

MACC – MICHIGAN ALPINE COMPETITION COUNCIL – CALL-IN MEETING 4-15-2020

Minutes of the meeting:

Alex Carrico called the meeting to order at 7:30 PM.

Attendance – Officers:

Alex Carrico – P	Drew Hilger – P	Ginnie Uhley – P	Mike Hietbrink – P	Ryan Bloodworth – P
Shawn Hughes – P	Steve Coatney – P	Mike Sayers – P	Jason Kanakry – P	Dave Carrico – P
Rob Reader – P	Bill Perlmutter – A	Dennis Parrott – P	Zach Jablonski – A	Debi Koltoniak – P
Chuck White – P	Jeanette Roberts – P	Grace Patti – P		

Attendance – Team Racer Representatives:

Alan Osterdale AA – P	Alfred Cureau JD – P	Gary Bloodworth – P	Chip Dayton SW – P	Gary Konsza SD – P
Mick Serafinski TR – P	Mike Jablonski TB – A	Pat Groves TO – P	Sue Holmes RN – P	Denise Miller TR – A

General Updates – Alex Carrico – Hopefully, everyone is safe and doing well. If anyone needs anything, please don't hesitate to ask. Please hold off on asking questions until the end of each report, as this meeting will probably be pretty long already. If I stop you from talking, its probably because your question is already in the agenda and will be addressed in a little while. Also, please keep the one on one conversations limited and contact that person after the meeting.

Review of 2020 – First off, thank you everyone. This was the first year with Drew and I and we are very thankful. Course crew had to deal with a big situation this season, but Drew did a great job handling it. Drew and the board handled the situation well and made the best decision possible, even though it wasn't ideal. Social media accounts have been changed to require admin approval to post. During the race weekends we had some computer timing issues, but for the most part everything went very well. We had some issues with a few disqualifications, where results were announced and then we had to disqualify racers after the awards. We will try to prevent this from happening in the future. Some courses had a high DQ rate, causing some controversy. We will try to make sure this does not happen again. People enjoyed racing on North Boyne, so we will try to do that again next year. We introduced sponsor races, which were a success. Drew will talk more about them later. The banquet video is now posted on YouTube, along with our social media accounts. We will have Mike plan for the video in future budgets, so we are ready for it each year. This will be good for promoting MACC as well. The banquet was a big success. Everyone enjoyed the slideshow. My favorite part of the evening was raising over \$1,000 for Beth. Apparel store was relatively successful, made about \$250. We can look at other options for next year, either doing the store again or raising costs to include a t-shirt with registration.

2021 Schedule – Boyne has approved our proposed dates for next year; all races will be at Boyne Mountain. The dates are listed in the agenda and avoid holidays and blackout dates. Feb 7th is Superbowl weekend though. Rob motions to approve proposed dates, Chip seconds. Dates are approved and Mike will list dates on website.

Summer Priorities – There are a few items that Drew and I identified to work on over the summer. These will be discussed again at the fall meeting. Rule changes/clarifications will be headed by Drew. If you have a rule that needs an update, please let drew know. Email with suggestions, even if they are obvious. Handicap updates will be handled by Chuck. If you have any interest in helping or concerns, let him know. For strategic planning, our goal is to look at ways to sustain MACC so that it keeps its racer population high, ensuring that we don't have worker shortage moving forward. Ideas can be emailed to Ginnie or Alex. Our sponsorship goal going forward is to document our sponsor program, including documenting what we provide and what they provide. This includes different levels of sponsorship so we can keep our current ones and expand to getting new ones. This is currently being handled by Drew and Alex, but we will also be looking to see which director should be handling this role. Dennis and Mike are working on filling out our new website model. They will put something together and present it in the fall. They may reach out to each director to see what they need on the website. For figuring out of 2021 budget and registration fees, please submit to Mike what you think your expected expenses will be. This will help us determine if we need to change our registration fee at all. This should help us pay for new timers and other gear. There was some feedback from guest racers this year that was negative. Ginnie will be working to help new racers feel welcome. To avoid repeating our issues with gatekeeper cards, Dennis will be working with timers and gate judges to redesign our gatekeeping cards. And lastly, Jason will be working with Nichols to make sure we get replacement panels. Any questions?

