

Minutes of the April 20, 2013 Colorado Mountain Club State Council
American Mountaineering Center, Golden Colorado

Attending in Person:

Brenda Porter Staff

*Bud O'Hara El Pueblo

*Colleen Widlack Gore Range

*Earl Jones Pikes Peak

*York Fort Collins

Ray Shem VP Board

*Jeff Flax Denver Group

Jan Monnier Denver School Liaison

*Uwe Sartori – Safety and Leadership Committee Chair, member of Pikes Peak & Denver groups, State Board

Executive Summary:

- Reports from each club group present were given
- Quick discussion of the pros and cons of MeetUp groups was had
- Long discussion on the proposed change to the CMC Constitution and Bylaws. The consensus was that any change that did not preserve the ability of members and groups to have an impact on the Board and Direction of the club was not acceptable. Uwe will take the comments and suggestions of the State Council back to the State Board
- Discussion prioritizing the potential phase II features for the state website
- Set the next meetings as: June 3rd (7 PM phone conference) and on July 20th 8:30 AM (in person AMC and phone conference)

Called to order 8:35AM

First item of business was the State website:

Jeff asked about the CMC State website, specifically about the reporting section. Brenda said the first phase of the project does not include reports. They have a list of items to be fixed in the each phase: including member history, etc. Phase II will start April 29th, 2013. The CMC state will need to pay additional money to get started on Phase II at that time. Jeff asked when we can find out which reports will be available and when? However we need to move to the other items on the agenda and we will come back to the website later in the meeting.

Reports from each State Council group:

Bud – El Pueblo reported they had a lot of nice outings over the winter. Currently they have about 25 active members. They don't get many new members. But their membership numbers hold pretty steady.

Colleen –Gore Range reported a busy winter season with the hot springs trip in Feb as the star activity. Over Easter they went looking for Anasazi ruins in ????. Their meeting to schedule summer activities is coming up in May. Membership is about 150 members, but they only see 30 on a regular basis. Their members hail from all over.

Earl – Pikes Peak – Currently 25-30% of the approximately 580 members are actively involved in the club. They are in the middle of their BMS class series. The series started slow, but the classes are filling up. The wilderness class is full. Their trip leaders get together twice a year to schedule trips. Their next scheduling session is on May 15th. They use the reports to plan future outings. They did a brainstorming session to determine what they wanted to do for the club. They decided lots of trips was the best thing they could do. Their membership is slowly declining but the rate of decline has slowed. They are doing a new member training every six months and that seems to help. They have a new venue for their monthly program meeting at a local brewhouse instead of a church. They have a guest speaker and this month it was a speaker on the Inca trail. Earl also gave follow-up on the climbing skills/trips that he leads and how he interacts with meet-up groups.

York –The Fort Collins group membership numbers are staying steady. New and prospective member meetings are held at least three times a year. The film festival at New Belgium Brewery was sold out and resulted in a couple of new members. Year round we average at least one activity a week. Right now we are gearing up for the summer trips and working to get leaders to plan several months in advance. Holding leader trip planning sessions has helped achieve this goal. We have a Mountain Hiking School in session right now with 12 or so students. Our monthly programs are well attended (about 40 people members and non-members) each month.

Jeff Flax– The Denver Group has been crazy active. Membership is down to about 3200. However the schools are going strong with lots of activities there. Jan Martel is the new School Liaison/scheduler. Her goal is to continuously improve the quality of the schools. Currently the Denver group is running the wilderness first aid course four times a year. Of their approximately 400 leaders, only 200 are currently active. They are contacting the 200 inactive leaders to determine if they still want to be leaders or emeritus leaders. The Over the hill gang has 700 members and is going strong. Current group goal is hold two trips per day on weekends. Their Marketing and membership sub-committee is exploring more with the meet-up type things after a class. Getting first year members out on something during their first year as a member is key. They have the hikingdenver.net website and are trying to broaden the reach of the page. Their web site had electronic hooks in to the CMC.org page and they are trying to re-establish these. They are looking at using Email redirection so they don't have to give out personal Email addresses on their website or in their newsletters. This is the start of the Denver Group budgeting process. One current issue they are working on separating out the cost of rooms rented for classes and meetings. The group holds a new member orientation is held every month with at least 30 minutes scheduled for Questions and Answers. The Denver Group was pleased that about 400 people attended their Annual Dinner as they were not expecting that many participants. The group is always looking for speakers that will draw people in.

