



Colorado Mountain Club
Board of Directors Meeting
Saturday, October 15, 2014
American Mountaineering Center

Come to order 3:05 pm

Attendance:

Board Members: Kevin Duncan - President, Ray Shem – Vice President, Matt Biscan, Craig Clark, George Barisas, Bill Landesberg, Linda Lawson, Kevin Volz

Staff: Scott Robson, Chun Chang, Rachael Vermeal, Leslie Wollenberger

Board Nominee: Jeff Flax

Nomination Committee: John Spidell, John Fernandez, Tracy Atkins, Scott Otteman

Additions to agenda:

- Linda: Year of Mountaineer plus RMNP climbs

July minutes to be distributed by Matt Stevens before next meeting

Nominating committee report, Craig Clark, 3:11

- All the interviews with Jason Kolaczowski, Bruce McClintock and Jeff Flax went well. Bruce being stationed in Moscow is an issue.
- Discussion of current board member termination dates
- Linda L stated that the State Council needs to approve candidates and the Board ratifies thereafter.
- Motion to ratify: Ray Shem
- 2nd by Matt Biscan
 - Approved

Drug and alcohol policy discussion, 3:18

- The policy presented at the July 2014 meeting was revised and simplified.
- Discussion on updating waivers
- New policy needs to be circulated to board for approval
- Chun retrieved hard copies to be reviewed later in the meeting

3:25 KD introduces Scott Robson, Executive Director

Executive director report

- Been getting oriented
- Observations and recommendations after 30 days:
 - o Membership decline is key issue
 - o Been declining since 2001
 - o Structure of organization is unique and is cause for concern
 - o Duplication of efforts including group newsletters and group websites which affects messaging to members
 - o Financial issues involving groups using different banks & accounts
 - o Members' sentiment there is the 'State' and there are the 'Groups' which results in a Lack of trust and transparency
 - o Other challenges
 - o Barriers to participation which include a variety of fee structures
 - Benefits to members and groups are questioned
 - o Scott is a proponent to increasing participation and transparency within the staff, the state, the groups
 - o Strategic Plan take:
 - o Key items and important
 - o Structural issues of club not addressed by plan
 - o Staff actions may not be aligned with Strategic Plan
 - o The Strategic Plan is not sufficient enough to address the problems of over a decade of membership and revenue decline
 - o Kudos to Matt Stevens for the work done during the Executive Director search
 - o Scott has visited with Katie Blackett regarding her perspective of the organization and issues
 - o Scott's position is CMC as an organization needs to adopt programs and actions that make it as easy as possible for members and the general public to participate and interact
 - o Communication from Trip Leaders to members needs to be positive with all leaders utilizing the same message points
 - o Positive aspects of first few months:
 - Good mix of staff between vets and newbies; strong volunteers; diverse revenue, conservation efforts are visible; there is an opportunity to grow corporate sponsors
 - o Actions:
 - Attending and presenting at committee meetings; visibility with groups, events, staff meeting, personal attention to donors and renewing members
 - Joined Kevin Duncan for review of properties which could result in significant member benefits.

- Scott is forming CMC structural task force to work with him to address:
 - Current financial structure
 - Inconsistencies in fees
 - Inconsistencies in classification system
 - Coordination of websites, calendars, newsletters

President report:

- Affirmed that structure is an issue. Kevin asked for BOD members thoughts in response to Scott's assessment. The following comments are a summary of comments by BOD members.s?
 - Annual Member Meeting may be of value; Group Structure is deeply imbedded in the organization; State needs to identify value added to Group activities; Groups have limited volunteer resources to support additional efforts; website is critical to growth; Groups need assistance to provide consistent training curriculum; Groups understand need for increased membership but have limited tools to develop growth programs
- Revisit alcohol and drug policy: 4:20
 - Bill: motion to accept
 - Matt B: 2nd
 - Approved
- Finance report 4:30 – 5:00
 - Review 2013/2014 income statement, balance sheet and 2014/2015 budget assumptions
 - Cash flow is tight
 - Review 2014/2015 income statement, balance sheet
 - Operating income \$5K before depreciation
 - Review of 2014/2015 expense budget comments
 - Motion to approve budget by Linda
 - 2nded: George
 - Approved

Break: 5:05 – 5:10

President's report (cont)

Discussion on insurance

- Should CMC poll members on benefits needed/wanted
 - Insurance, huts reservations T & T as a hard/electronic copy, rescue insurance
 - Discussion on offering insurance to enhance the perception of value

Discussion on fundraising, Leslie Wollenberger, 5:25 – 5:45

- Great time of year for fund raising push
- Review of development activities, board opportunities

Year of Mountaineer, Linda L 5:45

- Started September 4th, RMNP climbs: 50 climbs with only 6 cancellations; now aYOM link on website; need more volunteers to lead trips to top 100 peaks in RMNP; Jason will be leading Denali and blogging about trip

Report from officers, 5:48

- Kevin D: Chris Davenport example of CMC branding and relevancy challenges to younger age demographics.
- Scott: Bent Gate co-branding example of partnerships that can help CMC relevancy and positioning.

Meeting adjourned: 5:57