

**Sandia Nordic Ski Club**  
GENERAL MEETING

Meeting Minutes

October 30, 2017

*Present:* 24 people including 7 board members  
*Location:* Domingo Baca Multigenerational Center  
7521 Carmel Ave NE  
Albuquerque, NM 87113  
*Next meeting:* Nov 20, 2017 (details in Section VII)

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**I. Welcome, Introductions, Agenda**

Officers:

- Scott Dietrich, President
- Jeff Huser, Vice President
- Paul Gourley, Treasurer
- Elizabeth Quinley, Secretary

At Large:

- Jon Dellios
- Chris Norton
- Karl Walczak
- Mandy Wang

**II. Election of new Board member**

- a. Greg Weix nominates Christian Otto to fill board vacancy, Approved.

**III. Key accomplishments during off season**

- a. We were officially incorporated as a 501c3 nonprofit on April 17, 2017! This will greatly improve our potential for raising significant funds!
- b. We opened a bank account and a PayPal Account
  - i. Approximately \$5000 in the account as of 10/30/17
- c. We designed a new logo, thanks to Niko Dellios
- d. We established online and social media presence – website, Facebook, Instagram, Twitter
- e. We were featured in the ABQ Journal Go! Section and will be again
- f. We created leave behind marketing materials – brochure & business cards – please share them with your friends!
- g. We promoted our club at REI, Kirtland Air Force Base, and the NM Ski Swap
- h. We submitted our first grant application to the Birkie Foundation (didn't win this time but it was good experience)
- i. We have done significant trail work in partnership with Friends of Sandia Mountains (FOSM) and the USFS
- j. We have submitted appropriate paperwork to the USFS to continue trail work and use

**IV. Managing expectations**

- a. USFS is committed to helping us, but there are challenges
  - i. Government processes, procedures, and approvals can be cumbersome and move at their own pace

- ii. Some work is contingent on completion of NEPA<sup>1</sup> studies, which has an uncertain timeline due to variable USFS priorities & funding

## **V. Review of Financials**

- a. Currently have about \$5,000
- b. First year budget would require between \$15k and \$20k
- c. This seems achievable with a few large and many smaller donations – we need your help, please contribute
- d. Grooming equipment is a major portion of this budget. Improved equipment will make a big difference

## **VI. Subcommittee updates/call for volunteers**

- a. Trails – Chris Norton
  - i. Big improvements have been made over the past couple of years
  - ii. Potential to double our trail distance and improve safety and quality of skiing with a few key improvements going forward
  - iii. A couple hours of shoveling per member would be very much appreciated and will make a huge difference
- b. Social Media and Communication – Elizabeth Quinley
  - i. 209 Facebook followers, 19 Instagram followers, 2 Twitter followers
  - ii. Google Email Group
  - iii. Hoping to improve the frequency and quality of communication to the club about the conditions and grooming reports from the trails
  - iv. Regular reports to us on the trails can be leveraged onto Twitter, Facebook, and email to keep the club informed
- c. Member Outreach and Program Development – Jon Dellios
  - i. Hosting clinics and events
  - ii. Race-watching parties
  - iii. Community and social events
  - iv. Working with the schools and improving youth access to skiing
  - v. Involving other local sports clubs and interest groups
  - vi. Comments: Sandia Prep purchased fleet of skis from REI, tram discounts and other store discounts would be great,
- d. Fundraising – Karl Walczak & Scott Dietrich
  - i. Applied for the Birkie Foundation Grant. Didn't win but good experience, may have had something to do with our non-mid-west location
  - ii. A list of potential grants to apply for includes: New Mexico True, John Deere, Home Depot, and others related to having a youth program
  - iii. Corporate Sponsorship

## **VII. Summary and close**

- a. The board is excited for the season and grateful to all who attended the meeting
- b. Please join the club using the website [sandianordic.org](http://sandianordic.org) (scroll to the bottom). If you get a family membership, list your family members so that we can count all our members. Pay the club membership fee using PayPal or send a check to address on membership form

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<sup>1</sup> National Environmental Policy Act

- c. Please contact anyone on the board to get more involved, offer expertise, or just say hello!
- d. November 20<sup>th</sup> for the next meeting, also at Domingo Baca Multigenerational Center. Expect a very short meeting and a Waxing Clinic!