosted by CSC.

- 2015 BRSC Spring Meeting will be on Saturday, May 2, at Maggiano's Restaurant, McLean, VA, hosted by SCWDC.
- Re-elected Bill Schrodel for another two-year term as Council President.
- Selected 2016 trip coordinators and destinations: Sonny Clark - Snowbird, Utah, Western Carnival; Judy Burlbaugh - Kitzbuhel, Austria, Eurofest.
- Selected 2017 trip destinations: Breckenridge, Colorado, and Morzine, France.
- Selected tour operators for 2016 bidding process.
- Approved payment of 3rd comp on 2014 Western Carnival.

Inge Lesjak, Secretary

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May 7, 2014