Updates – Drew Hilger – I'd like to start with a big thank you to Alex. Our plan is to continue next year with our same structure for sponsors; this includes full season and individual race sponsorships. Ideas for who to reach out to are welcome, we are looking for sponsors that have something to gain from ski racers. Any input for sponsors and/or rule changes are welcome.

Dennis asked when the rules committee would start. Drew said it will probably be early fall, it will depend on the shelter in place orders. Drew will reach out to the same members as last year to start.

Finances – Mike Hietbrink – We spent about \$1,268 more than we brought in this year. New headsets were expensive, most other expenses were the same as past years. We may need to take a serious look at raising dues to make sure we don't lose money each year. Or we need to add a lot of new members. We still have \$5,127 in the bank. Mike is already putting together tax forms to apply for a raffle license. We will need to get a letter that we are a non-profit (not a charity), and that should also help us raise money. Biggest expenses were awards and insurance (\$1,000 a year). Someone pointed out that we had to raise the cost of registration a while ago and it didn't impact membership numbers. Increases in lift ticket and lodging prices impact numbers a lot more. Applied for non-profit in 2003 or 2004. Mike continued by saying the IRS just needs to have our company name on record, but it does cost money and needs paperwork filed. Alex added that if we decide to raise registration prices, it will be at fall meeting, before any information goes out. Mike continued by saying we will need to account for all possible expenses before we make that decision.

Registration - Jeanette Roberts – We had 122 people this year, 9 registered in person, the rest online. We are good on guest racer and blank bibs for next season, we don't need to purchase more. Other equipment is good, laptop battery was replaced. Jeanette will not be returning next year, but she will go over everything she does with replacement. She does quite a bit in excel to get the data into a format that can be input into Zoho. And then reconciling the forms filled out in Zoho with payments paid through Paypal. We are looking into a new online service but will probably still need to do some excel manipulation. Steve added that he and Jeanette have talked about this before, and they both have some ideas. Alex added that Jeanette will be done after this meeting, but in the interim, she plans to nominate Ginnie back to registration. If anyone has any questions, comments, or suggestions for this position, they can reach out to Ginnie. Alex is very thankful that Ginnie is willing to step back into a board position, and we will formalize this position in the fall. Dennis thanks Jeanette for everything she did, including making online registration possible.

Handicaps and Statistics – Chuck White – We have our first handicap call setup for a week from tonight, at 8 pm. There is room for more if anyone is interested. The plan is to go over the 2020 handicaps, slalom vs GS, and overall handicap trends. They will also look at pacesetters, looking at both how we use the data and how we select pacesetters. They will also look at team points and how the current system is doing. Chuck said they have some ideas that are already being kicked around. As far as attendance goes, a report was sent out with the agenda. 122 total registered last season, with 72 on course 1, and 50 on course 2. There were 82-99 racers per race, averaging just under 90. Comparing team by team numbers, the lowest two teams had 2 members each, averaging just under 1 racer per race. Team Rust was largest with 27 registered and had just under 18 at each race. Course 1 averaged 51 racers; course 2 averaged about 35. Only resource Chuck needs for next season is brain power, nothing that will need to be budgeted for. Any questions? Steve – One of the issues about attendance is how many voting members there will be for each club. Alex – Yeah, we usually make those changes in the fall.

Timing – Shawn Hughes – Other than documenting what we learned this year, not much to report. Expense expectation was sent to Mike. Any questions?

