

## **Greek Peak Board Minutes**

**11/14/22**

Zoom

6 p.m.

**Board members in attendance:** Brian Boerman, Sheri Freemantle, Todd Shilliff, Amy Derito, George Tamborelle, Josh Finn, Karl Granroth, Jeff Rachlinski

**Others in attendance:** Mo LaFalce

**Board members not attending:** Kimberly Gorey, Rebecca Vonbergen

1. September and October minutes
  - a. Karl motioned to approve, George seconded. Unanimous approval.
  
2. Director's Report – Marisa LaFalce
  - a. Coaching: We are in decent shape. We would like one more U12 coach. Holiday Camp coaching is still a little bit up in the air. We have 5 campers in total. 2 are former races and 10 outside kids. Sheri will start marketing Holiday Camp on social media.
  - b. ICART Coach was hired; he can commit to at least 50 percent of the training.
  - c. Race schedule has more clarity. All confirmed schedules have been sent out. We will post a race schedule to the web and share via email. One thing not confirmed is U14 States. It is likely at West Mountain; a 5-day event for those who want to participate in speed including Super-G racing and training, GS, SL and a Skills Day. The Super G training day will likely be required to race.
  - d. The Mountain approved the pass list for our coaches.
  - e. Mo sent the Mountain a hill plan, and Mo will meet with Toby to discuss. This puts our practice training locations in writing. We have asked for more hill space on Christy's on the weekends starting in January. We plan on closing Odyssey from 3 to 8 p.m. Tuesday to Thursdays while training to improve safe skiing.
  - f. Kick-off meeting for the coaches will be this Sunday. We are hoping for an on-snow clinic on December 3. Kathy Okoniewski will hopefully hold a clinic at Greek Peak on December 17. NYSSRA is hosting a clinic in Lake Placid; Coach Jason is going. Mo is also trying to get Level 100 and 200 courses scheduled.
  - g. There was an official's clinic on Nov. 5. Thanks to Karl and Kim for attending. Officials who didn't attend the October Zoom update, there is one more on Thursday night. You can go to Admin Ski and register. Mo emailed them.
  - h. Reminder that all board members need US Skiing membership and SafeSport training.
  
3. Age Group Liaisons – Brian Boerman
  - a. Parent liaisons represent the age groups to parents. They answer questions and take concerns. They help parents feel more comfortable to interface with coaches and the board.
  - b. Mo: Should liaisons help with social media? It's important for us to make new members feel heard and included.

- c. Brian: We look for volunteers for race day events. Liaisons can help recruit and explain jobs.
  - i. Gatebusters and Black Diamond: Todd Shilliff
  - ii. U10: Karl Granroth
  - iii. U12: Sheri Freemantle
  - iv. U14: Matt Hoff
  - v. U16: Rebecca VonBergen
  - vi. U19 : Jeff Rachlinski

4. Cost of Access to Ski Racing – Brian Boerman

- a. Final Ski Racing Media article about cost: Ski Race Clubs don't see races as source of revenue which is confirmed by the GPSC experience. However, the BOD challenges that not all mountains in NYSSRA that host races have this experience especially at the New York State subsidized resorts where a low racer ticket price from the mountain allows for profits on the head tax paid by the athletes. Another challenge identified by the current structure is that racers aren't advancing to the next levels of racing based solely on talent, as money influences advancement, costs increase for everyone. Clubs, don't expect to make money on ski races. Allow only the most talented ski racers to advance.
- b. We do receive a \$1000 pass scholarship from Greek Peak. We allocate it based on performance. We could fund scholarships for two or three passes. We think about making it needs-based, but we don't know how to do it.
- c. Mo took a course on Diversity and Inclusion. Steamboat is an exemplary club in terms of being more financially included. They simplify by taking a screenshot of your most recent gross income from your tax return. Requires nuance, analysis, and discretion.
- d. Matt Hoff: We would advertise we had a tuition assistance program available based on need, applicants, and money available in the fund. Should we have someone manage this effort going forward? George would be willing to help out with this. Mo: We could pull in parents from outside the board to help with this.
- e. Board members and coaches also try to help families get affordable equipment.
- f. Mountain increased race-day pass price by \$1. USA Skiing increased their head tax as well. Cost of travel is increasing this year.
- g. We have \$4500 of new sponsorships this year. Brian will hang banners Wednesday afternoon. This offsets roughly \$3000 of the shortfall of revenue in hosting NYSSRA races.
- h. When the fixed costs – B-nets, timing equipment, gates, mountain ticket price for racers, etc. – are considered., we lose \$10-\$15 per athlete when hosting NYSSRA events. We asked NYSSRA for a \$2 variance last year to cover RFID cards, and with a \$1 increase in ticket price for this season from GPMR, Brian will seek a \$3 variance in the race day cap for this season.
- i. Sheri: We could do more in raising sponsorship money at races.
- j. Brian: The cost of travel is up. Our budget last year estimated \$9000 for Coaches travel and it came out to \$14,000. For this year, we budgeted \$14,000, but due to cost increases, we expect to spend \$16,000 based on increase in lodging and meals.

- k. Last year, the program was \$16,000 short due to increased coaches salaries and increased travel cost. Looking at Cornell Race Day fees, we plan to raise the fees to offset the higher cost for race day officials at Cornell events, racing infrastructure improvements made by the GPSC (slalom start/finish) and race day revenue losses from hosting NYSSRA events. We had been charging \$750 for the weekend, Brian suggesting we charge \$750 for each race, which is in line with fees charged by other CNY mountains for hosting college races.
  - l. We made some money from apparel sales from GraphTex. The Graph Tex merchandise apparel sales were made at close to the cost of the garments. Merchandise sales from the marketing table at the Swap (mostly hats) generated a nice return. We will be selling hats at The Mountain's ski shop as we've done in the past.
5. New Building: Brian Boerman
- a. We have a site plan completed. Initially we were thinking about a 50x100 building with a 10-foot porch, but that will not fit. One design is an 80x40 foot building with a 10-foot porch. A second design would be a 40x100 foot building. The mountain has their own sewer system that we could tie into. Engineer is recommending a vault to hold solids and a line to feed liquids into their system.
  - b. Building committee is meeting Tuesday, November 14 at 6 p.m. with the engineer to ask technical questions. The committee includes Nick Drogo, Paul Freemantle, Matt Hoff and Todd Shilliff.
  - c. Board provided feedback on site plan.
6. Hill Committee
- a. We don't know if the mountain will bury our timing wire for us. How critical is it? Mo will call Rob Gault to see if it's urgent. If it is, we need to rent a ditch digger and put it in.
  - b. Our older b-net poles are shattering. We may need to buy more.

Next board meeting is Monday, December 19.

Jeff Rachlinski motions to adjourn. Karl seconds. Unanimous approval.