

**The Colorado Mountain Club
State Board Meeting
American Mountaineering Center - July 15, 2006**

The meeting was convened by Janice Heidel, President at 10 am with the following Board members in attendance: Susan Baker, Jay Fell, Peter Gowen, Kent Groninger, David Hite, Art Hogling, Earl Hughes, Carol Kurt, Tom Kurt, Ann Morgan, Dave Tabor, Ed Seely, Todd Whalen, and Wynne Whyman. Others in attendance were Jerry Caplan, President of the Colorado Mountain Club Foundation, Bea Slingsby, Julie Beckwith, Tom Beckwith, Cathy McGuire, Vera Smith, Doug Skiba, Brenda Porter, Woodie Smith, Alan Stark, Ralph Swain, USDA Forest Service., and David Tabor.

Welcome and Introductions

Janice Heidel introduced Jerry Caplan, CMC Foundation President. Mr. Caplan's comments included an explanation of the Foundation's administration of a trust that enables individuals to give money to the Foundation and be paid an annual interest as a percentage of the gift. Upon the donor's death the gift is retained by the Foundation. Secondly, Mr. Caplan reported on the Foundation's Finance Committee meeting with members of the CMC Press Advisory Committee. He noted that the Finance Committee will be favorably inclined to recommend the Foundation loan the Press \$30,000 when the Foundation meets on August 21. He emphasized the amount was a loan with the expectation that interest and a share of the principal would be repaid to the Foundation every year. If the Press defaults on the loan, the Foundation would make claims on the assets of the Club. The provisions of the note written by Mr. Caplan will need to be approved by the Board.

Approval of Board Minutes

A motion was made, seconded and adopted to approve the minutes of the Board's April 15, 2006 meeting.

Departments and Committee Reports

Janice Heidel stated this portion of the agenda would focus on a very brief presentation of department and committee strategic plans and budget overviews for FY07.

Department of Education. Brenda Porter gave a power point presentation which emphasized the accomplishments and goals of the education program. Goals include the development of three new educational units and more family oriented programs. She also referenced the Department's draft strategic plan and reminded the Board that no members dues--only corporate, foundation and individual contributions, registration fees and SCFD moneys-- support the education program.

In response to questions from the Board Brenda reported the following: one additional full-time staff and some twenty volunteers help the department; she intends to use the American Mountaineering Museum (opening in '08) in an outreach partnership;

and the greatest number of students in Club classes are middle school students.

CMC Press. Alan Stark, Publisher, reported that book sales are up 19% from last year. The Press has reached 82% of its sales goal with three months before the end of the fiscal year. The Press has published three books this year; the goal is publication of four in FY'07. The Press' strategic plan and other elements of a business plan were presented to the Board in April.

Adventure Travel. Bea Slingsby summarized the Committee's strategic plan. It emphasizes increasing the number of travel opportunities and the number of CMC members participating in trips. She reported 19 trips have been scheduled this fiscal year. The committee's budget request for '07 includes \$1600 for establishment of a Adventure Travel home page and \$1,000 for a part-time office staff person.

Archives. Woodie Smith's report focused on his magnet project, a set of five, 2"x 3.5" magnetized historic black and white photos from CMC archives. The set is for sale in the CMC office. Another goal is to have CMC Press publish books from CMC archived material. His budget request for FY '07 is \$500.

Conservation. Vera Smith, introduced Doug Skiba as a new full-time employee for Conservation. Vera gave a power point overview of the department's activities and proposed programs for 2006-08. Among the activities and programs she emphasized "restoration of the quiet experience" and access issues and programs on understanding climate change and a stand alone program to engage more people --recreationists -- in the region's conservation movement and motivate them to participate in action efforts. Highlighting her proposed budget is a request for additional staff: .5 FTE for educational policy development, 1 FTE for recreation policy, 1 FTE for climate education and policy and .5 FTE for access issues. The department's current staff consists of three fulltime employees plus one employee funded by a "collation" plus one full time volunteer.

