The Mountaineers

Minutes of the monthly meeting of the Board of Trustees
January 7, 2010

Board members present:
Officers
President - Eric Linxweiler
President Elect - Tab Wilkins
Secretary - Steve Sears
Treasurer - Mike Dean
VP Publishing - Don Heck
VP Properties - Dave Claar

Trustees at Large
Kirk Alm
Rich Draves
Dale Flynn
Ed Henderson
Lynn Hyde
John Ohlson
Mark Scheffer
Dave Shema
Mona West

Branch Trustees
Steven Glenn – Bellingham
Rob Simonson – Everett
Gerry Haugen – Foothills
Jimmy James- Kitsap
Mike Maude – Seattle
Tom Shimko – Tacoma
John Flanagan – Olympia

Board Members absent: none

Guests Present: Helen Cherullo, Blair Cossey, Martinique Grigg, Paul Robisch, Fran Troje, Scott Eby, Tom O'Keefe

Call to Order
The meeting was called to order at 7:07 PM by Mountaineers President Eric Linxweiler in Room 110 at the Magnuson headquarters. The President and Secretary were in attendance. A quorum was established.

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Approve Agenda
It was moved by Don Heck and seconded to approve the agenda.
It was moved by Steve Sears to amend the agenda to include New Business item, a motion to allow Foundation consideration of a Program Development grant. The motion passed.
It was moved by Steve Sears to amend the agenda to include New Business item, a motion to remove $19,396.74 from the Long Term Building Fund. The motion passed.
The motion to approve the agenda passed.

Approve Minutes of the December 2009 Meeting
It was moved by Steve Glen and seconded to approve the December 2009 Board minutes. It was moved by Steve Sears and seconded to amend the minutes correcting the meeting adjournment time from 9:52 to 8:37. The amendment passed
It was moved by Ed Henderson to amend the minutes correcting that John Edwards was appointed as Chair of the Conservation Divisions Executive Committee.
The amendment passed. The amended December 2009 minutes passed.

Officer/Staff Reports
President Eric Linxweiler:

President Elect Tab Wilkins reported:
- Met with several candidates for Officer positions and worked on compiling an Officer Slate for next President's term
- Hosted the Managing Committee Meeting on Dec 17 at the Seattle Clubhouse to introduce new Executive Director Martinique Grigg to branch leaders
- Took the Executive Director and Controller to lunch after their first two weeks at the Mountaineers
- Ran the Seattle Branch New Member Meeting in December (6 attendee) and January (35 attended).

Executive Director Martinique Grigg reported: see attached report

Secretary Steve Sears reported:
- The next board meeting will be on February 4th, 2010

Treasurer Mike Dean reported:
- YTD Total Club Revenue is $89000 ahead of budget
- YTD Total Club Expenditures are $27,000 less than budget leaving YTD Total Club Net Income $116,000 ahead of budget
- YTD Net Income excluding books is $59,000 ahead of budget of which $56,000 is derived from Branches and Division

Books Division Publisher Helen Cherullo reported:

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- November sales were $20,000 above the goal of $220,000
- Year to Date, Books is 14% ahead of plan and is 27 % ahead of last year
- Year to Date, Books Net Income is $53000 which is $57,000 ahead of goal
- After the first 3 days of January Books has met 30 % of its monthly goal

Vice-President of Recreational Properties Dave Claar reported:

- Lodge use during Christmas was about 75% of normal
- The snow levels are marginal at most lodges causing usage to be down
- The snow cat at Meany Lodge broke an axle, repairs are under way
- The Properties Division is considering fire insurance for the lodges
    - The cost will be approximately $16,000

Committee Reports

The Nominating Committee reported via Eric Linxweiler that the following candidates are running for Board Officer positions.

- Club President- candidate Tab Wilkins
- President Elect- candidate Mona West
- Secretary- candidate Lorna Corrigan
- Vice President of Properties- candidate Dave Claar
- Vice President of Publishing- candidate Don Heck

The position of Treasurer currently has no candidates. Elections will be held at the February Board of Trustees meeting.

New Business

Tax Status Martinique Grigg

It was moved by Don Heck and seconded to move into Executive Session.

The sensitive nature of club business was the reason for the Executive session,

Confidential Executive Session

End Confidential Executive Session

It was moved by Rich Draves and seconded to approve the Mountaineers Foundation consideration of a $25,000 Program Development grant request for the Trailhead Program. The motion passed.

Program Reports

- Laura Rightmyer of the Kitsap branch reported on the Kitsap HARK program.
- Recreational Resources report was turned over to the Recreational Resources associate Tom O'Keefe, who reported that
    - He testified on the Alpine Lakes expansion opportunities in Washington D.C.
    - NOAA is analyzing the public impact on the Orca whale population
    - Stevens Pass ski area management is working on a development plan for summer use.

        - There is a 30 day comment period now under way
    - The Recreational Resources Committee will be commenting in Olympia regarding bills on funding and access on DNR lands
    - Access and mountain biking development is being considered for Olallie State Park
    - A bill is in the U.S. Senate to consider rebuilding the Stehekin Road
        - The planned road footprint encroaches on the Pacific Crest Trail
        - Our State's Senators. are looking for input
        - The new road footprint would require moving the wilderness boundary

Good of the Order

- Lynn Hyde has been working with Wolfe Bauer on his biography which will be out soon
- Dale Flynn noted that enrollment for the Seattle climbing course is significantly higher than last year, as are the number of Scramble and Nordic class applicants

Adjournment

It was moved by Don Heck and seconded to adjourn the meeting of the Mountaineers Board of Trustees at 9:28 pm.

