

# **THE COLORADO MOUNTAIN CLUB STATE BOARD MEETING MINUTES**

**JULY 14, 2007**

**AMERICAN MOUNTAINEERING CENTER, GOLDEN, COLORADO**

The meeting was called to order at 10:05 am by Janice Heidel, State Board President. Members of the State in attendance were: Bill Brown, Kent Crites, Jay Fell Peter Gowen, Kent Groninger, Art Hogling, Earl Hughes, Ed Seely, David Tabor, Wynne Whyman, Carol Kurt, Todd Whalen, and David Hite. Others in attendance were Kristy Judd, Executive Director; Cathy McGuire, Controller; Nina Johnson, Museum Director; Nancie Biery and Nicki Kelly, Nominating Committee members; Bryan Martin, Assistance Director of Conservation; and representatives of the Gore Range Group:

## **Presentation by Gore Range Group**

On behalf of the Group, Allen Best presented Janice Heidel as President of the CMC with a large color photo of him taken during an ascent of Mt. Powell, the highest peak in the Gore Range. Janice gratefully accepted the gift on behalf of the Club.

## **Progress Report from the Nominating Committee**

David Hite, committee chair. introduced committee members Nancie Biery, Nicki Kelly, and Bill Brown. David distributed two items. The first was a request that Board members identify their skill sets from an augmented list used by past Nominating Committee to identify areas of need as the committee seeks new candidates for the State Board. The second was a draft Statement of Commitment to be signed by Board members. The Statement contains duties and responsibilities expected from the CMC constitution and bylaws. David ask Board members to consider the draft and give the Nominating Committee thoughts on the wording and overall value of this approach.

## **Member Comment Period**

Bryan Martin introduced himself as the Club's new Assistant Director of Conservation. He noted that among his most important duties were

strengthening Club relationships with governmental land managers and growing the number of CMC members volunteers for conservation efforts.

Nanci Biery reported that the El Pueblo group does not have a chairperson. She is the currently the contact for the Group.

### **Approval of the April 14, 2007 Minutes**

The minutes were approved with the following change: page 1, with reference to discussion of the six year strategic plan, the last sentence should read "After group discussions, reports were made, discussed, amended and drafts were adopted by the Board."

### **Approval of the 2008 Budget**

Janice Heidel noted that the budget for the fiscal year beginning October 1 is most often is approved at a September or October meeting of the Board. But through the efforts of the State Finance Committee, the staff and Cathy McGuire and Kristy Judd, a budget is ready for the Board's consideration. Board discussion of the 2008 budget included the following suggestions for improving budget presentations: there is a need for more current financial data; the budget narrative should include a separate table detailing SCFD money among the administrative departments; G & A should be detailed in a separate table; increases or decreases in staffing should be noted as well as the growth or decline trends in membership, and a narrative statement of the financial health of the Club. Janice Heidel noted that the Budget reflects no increase in the State dues.

The 2008 budget was approved without amendment on a vote of 13 in favor with one abstention.

### **Approval of Six Year Strategic Plan**

Wynne Whyman suggested that today's goal should be to approve the basic elements of the Strategic Plan, namely the Vision, the Mission, Values, and Goals and Objectives.

*Vision:* after discussion, the Vision Statement was approved with a vote of 13 in favor and one abstention.

*Values:* Bill Brown offered the following amendment to the values statement regarding Members: We believe in our MEMBERS; they are the owners and primary customers of the Club. After discussion the amendment was defeated on a vote of 2-11-0.

Kent Groninger suggested that in the same value statement be changed by striking the dash and substituting the word by. The statement would read, We believe in our MEMBERS; we value each of our members by putting their needs and interests at center of what we do. The suggestion was moved, seconded and adopted on a vote of 11 in favor and 2 abstentions.

Jay Fell moved a change in the safety statement to read: We believe in SAFETY; the first goal of Club activities is to avoid injury or accident. After discussion the motion was adopted on a vote of 12-1-1.

The Values statement, as amended, was adopted on a vote of 12-0-2.

*Goals and Objectives:* One motion was made and withdrawn to combine, M6-Increase membership, with M7-Increase membership retention.

A second motion was defeated to combine M2-Encourage greater participation by prospective members in CMC programs and activities facilitating their membership, and M3- Increase member participation in CMC programs and activities.