Vera encouraged Board members to use **Good Search** as an alternative to Goggle for computer generated information. Every search identified from a CMC member is a one cent contribution to the Club.

In response to questions and comments from the Board, Vera noted that 1) Conservation and Education work closely; and 2) the Board's input on the direction her department pursues is important because many topics produce tensions between communities of interest and conflicts that spin out of reeducation efforts.

Development. Kristy Judd and Kent Groninger highlighted Development's strategic plan built in partnership with the Club and Foundation Joint Development Committee. Kent emphasized the challenge of this new effort to enhance contributions and earned income. The effort has been assisted by the recent purchase of a fundraising package called Raisers' Edge. Kristy and Kent emphasized the project's goal of better messaging.

Library. Susan Baker and Kristy Judd presented an overview of the Library's 2006 work plan. Susan emphasized her commitment to acquire \$1,000 worth of books

annually. Among the Library goals are to create a Library web page, advertise the facility, and establish a Friends of the Library Society.

Marketing. Kristy Judd called the Board's attention to the "Marketing Play Book" written by Shelly St. John a couple of years ago following an ad hoc marketing committee focus group session. Kristy stated that the Club's major marketing effort is now focused on expansion of the Web site. Online scheduling is in its final development stage.

Sherry Richardson's report to the Board lists 2006-7 objectives for the Web Page Design Project as:

1. Complete Trip Management Phase,
2. Debug and add enhancement to completed phases as needed,
3. Train Volunteers and Members, and
4. Propose policies as needed.

Membership. Although a strategic plan was not given to the Board, Art Hogling as chair of the Membership Committee reported that the membership effort should be regarded as a one year task force. He suggested that a mid-fiscal year '07 budget would be presented to the Board. He is now recruiting members for the effort.

Publications. Tom Beckwith, Publications Manager, presented a strategic plan which focuses on 1) making the printed activity schedule a subscription-only piece and not an automatic benefit of membership in the Club; and 2) improving quality, value, and timeliness of the T&T magazine. Tom also reported on his role in meeting the information technology needs of the Club. He will present a budget proposal to obtain IT services after receiving responses to a RFP.

Safety and Leadership. Ed Seely, Safety and Leadership Chairman, highlighted the committee's 2006 Strategic/Operational Plan. The plan lists four goals, their current status, and timelines for implementation if known. The goals are:

- recommend certification standards for leaders;
- recommend first aid training standards for leaders;
- support and facilitate leader training; and
- coordinate investigation of CMC mountaineering accidents.

Study Session

Concurrent with a lunch the Board was given a power point presentation by Ralph Swain, Rocky Mountain Regional Office, USDA, Forest Service. The presentation summarized several findings in a recent publication authored by Ken Cordell, a scientist with the Forest Service in Athens, Georgia. The book is titled **The Multiple Values of Wilderness**. Among the points emphasized in Mr. Swain's presentation and discussion with the Board were the following:

--federal wilderness lands are increasingly influenced by human use and presence driven by population growth;
--most people support designation of federal wild lands as wilderness and many feel that more lands should be so designated mostly because of its contributions to cleaner water and air;
--in addition to social and economic values, wilderness has ecological and intrinsic values.
--forums are being conducted throughout Colorado and the five state area regarding the future of wilderness lands; and
--a quota use system for all wilderness areas is an approach that must be part of any discussion of future use of federal lands.

New Business

Conformity of CMC's Ten Essentials to Mountaineers' Listing. At the request of Tom Beckwith, Ed Seely moved that the CMC Ten Essentials be referred to as the CMC Ten Essential Systems and consist of the following systems:

1. Navigation
2. Sun Protection
3. Insulation (extra clothing)
4. Illumination
5. First-aid supplies
6. Fire
7. Repair kit and tools, including knife
8. Nutrition (extra food)
9. Hydration (extra water)
10. Emergency shelter

Ed and Tom suggested that the Mountaineers approach should be taken if it will result in greater safety, protection, and comfort for our members in the backcountry. The uncertain provenance of the CMC list needs to be addressed, suggested Tom.

