



Colorado Mountain Club
Board of Directors Meeting
Saturday, July 19, 2014
American Mountaineering Center

Call to order: 9:00am

Attendance:

Board Members: Kevin Duncan - President, Ray Shem – Vice President, John Spidell, John Fernandez, Matt Biscan, George Barisas, Tracy Atkins, Bill Landesberg, Scott Otteman, Donna Lynne, Linda Lawson, Kevin Volz

Staff: Chun Chang

Agenda additions: none

Final CEO Candidates' presentations and Board interviews

Linda Lawson framed CEO search to date, 9:05am – 9:10am

Individual presentations were made by the final three candidates: Scott Robson, current Evergreen Recreation Director; Tim Blum, a non-profit consultant with turnaround experience; Uwe Sartori, current CMC BOD member, leader, instructor, State Safety & Leadership Chair. All candidates were asked in advance to present how they would implement the existing CMC Strategic Plan.

Recap of the morning's process and next steps, 11:50am – 11:55am

Kevin Duncan acknowledged the contributions of the Search Committee and Linda Lawson to the sourcing and vetting of the three final candidates. Kevin asserted that the three candidates were very different with the strengths of each identified.

11:55 - 12:45 – lunch break

Board discussion of candidates, 12:45pm – 12:55pm

Kevin Duncan reiterated that it is the Board's job to help whoever is chosen to be successful. Linda Lawson suggested the Search Committee be disbanded and that a Create transition team be created.

Although members voted upon the three candidates, no candidate was selected. Kevin Duncan suggested that he begin background checks of the 3 candidates and come back to the BOD within two weeks at which time a selection would be made.

Temporary CEO Report (delivered by Kevin Duncan in Matt Stevens' absence) 12:55pm – 1:00pm
Year of the Mountaineer - Matt believes this project needs to be supported by State staff – different than Katie's approach. The project has gotten traction and is looking for \$2-5k budget outlay. Linda explained that \$2,000 for print media including advertising and display collateral would be needed before sponsors and corporate donors could be approached.

Website update comments - The functionality of the back end is still very similar to prior site. DB is not updated. Matt anticipates tens of thousands if not hundreds of thousands would be necessary to really update site properly. Ray Shem commented that there is much technical expertise amongst the Club membership that could be leveraged and Linda explained that a website committee does exist and members have the necessary skills to aid in development and implementation.

Discussion of funding request for CMC Press, 1:00pm – 1:05pm

Chun Chang explained on behalf of Sarah Gorecki that the Board is being asked by the CMC Press to approve funding for the conversion of 6 current CMC guidebooks into e-format. Kevin Duncan would prefer to fund this with donations rather than endowment money. It was acknowledged that this is seen as an incremental sales opportunity rather than a cannibalization of current sales. Chun explained that the CMC Press is in the black but by a very small amount - \$1,000. Consensus was that e-books would be nice, but not necessary, given revenues, budgets and the difficulty in differentiating the product but that it would be a good idea to find money in the budget to jump start the program.

Year of the Mountaineer update, 1:05pm – 1:08pm

The author of "RMNP: The 1st 100 Years" author has been engaged as a fundraising speaker. Book signing @ \$10/head. Trips are scheduled. Peaks are not scheduled yet. Members are not particularly aware of the event but we will get there. The marketing team will try to have specific calendar of events just for RMNP climbs and hikes. The Ft. Collins group has Enos Mills' granddaughter as presenter. Everest is posing a huge challenge funding-wise and is probably off the table. Denali is on but with different costing structure due to NPS. Island Peak trip on. All of those trips have leaders.

Funding request for "The Colorado 14ers Challenge" video 1:08pm – 1:20pm

Ryan Ross asked the Board for the opportunity to apply to outside entities to funding to market the video and reviewed the marketing plan. If funding is not secured from outside sources, Ryan is looking for a loan from the CMC in the amount of \$2,000. If a marketing grant is received, a matching grant from the Colorado Tourism Board would become available. The Board granted permission to proceed with a grant application.

Review of the Club's Drug and Alcohol policy, 1:20pm – 1:35 Bill Landesberg asked the Board for input and guidance on current policy. Discussion points included the use of specific verbiage such as "marijuana" and the operational practicality of the policy regardless of wording. Consensus is to draft the policy as simple and more generic with no reference to any specific substances. Bill will deliver committee's recommendation.

Finance update 1:35 – 1:45 Delivered by Linda Lawson and Chun Chang. We are $\frac{3}{4}$ through the year and there is a shortfall in dues, schools as well as CMC Press. Adventure Travel is coming into its own. Expenses have been reduced. Lease of building space provides \$30k. Membership dues are dropping

significantly. Chun explained that we will fall short of budget but only by \$10-20k.

Ray asked if membership declines past a certain number, what actions need to take place. Chun explained that revenue is diverse but when membership goes down it impacts other components like contributions and school education enrollment or adventure travel trip participation. Linda explained that our financial structure, relative to like organizations, is dues dependent rather than financed by endowment interest earned.

Nominating committee update, 1:45pm – 1:47pm

Several good Board candidates have been sourced and interviews will commence in August. Recommendations to the Board will follow. The target of 19 candidates was questioned as necessary and Kevin Duncan chimed that quality is better than quantity.

Website update, 1:47pm – 1:52pm

Chun explained that the website is stabilizing: complaints have decreased from 20/day to 5/day. The site is much more reliable and a lot of problems may be 'user errors' due to unfamiliarity. The web committee is looking at long term needs and funding required for improvements. The budgeted \$3,500/month is already a struggle funding-wise and even that amount is not enough to keep up with maintenance and improvement needs. Discussion of the complicated nature of the CMC's site vs. other like organizations revealed difficult operational needs that the site needs to manage like CRM, the store, content, reservations, and volunteer training.

No additions to agenda

Member comments, 1:53pm

Kevin Duncan: Board contributions – if you have not donated, please do so.

Meeting is adjourned, 1:54pm