Discussion pursued on whether to represent the Strategic Plan as a final plan without priorities or how participants are to implement the plan. A motion was adopted 13-1-0 to adopt the grid of Goals and Objectives. A second motion was adopted 12-0-2 to label the grid “Strategic Goals and Objectives” of the CMC.

*Title of the Document:* The following motion to change the title of the document lost:

1. Strategic Plan Concept --lost 5-7-2.
2. Change the date to July 14, 2007; leave the word “Draft” in pending the establishment of priorities and timelines for implementation --lost 6-6-1.
3. Remove the entire title -- lost 7-7-0.

### **Membership Task Team Recommendations**

Art Hogland, chair of the Membership Task Term, noted that the team began its study before the State Board initiated its work on a Strategic Plan. The task team was comprised of 14 members, 5 State Board members (Bill Brown, Earl Hughes, Gavin Maurer, Ed Seely, and Art Hogland), and 9 non-Board members(Ginger Ellis, Chris Halaska, Chuck Jacoby, Kirsten Kindt, Joe Mahoney, Bill Markley, John O’Leary, and John Raich).

Art noted the 2008 adopted by the State Board implemented in part one of the task team recommendations, namely the funding of a membership/ marketing position. The Board approved a part-time position.

Art summarized 11 strategies from the task team report:

- create a state level membership/marketing committee;
- establish an annual statewide membership workshop;
- develop/expand relationships with outdoor retailers;
- promote/educate members about existing CMC opportunities;
- create a Speaker's Bureau outreach to civic, business, and service organizations;
- coordinate and collaborate with the Youth Education Program;
- establish a staff membership/marketing position;
- use SCFD database to market CMC;
- pilot a multiyear membership program;
- develop an archive of Club membership surveys and activities; and
- align dues structure to assist in increasing new membership & retention.

The Board Secretary was asked to send all non-Board members of the task team a letter of appreciation for their service in this effort.

### **Financial Policy**

Todd Whalen delivered the following report from the State Finance Committee. The '07 Audit firm identified an issue that the committee recommends can be addressed with a policy that requires all wire transfers above a certain dollar amount be authorized with two signatories. A motion to approve the new procedure was adopted on a unanimous vote.

### **Expedition Committee Status Report**

At the Board's April 14, 2007 meeting Cleve Armstrong presented a proposal to reestablish the Expeditions Committee which had been dissolved by the Board in 2001. After discussion, a motion was adopted to refer the proposal to the HAMS and Adventure Travel Committees for recommendation to the Board at today's meeting. Cleve has gained the support of the Adventure Travel Committee. HAMS executive committee passed a motion agreeing to a general support for the revival of the Committee. Cleve has expressed interest in an eventual merger of the Expeditions Committee with HAMS and HAMS becoming a state level section.

The Board adopted a motion to reinstate the State Expeditions Committee and request Cleve Armstrong bring to the Board's October meeting committee guidelines, composition of the committee membership and objectives to be achieved based upon a strategic plan.

### **Eckart Roder Fund Distribution Proposal**

Kristy Judd explained that four proposals have been made for funding this year by the Eckart Roder Fund and the recommendations to fund all four: 1) \$996 for development of an Avalanche Awareness School operated by the Pikes Peak Group; 2) \$825 for rock climbing campership for low income youth ; 3) \$1,000 for video recording of WTS lectures; and 4) \$520 for Fort Collins ski clinic.

After a short discussion a motion was approved on a 12-1 vote to approve all the requests.

### **Officer and ED Reports**

Janice reported that the Executive Committee had approved a request for the Club's membership list for mailing from the Denver Museum of Nature and Science. In turn, the Club will receive the Museum membership list for mailing purposes.

To date, the Board members have donated \$5,000 toward the \$10,000 goal for Board giving to the Club in FY 2007. In addition a contribution of \$2,000 has been given by a corporation.

### **Publications Task Force**

Tom Beckwith, CMC Publications Manager, discussed the dollar savings of changing the Activities Schedule from a magazine format to a tabloid format. In the future the plan is to publish a tabloid three times a year. The online trip listing and scheduling has been a big success and thus the largest contributing factor in the eventual move away from a printed trip schedule.

### **Adjournment**

The meeting was adjourned at 3:33 pm.