Carolyn Emanuel –Western slope reported via Email:

Western Slope continues to experience problems with retention and recruitment of new members. We are faced with the challenge of proving why CMC should be the group of choice to belong to. This issue has competition from the strangest of new “CLUB” in the Grand Valley. The outings Club which is hike and bike but has no leader certification, no first aid training, and no on-going commitment to the environment and environmental issues. The Outings Club dues are \$5.00/year. The MeetUp/Western Slope Adventurers which has no leader certification, no ongoing commitment to the environment, and no required first aid training. Their dues are \$5.00/year. So for the community at large and especially for people who are on a tight budget, the choice is easy. They join the \$5.00/year organizations. Not the CMC.

Our monthly meetings have seen diminished attendance over the last two quarters even though we have presented some exciting and visually stimulating programs. There appears to be a general lethargy in the current 110 member roster. Most of our first Quarter Meetings have had attendance under 30 members.

That is our recruitment and retention challenge.

Now our Lack of Leaders challenge. It has become increasingly evident that the current leaders we have in the CMC Western Slope are not interested in leading for CMC any longer. Either they have been with the Chapter for so long that they just don't choose to lead trips any longer, or they take leadership training and then turn around and lead for one of the cheaper organizations mentioned previously. Of course the lack of leaders means a lack of trips which then generates a lack of interest for potential new members. A vicious circle.

We will offer CMC Leadership Training again and see if there are any current CMC members who wish to take it. Will report on this at a later date.

We hope it will become more robust as we move into the summer.

Next was a quick discussion the pros and cons of the meet-up groups.

We moved to a discussion of the changes to the CMC Constitution and bylaws. York expressed concern about the constitution being the only guiding documentation for the club that states that the groups have input to the club direction and that doing away with the constitution with maintaining these rights elsewhere would be unacceptable to the Fort Collins Group. Jeff said the Denver group agrees with the Fort Collins group on the concern that the only way for the groups/members to have input would be eliminated if this document were done away with. He also brought up that the board would then be self-perpetuating which is not what the club members want. The proposed change would also make it easy for the State Board to eliminate the State Council with just a vote at one of their regular meetings. Jeff stated the Denver group has a couple of alternatives to propose. Ray and Brenda stated that the board did vote on a new set of by-laws but that

they have not been sent out to the groups yet. Uwe said that we need to get things cleaned up and aligned for legal reasons. Right now no one is in any position to render a verdict on the proposals since changes are still pending. Jeff looking at the constitution read clause 9 which says changes have to be approved by the 2/3 of the groups and 2/3 of the membership before it can be changed. Uwe said that a vote will not be held until things are settled and when there is a very good chance of success. So he says to be deliberate and keep a voice going both with the board and with the members in each group. He also said that there will be those that look at this as a way to disenfranchise the groups but that we as a council need to carry this message in a positive way. His comments are representative of him as an individual. York commented that the onus is on the board to promote the positive aspect through better communication. Ray pointed out that non-profits have two ways of being organized: 1) board directed 2) member directed through direct elections. Brenda went into the types of non-profits. CMC is a 501C3 is a charitable contribution accepting group because we are there for the entire state of Colorado. But we are not like country clubs or the NFL which are non-profit clubs. Ray went into various mountain/hiking clubs that are member voting. Brenda said that we may need to look at whether we need to change the designation to be a member driven organization again. Uwe said the intent is that we need to update the bylaws and constitution to a current level. Then he went into the history of the club from the early days through today on how the membership is involved. Jeff At 9:40 there is a member comment period in the state board meeting and Jeff suggested that we request that the state council be included in the discussion today.

This brought up the comment that after lunch Jeff will be the acting chair of the State Council as Ray will be in the State Board meeting.

Uwe stated that the state council has been ineffective in the past for various reasons and that the state council should be engaged and active to be helpful in making decisions. Presence matters: thus we need to get the other groups involved so the State Council can be involved more. We also discussed the fact that not all groups send a representative and neither do the state committees.

Uwe said he would take the comments back to the Board and that they would work to determine a method of maintaining the member and group ability to impact the State Board. One potential method of doing this would be to set the Member and Group powers in a section of the by-laws that could not be changed except by a vote of the members or some other method that would limit the State Board's ability to do away with those powers.

Adjourned to attend the State Board Meeting. Notes from the board meeting are below and not the official minutes.

State Council reconvened in the Bradford room after lunch with Jeff Flax presiding

The next item of business is the state web site:

Brenda handed out the list of tasks listed in priority order for phase one and phase two of the web site development. Brenda gave a brief history of the website and add-ons. Mostly what was added to the old website were reports and not functionality, but there was still a lot of dissatisfaction with the old website. With the new website, the club had several false starts before getting it to the current state. Mainly there was a gap in the assumptions about the new website as most people thought that the current functionality would be replicated and then other stuff added. However that isn't the way it was done. They took the features that were the most important and did those first. Thus not all functionality was replicated prior to going live with the new website.