Computers – Steve Coatney – Not much to say. We added some new equipment this year, but don't foresee any major purchases over the next few years. We will need new software if we get new timers though. We are not aware of any issues with our results from this year. For the most improved racer, we didn't have the right data. The most improved racer was different from the one we announced at the banquet. Alex added that the results that were run the day of the banquet showed Debi, but Sandy Stober improved by more. Because she joined part way through, the data didn't process properly. Steve added that he and Mike discussed it and found the flaw in the process. It won't happen again, but if anyone does happen to notice anything that doesn't look right in the results, feel free to let him know.

Equipment – Dave Carrico – We had to buy headphones, and we are anticipating a drop off of funds, so we will nurse timers for as long as possible. We currently have two and we only use one at a time, so we have a backup. If we did have to get a new timer system, it would take about a week to get new ones.

Course Setting – Jason Kanakry – We are going to need one or two batteries next year. We currently have four, but two of them barely hold a charge right now. Will work with Nichols to get new panels over the summer. Only other thing we need to discuss is moving the start time from 12:30 to 12. Quite often we were just sitting around waiting after the course was set. Alex asked if the time between the first and second course is race dependent. Jason said the GS usually goes a little faster. Alex asked if we did 10am and 12pm on slalom days would we make it. Jason replied that it may depend on who is course setting, but we should be good, but it will be close. 90-95% of the time, slalom is done by 11:15am, so we would be good. Alex would rather keep GS and slalom times the same, so people aren't confused. Alfred asked if this would also apply to Cantor Cup times. Jason said the Cantor Cup times should also be adjusted. We may want to just start the second run of the cantor cup 30 minutes after the first run finishes.

Course Officials – Rob Reader – There were no protests from the last race weekend. Rob will talk to Dennis about new gate keeper cards. No resources needed for next year.

Course Operations – Dennis Parrott – Dennis' team did a pretty good job getting things done, but course 1 keeps stealing some of the good guys. Looking into spreading some responsibilities around, but not sure how. Over the summer, will continue working on a course operation manual. This will include what to do in the fall, before races, where stuff is kept, etc. Hoping to have a draft for the start of next season, so it can be tested. We did have an issue with the gate keeping cards, and there are a lot of options for fixing them. Will be talking to timers, director of course officials, director of rules, Ray Blithe, and a few others. This may require some gate keeper educating after the card is changed. As far as resource needs, Dennis doesn't think we will need to spend money on radios, but we will need to spend money on the gate keeper cards. Will think more about this and get with Mike later.

Race workers – Bill Perlmutter – Not present, no report.

Awards – Zach Jablonski – Not present, no report. Mick said he brought the trophies home and glued the bases together. They have been beat up over the years. Boyne lost two plates, but they are currently being redone. As soon as they are done, the trophies will be returned to Boyne and put in the display case.

Publicity – Debi Koltoniak – Debi would like everyone to know that she is extremely upset about being robbed of her most improved racer award. She would also like everyone to know that she is just kidding. We need to send out an e-newsletter to recap some of the things we have gone over today. Will also thank everyone for Beth's fundraiser. The newsletter will also mention all the committees working over the summer. Debi will also include 2021 schedule. Alex said to just list the dates, not courses/times. Also, mention that all the races are at Boyne Mountain. Debi would also like to do some social media recruiting over the summer. If anyone else has addition items they would like included, let her know. Mike Sayers will update the schedule page, changing the dates from last year, and removing any mention of GS, slalom, or super G. Alex also asked to include the YouTube link for the banquet video.

Webmaster – Mike Sayers – Website is updated with new dates. Updated 2020 registration page, it is closed and says to check back in the fall. We have rules and meeting minutes archived on webpage. Results and handicaps are also archived on there. Along with a lot of photos. If we have other things off site, let Mike know, and he can easily link them on the site.

New/Guest Racer Program - Ginnie Uhley – No updates, everything has already been talked about. Congrats to Alex and Drew for a great year.