Attachment List:
Executive Director Report

To:	Mountaineers Board of Directors	**From:**	Martinique Grigg
cc:	Mountaineers Staff	**Date:**	January 7 2010
Subject:	**Executive Director Report: December Accomplishments**		

In the last month we have finalized the board approved budget and spent time with Anne and Mona to ensure a smooth leadership transition. In the upcoming month, we will continue to evolve financial and membership reporting and focus on meeting our revenue goals through a membership direct mail campaign, marketing for the properties and courses and building our fundraising efforts.

Membership/ Member Services

We saw an up tick in membership this month over the prior month.

	DEC	NOV	Month over Month Growth	Growth over DEC 2008
Total	9,816	9,711	1.1%	-1.1%
New	219	181		
Lapsed	221	184		

- The increase was partially driven by a membership email sent out in Mid-December. The email had a 25% open rate and helped generate 29 gift memberships in December which is the highest gift membership month in memory.
- Member services will launch 2 close the gap initiatives this week including an introductory email to new members and phone calls to new and dropped members.

Fundraising

- The mid- December email also included an appeal for donations and we saw a substantial improvements in donations to both the club and foundation this year. Including one $10k gift to the Friends of Mountaineers.
- The website was updated to allow a donations link to be visible.
- The board of trustees has made significant progress towards their give or get goal of $10k. So far there is 20% board participation and $2k in donations to the Mountaineers Annual Fund and $2k in commitments to the Friends of Mountaineers through the Foundation.
- Draft fundraising case statements for youth programs completed.
- The Fundraising Committee approved several grants for The Mountaineers Foundation
    - $6,000 to youth theatre camp scholarships

- $7,745 Mountaineers Productions, pending revision and review
- $1,715 to Avalanche Training
- $25,000 to Programs, will need board approval

DONATIONS	Dec-08	Dec-09
Club	$ 897	$ 2,579
Foundation	$ 5,041	$ 20,522

Marketing/Publications/ Events

- Successful Banff, we increased sales in tickets, beverages and books.

		2008		2009
Ticket Sales	$	18,603	$	19,000
Beverage Sales	$	2,752	$	3,945
Book Sale	$	923	$	8,432
Total	$	22,278	$	31,377

- 2 close the gap initiatives were completed: Added newsletter subscription to front page of website. This allows non-members to get the Routefinder monthly e-newsletter, as well as giving them the option to get public policy related and/or third-party emails. Currently, there are around 1400 non-members who get Routefinder. Added a larger "Join" graphic to front page with prominent placement.
- Have completed a timeline for moving forward on Going Green with the *Go Guide* and ballpark quotes on printing costs for moving to a new, quarterly periodical with four-color.

Programs

- 3 Trailhead "Snowshoeing For Beginners" programs, 4 non members, 2 conversions.
- Began laying groundwork for club-wide program data tracking project.
- Developed working model of Trailhead branch/committee orientation presentation.
- Continue to schedule branch meetings for club-wide program development workgroup.

Public Policy

- Thomas Power, to agree to do an economic study for the American Alps Legacy Project on economic possibilities for the "gateway communities" that would flank the expanded North Cascades National Park. The results will create support for park additions among local business leaders on each side of the Cascade Crest.
- The Mountaineers hosted a Conservation Holiday part with over 150 attendees which brought together The Mountaineers-American Whitewater-Washington Wilderness Coalition.

Staff and Organizational Changes, Building Updates

- Mountaineers staff was re-organized internally so that Finance, the Building and Human Resources all report into the controller. All other functions till report to the ED.
- The librarian position was eliminated in an effort to cut expenses. Members still have access to the library by appointment through member services but can not check out books. Member services is working on a more defined process which will be posted on the website and in the Go Guide. We are also working with the library and history committees to develop a longer term solution for the collection.
- Billed and contracted building rentals are $33k of $64k budget.
- Building occupancy permit received, volunteers have begun to build third climbing wall in Goodman C and artwork hung.

Financial Reporting

The Mountaineers have made great strides in improved financial management and reporting under Mike, Anne and Mona's direction. Blair and I will continue to refine our financial reporting in the coming months.

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Mission: To enrich the community by helping people explore, conserve, learn about and enjoy the lands and waters of the Pacific Northwest.

APPENDIX

1) Email sent

Northwest Environmental Issues Course - Students in this course are given the skills necessary to be informed environmental advocates. They learn grassroots skills and are given in-depth background on local issues by key players from government, universities and other environmental organizations. Help us a make a better informed public.

To make a donation to The Mountaineers Annual Fund, visit our website (you will be asked to log in before making your contribution)

Make Donation

Membership

With over 2,800 outdoor activities a year, a membership in The Mountaineers is a gift that keeps on giving. If the person on your list loves the outdoors, we have plenty for them to do: climbing, skiing, hiking, backpacking, snowshoeing and much more. Gift an experience like no other!

- Access to over 2,800 outdoor activities each year
- 20% discount on books and maps through our bookstore (link)
- Discounts on classes and special events
- Discounts at our three mountain lodges
- 12 issues of The Mountaineer magazine

Download Get the Gift Membership form (PDF, 2KB)

Classes

If someone you know wants to get outdoors and try a new sport, or maybe brush up on some skills, our classes are the perfect gift! From our all-in-one courses like Basic Alpine Climbing, to our nuts-and-bolts essential classes like Navigation and First Aid, we make sure our students know how to be smart, and enjoy the outdoors safely. Follow the links below to see some of our upcoming classes:

- Basic Alpine Climbing
- Navigation
- First Aid
- Nordic/Cross-Country Skiing

And much more throughout the year!

Contact Member Services, 206-521-6001, for help choosing the right class, or search our website.