Reports are supposed to go live next week.

We discussed the various features on the handout and we determined the following phase two priorities:

- 1) Additional reports export: Membership, development, Group members, leaders, trips, subscriptions, ability to export entire group activities (for a date range) for Group E-Newsletters, etc.
- 2) Ability to create duplicate events and trips to a new date.
- 3) Export trip roster to Excel. (Like participants export for events, including all registration and custom questions answers).
- 4) Ability to update roster with "No Show" when the trip leader completes the trip report.
- 5) Make the list view contain: Title, Date, Leader, difficulty, and available space
- 6) Change the Incident Report in the "Closed Trip" to a pdf that we can change online when needed.
- 7) Add CMC Emergency Call service number and information to the top of trip rosters (same as old rosters had)
- 8) Same search parameters for trip, event, outing (List view)
- 9) Use the CMC logo for the icon on each of the tabs
- 10) Create a group indicator that is consistent in the Title of each activity on the Event Calendar
- 11) Create "Previous" and "Next" page link buttons
- 12) Use the backspace to (I didn't capture what it was supposed to do) but it should be consistent with standard webpages

We didn't see a use for the Member Forum in phase two. "Register with leader indicated on trip description" has already gone live I believe. The larger groups would like SQL read only access to create their own reports from the database if possible. The two features requested by the CMC Office staff we did not prioritize as we did not have a good idea of their impact. The State Council recommends that the office staff provide the priority on these two items then:

- 1) Admin User accounts and membership management in one place
- 2) Give staff the ability to update/change leader credentials and update drop down list.

The potential features we did not prioritize are:

- 1) Volunteer Database – schools, leaders, group councils, speakers bureau, etc. capture leadership credentials as well as bio and photo
- 2) My Summit Program (being paid for by a donation)
- 3) Create Alias settings for event registration URLs.
- 4) Remove glitch in adding a member to trip roster – sometimes it works and sometimes it doesn't – Staff can provide specific examples.

We also suggested listing the phases and priorities on the CMC.org webpage as a link so everyone can see what is being worked on and in what order. If we had SQL access we could get our own reports written. Brenda will take this back as a suggestion.

Brenda asked what does the state council want to do with the Web Site? Do we need to have a liaison with the web committee? Or can Brenda fill that position. By consensus we determined to let Brenda fill this role for now.

Quick discussion on the nominating committee and that we need to approve the members and get ready for the election of directors.

Set next meeting as a phone conference at 7PM on Monday June 3rd. Meeting after that will be in person and phone call in Golden on July 20th at 8:30AM.

Respectfully submitted

York, The Red Lion

Below are my notes on the Board meeting. These are not official minutes but just what I recorded that appeared interesting. If there are questions, please ask a State Board member for clarification. Typos are probably mine ☺

Board meeting called to order – with introductions.

Moving the adoption of last meetings minutes to the afternoon.

Member comment period – Jeff asked that State Council be included at 1:15 part of the meeting.

Greg Long presentation on HAMS – CMC used to do trips sponsored by the CMC to do high altitude trips and this lead to the formation of HAMS. Uwe suggested that we put some big trips on the schedule. Thus the 2015 Year Of The Mountaineer Campaign to do 6 of the 7 continental summits. Antarctica is probably not possible based on current resources. CMC has not had a CMC trip to Denali or Everest. Presented some figures. Everest expense is estimated at \$35K/person. Also work with the adventure travel committee to make arrangements and publicity. Need to recruit more leaders for the various trips. Chair of Adventure Travel: Adventure travel is starting a 5 year campaign for marketing trips and the club so this should fit in well. They are asking for State Board for support. Katie brought up that our liability insurance is only good domestically. Greg is looking for help in promoting/recruiting this adventure. Kevin Duncan reminded that

these trips will be self-funded. Kevin also talked about sister cities to get joint teams to do some of these trips done as well as to help with publicity and all. Uwe said that there has not been a Chinese/American team to do the NE route on Everest. Right now this is a work in progress. Uwe is committed to making the Everest trip go. Next Linda Lawson presented on the RMNP 100 year anniversary which will also happen in 2015– So the Year of the Mountaineer could continue here as well. There are 125 named peaks in RMNP with over 300 miles of trails. So we could have several events: first 34 named peaks, lead 100 of the 125 trips, or do all 125. Need volunteers from all groups (leaders, members, sponsors). Take this back to groups. We have to apply to have a project to go to the peaks/Hikes in the National Park, but when approved we can use their logo as well as being promoted on their website.

