EVERETT MOUNTAINEERS

EXECUTIVE COMMITTEE

MEETING

February 1, 2011

**ATTENDEES:** Ed Andrews, Forrest Clark, Blair Cossey, Bernadette Lamarca, Evan Moses, Ginger Stackpole, Carrie Strandell, Matt Vadnal, Lee Wilcox

Meeting started at 7:05 PM

Introduction of those present

**GUEST SPEAKER – Blair Cossey, Director of Finance**

**Financial Operation**

* Organization is losing $200,000
* This year, it was between $250,000 - $300,000
* To get out of this hole, the organization needs to raise revenues by:
* Increasing course fees by 5% this year
* Increasing membership by 10%
* Increasing lodge revenues
* Fund raising, which will generate the majority of the revenues
* 20% of course fees go to the organization
* 16% - 18% of each branch’s membership dues go back to the branch, dollar amount is based on branch revenue and number of members per branch
* Each branch pays a flat fee per month for services (accounting, membership, course sign-ups) provided by the organization – the dollar amount is based on the revenue and the number of member in each branch, e.g. Seattle pays $45,000/year
* Every year, the budget had a loss but no one did anything about it. A 3-year projection was presented to the board:
* 2011 – lost money
* 2012 – lost money
* 2012 – 2013 – should be in the black
* The biggest driver to get the organization in the black is fund-raising
* Laurie Ward is in charge of developing the fund-raising aspect
* Other sister organizations get 30% - 40% of their revenues through fund-raising
* We get <5%
* Get people involved
* Youth involvement
* 501C3 is an incentive for people to donate money to the organization

**Budget**

* May 2011 – next budget guidelines will go out
* First draft of the budget from each branch to be submitted at the beginning of July
* Final draft to be submitted by the end of July
* Present the budget to the financial committee in August
* Present the budget to the board in September for approval
* The organization is losing $24,000 a year
* Laurie Ward started the Peak Society, a lot of people signed up
* Everett Budget looks good

**Membership**

* Goal for Everett is to be a 1000-member branch
* Organization-wide, there is no problem in getting new members; the problem is membership retention
* Suggestions on how to retain membership:
* Get them involved
* Goal is to retain membership for 3 years
* Contact those that dropped membership and find out why they quit; the Program Center (PC) started doing it but does not have the people power to keep it going
* Other branches (TAC, OLY) work on retaining membership using the system above; more sincere if the call is coming from the branch
* Give the branch a membership list
* Call the members
* Inform about the fun activities, conservation
* Focus on the youth
* Inspire volunteer participation

**501C-3**

* Applied in June 2010
* Approved in January 2011
* Back-dated to June 2010
* Reasons for converting to 501C3
* A lot of organizations give grants to
* Program development
* Education
* Conservation
* Portion of membership dues will be tax deductible - $20?
* More effective serving our mission
* Fund-raising a lot more effective
* Companies and sponsorships will be a benefit to the organization
* Started communicating with membership what we want to do, why we want the conversion to 501C3. Started with the:
* Executive level
* Board of Directors
* Finance Committee
* Executive Committee of each branch
* Branch members, membership via website
* There will be a Town Hall meeting at each branch
* The process:
* Applied for 501C3 as a new organization
* The new name will be the Mountaineers of the Pacific Northwest
* Once the merger is done, the name will change back to the Mountaineers, with a new tax ID number
* Once approved, everything from the old organization will be rolled into the new organization
* The purposes and articles were changed slightly to cater to what the IRS wants to see
* The merge will be seamless
* Key milestones:
* Spring 2010 – created a new organization
* Spring 2011 – execute the merger

**Other Issues**

* Website will be down for upgrade on February 2, 2011 between 5am and 10am
* Laurie Ward is the liaison for the Everett branch
* Funnel questions to liaison for solutions
* Laurie will refer to the right person for answers
* Goal is for one staff member to attend one branch meeting every quarter and one annual meeting to build a relationship with each branch
* Evening of Legends on April 8
* Everett Board of Trustee (BoT) attendance to meetings was next to none

**NOMINATING COMMITTEE – Carrie Strandell**

* First meeting on January 26
* Select candidates for all positions, including BoT, except for Secretary
* Need suggestions for potential candidates for the different positions
* There are 33 potential candidates
* Next meeting February 2
* Send out letters to people the committee thinks will be qualified for each specific position
* Election (mid-term) is temporarily scheduled for March 15 – done electronically
* There will be another election in September per by-laws

**KAYAKING – Ginger Stackpole**

* Meeting last week
* Worked on trip planning
* 20 sign-ups
* Need more leaders
* Registration ends 3/15
* Course starts 4/4

**NEW BUSINESS – Evan Moses**

* Set up an Everett Mountaineers account last year with meetup.com
* Cost is $72 every six months
* We will keep the account, expense under Branch admin
* Singles and Hiking Committee use it
* Monthly membership meeting is posted at meetup.com

**SKIING – Lee Wilcox**

* 45 sign-ups for Avalanche Course
* About 20 completed Backcountry course
* Ski mountaineering course will not be offered; instead, it will be a module of the Intermediate course

**NORDIC SKIING - Carrie Strandell**

* 33 students
* 2 dropped out
* Winter camping course – 5 sign-ups

**LOTM – Forrest Clark**

* Trail maintenance events: 2/20, 3/12
* Possibility of moving National Trails Day (NTD) from Lord Hill (LH)
* A lot of people in the branch are unhappy having NTD at LH because it is county property and they don’t get a forest pass because they are not on Forest Service (FS) property
* Undecided about where to hold NTD but leaning more towards LH if nobody speaks up
* Trail Maintenance Training (TMT) on 4/9, 9a – 4p
* Crew Leader Training (CLT) on 4/23 8a – 4p
* All three lookouts need new roofs
* Heybrook Lookout suffered catastrophic failure – water flooded the LO
* Roofing material has exceeded its life span
* Can’t do anything to the roof because it is a membrane roof
* Forest Service wants to replace it
* Need roofers
* Blair can get people to help
* It will be a good article to put in the magazine

**HIKING – Ed Andrews**

* New chair
* Hike Leader Workshop – sat in Seattle seminar to see what they are doing, get pointers
* Will attend Seattle’s So You Want To Be A Hike Leader seminar
* Committee meeting at the end of March or April

**CLIMBING – Matt Vadnal**

* 38 sign-up in Basic Climbing Course

**GENERAL ISSUES**

* Excomm meeting schedules: April 14 and June 9
* February 1 – deadline for submitting articles/activities for March/April magazine
* May potluck for introduction of new officers
* No potluck/gear grab this year

Meeting adjourned at 8:55pm.