The motion was seconded and adopted by vote of eight members for, one against, and four abstaining.

Content and Focus of the Trail & Timberline. David Hite moved the following: An ad hoc fact-finding committee be formed to examine relevant issues regarding the T&T. The committee be representative of the Board and the membership. The issues examined should include but not be limited to increasing the number of subjects appearing in the publication, ways of involving contributions from Groups throughout the state, paying for articles/stories./ reviews, the current T&T budget and options for financing. The committee will report finding and recommendations to the Board at the October meeting.

The motion was seconded.

In support of the motion David stated that the T&T remains the single, consistent line of communication from the State to the membership. Reduced to a quarterly for the last 18 months and with the current issue a very thin 16 page issue, David ask what kind of a message is being sent to the membership? He reported that the chair of the Publications Committee support discussion of the subject and establishment of a Board level ad hoc group to determine how the publication can best serve the membership.

Tom Beckwith reported that cost of each quarterly T&T is approximately \$5,000.

After Board discussion a substitute motion was adopted to postpone the motion indefinitely. The vote was 6 for, 2 against, and 3 abstaining.

Disbursement of \$764 to the El Pueblo Group from the Eckart Roder Fund.

Kristy Judd reviewed a request written by Nancie Biery, chair of the El Pueblo Group for the funding of leadership education. The funds would be spent for participation of 20 Pueblo Group leaders in a one day course taught by the CSU-Pueblo Experiential Learning Center. The Center supervises an obstacle course constructed with steel cables, ropes and wood suspended from utility poles. The training promotes cooperation, self-confidence, and group problem solving skills.

Two Board members suggested that participants pay a portion of the fee. After discussion and motion was made, seconded and adopted unanimously to fund the request.

President's Report. Janice Heidel announced that the Board Retreat will be the weekend of January 20-21, 2007. It will be combined with a regular Board meeting.

Janice asked for reaction to the monthly e-mail report from the President. The Board responded favorably.

Janice reported that she has a weekly telephone conference with Kristy Judd which has become beneficial to both parties. She also noted that Art Hogling has joined her in periodic visits to Golden to talk with staff and that Art will attend Denver Council meetings on a regular basis.

Janice reported that she will attend as many Group annual dinners as possible this year and that she would appreciate the assistance of other Board members in attending meetings of outstate Groups. Janice also reported that she will award six President's awards this year.

Janice announced that the leaders for the Kilimanjaro CMC trip have been reinstated as club leaders after the customary investigation conducted after a death on a trip. The investigation was conducted by the State Leadership and Safety Committee.

Janice announced that a portion of the SCFD allocation to the CMC has been used to payoff a loan made by the Denver Group to the state for development of the Web page.

Janice reminded Board members of the Board pledge for FY '06 to support the Clubs general fund through contributions.

Janice announced the appointment of Board members Ann Morgan and Peter Gowen to a committee to study the issue raised by CMC schools having to secure permits from the Forest Service .

Vice President's Report. Art Hogling stressed the need for additional Membership Committee members. He also reported that he will be traveling to outstate Groups. He praised the hard work of Janice and the exceptional work of the CMC staff.

Treasurer's Report. Todd Whalen introduced himself as the new State Treasurer and expressed enthusiasm for the challenges of the job. His phone number is 720-849-4049.

Upcoming Events. Kristy announced four upcoming events and encouraged Board attendance.

--September 30 State Council meeting and

21 Century Circle Fall Event;

--August 31 Museum design unveiling; and

--November 29 opening of CMC Photo Show.

Adjournment. A motion was made, seconded, and adopted to adjourn the Board meeting at 3:50 p.m.