Old Business:

Trip Planning Committee – The Aspen trip had to be postponed to 2021 due to the corona virus. Refunds were not offered, but we were able to reschedule to 2021. We will not be advertising again as the trip is full, but there may be some people that can't make it and are looking to sell their spot. If you know anyone interested in going or selling their spot, let Alex know. Drew and Alex don't think MACC trips are a big priority for MACC. Our priority should be to recruit new racers, and they don't think trips help with recruitment. Planning this trip also caused some additional work for directors that wasn't planned for. For that reason, we don't plan on continuing the trip committee. Mike Sayers agrees.

New Business:

Publicity Assistant – Grace Patti has raced with us before, and she offered her social media skills to help us manage our social media accounts. We will carve out an exact role for her over the summer. She will most likely be Debi's assistant. Grace says hi to everyone, and thanks for the opportunity. Social media is big for recruiting younger members and she is looking forward to helping. If you have any suggestions, please let her know.

Away Races – Both Marquette and Searchmont have gone through owner/management changes. Drew and Alex discussed options and think scheduling an away race at Boyne Highlands might be a good step. They have heard that the new management may be trying to grow a better race culture at the Highlands. We are hoping to possibly get a race there by 2022 or 2023. Our numbers have shown that our away races don't usually get the same numbers as Boyne Mountain races, but maybe Highlands will be better. We are hopeful that we can open a dialog over the summer and schedule something for 2022.

Night Race – Over the season, two racers brought up the idea of a night race. Initially, Drew and Alex thought this would be a good idea. We might have higher attendance if it was later in the day on Friday as well. We would have to work out course workers and other details. This is also something we could pursue for 2021. Drew added that we definitely don't want to race on Superbowl at night. Everyone likes North Boyne, so we would probably look into that as our first option. Aurora would also be a possibility. This could also make it possible for more people to show up for Friday races, since they wouldn't have to travel Thursday night. There may be some apprehension with doing a super G at night. We might be better with a GS or slalom. Dave

added that this could help us pick up some of the beer league racers as well. Mike Sayers asked if the idea is that this would replace the day race? Alex said yes, it would replace the day race. Sayers asked about adding a night race in addition to a day race. Alex said they didn't talk about that, but it is something we can discuss. We will be talking to everyone (anyone who has a hand in operations, basically) over the summer to see if it would even be possible. Jason said he thinks it is a great idea, the course crew would be on board, and could probably split the crew if we wanted to do both a day and night race. Chuck pointed out that we should consider that we have some racers that race in Friday night leagues at Nubs, and this may conflict. Someone added that doing it in February may be better, because it would get darker sooner, which actually makes visibility better.

Test Fest – Alex said that Sue sent out an email to the group about Test Fest. It seems like a great opportunity for MACC to gain exposure. It is during the week though, so we would have to work out details. Multiple directors have already reached out and said they would help. Sue said that MRA has been looking for additional activities for their week. We could do a simple GS race and give out awards that same night. Big benefit for us would be to use our connection with them to send out info/brochures to all their employees, etc. Alex said Drew and Bill have already reached out and said they love the idea. Drew added that a lot of people that work in ski shops are working Sat/Sun and don't always know what's happening on weekends. This would be great exposure targeted at the right people. Alex said this is in the middle of the week, but there are some racers up there that could probably help. We will ask some people and see if we can get enough workers. Pat added that there are a lot of racers that are retired and could come out in the middle of the week to help. Dave volunteered to help setup the timing. Gary Konzsa added that there are also members of MACC that work for Boyne that could help pull the race off. Alex said there are still a lot of details that would need to be worked out. This is just an idea in the infancy stage, but it sounds like there are enough people interested to make it worth fleshing out some details.

Secretary – Ryan – No updates.

Mike Sayers asked if we supposed to elect a new president. Rob nominates Alex to remain president, Alan seconds. None opposed. Motion passes. Rob motions to approve the minutes from last meeting, Alan seconds. None opposed. Minutes approved. Alex thanks everyone and wishes everyone a great night.

Meeting adjourned at 9:35PM

Next meeting will be in person. Date is TBD.

Respectfully submitted by Ryan Bloodworth, Secretary.