Uwe presented as the chair of the State Safety and Leadership meeting. What projects can they do? Looking to get the UIAA certification for leadership classes and the like. Presented on the challenge of how to give the person in the San Juan community the same education opportunity that is available in the larger groups. There is also a CMC Leadership School Pilot that instructs both trip leaders to be and instructors. This is a Denver group initiative at this point.

Kevin Duncan spoke about the methods of logging trip registers. The registers are just in boxes in the basement and not tracked. Instead maybe put a laminated poster about where to register your summit achievement on line. Kevin has committed to funding the web development needed. What about those that have climbed 10 or 20 or something. He discussed the recognition gifts if you received for achieving them for members only. Have to have discussions about funding, quality, useful, etc. type things. Yearly give a party for those that complete the 14rs. Lots of discussion about the pros and cons of keeping/removing the registers, how to reward people, etc. Suggested that it be discussed by the State Council via the groups with more feedback provided in the fall.

Katie is looking at the longterm plan for the AMC building. Some tenants and partners in the building are not happy about the current use of the building by the CMC. Schools use the building a lot. The other tenants/owners are not happy that members/volunteers have keys to the building. The AAC can't always rent out the building to make as much money as they'd like as the CMC already has it booked. Need to remind all CMC members that they need to be respectful of the other occupants. Upcoming AMC building expenses are repairs to the front steps and AC units. This requires engineering as it is a historical building. AAC is paying as much as the CMC to use the building but they get less use than the CMC because of the CMC's constant use. Lots of discussion of the uses and how to fund things. Denver group is worried about the loss of use of the AMC for their programs.

They are looking to change the name of the young adult program (ages 16-25) Trying to get the Juniors program back up and running. So if you go on trips as a young adult you'd go on programs/trips with people your own age. Creating it as a leadership program with college credit potentially. Doing fund-raising for this program. They used focus groups to figure it out. This year they have \$20K funding to cover part-time staff – normally \$35K

year to make it happen. First Programs start in May and are listed on the website maybe. Summer classes are being developed. Seems to be focused on the Metro/Front Range area.

Strategic plan to improve the member experience. Seems that going on one great trip with the CMC causes new members to renew. They have lots of plans for how the State Council can help them with this plan. Linda Lawson expressed concern on how we meet member expectations on each trip. Perhaps ask for the expectations/goals out of the trip. Couldn't compare some of the surveys to figure things out. Part of the future is to determine surveys' validity and get corresponding data.

Bill went into some of the issues around the proposed changes. Board has to be in the position to stay in compliance with state and federal laws. He feels that right now this is not the practice. He thinks we still need a state council. So the state council should be a subsidiary of the Board. He thinks we need to bring the council to the state board. Katie tried to go into the history but she didn't. Uwe did a better job of the history as to why the State Council was created. Discussion about how this may not be the best time to do this. Jeff, Denver Group, agreed. Maybe change the constitution to include the charter and keep the state council. Perhaps change the bylaws so that there are protected clauses and one of those could be the protection of the state council. Direct member voting could be an issue. Katie didn't like the board being a popularity contest. Our current board members do some great things but are not well known. Need to protect the state council with the changes. Is there an issue with trust of the board? Lots of discussion of options, trust, what should be cleaned up, etc. Maybe have the state council as a subcommittee of the board. George asked why the state council has to be attached to the board? Bill said otherwise that it looks like a co-board. So the constitution is a check on the bylaws. Since the constitution is more difficult to change, that makes it a good check on the bylaws that are easily changed. Have to add protected sections – Bill kept saying without approval of the state council but currently the constitution requires member voting to change but the bylaws don't require that type of change. Discussion of the changes. Can create one governing document to replace both currently in use. Most subcommittees of the board would have a charter. Bill will work on the changes and present those to the state council.

During lunch a presentation by Sarah Gorecki on the development work – two staff members now work on this full time. Things seem to be improving. Conservation is 100% gift funded. YEP is about 70% gift funded. Katie said that the CMC is new to fundraising and is not familiar with the types of other presentations by other organization. Uwe suggested that fundraising go towards helping to educate our leaders. Trevor Bynum suggested that he could work with the development folks so they could see the other presentations that come into WhiteWave and learn from them. Linda Lawson suggested that we add a check box to add \$1 or such to dues to help pay for leaders.