

**Keweenaw Nordic Ski Club
Special Board Meeting
January 19, 2021**

Attendance: Jay Green, Mark Roberts, John Diebel, Wayne Stordahl, Crissy Gerhart, Susan Stiffler, Mark Klein, Nate Laakonen, and Keith Meyers; Absent: Jason Martin; Guest: Barb Wheeler

Jay called the meeting to order at 7:07 p.m.

Agenda: No Changes

Minutes: In the Groomers Report, note that John was dragging the snow at Tomasi Road to make it skiable. Note that Jay asked Wayne about where to put the trail at Barkell Elementary. Under the Treasurer's Report, Jay corrected the O & M to be \$5,000 less. The Luminary Ski brought in \$230 in donations, not \$270. Susan sold the donated boots for \$75. Under Trail Etiquette, correct the spelling of Hauswirth. Mark Roberts moved the approval of the minutes with a second from John Diebel. The minutes were approved unanimously, except for Nate who needed to step aside to take a call.

Public Comments: None

Glide N Gorge: Jay noted that Mark Klein had emailed him on sandwiches. Jay talked to the Health Department and they are clear on what we want to do, although not happy about our providing food. The Co-op is willing to provide a meat and cheese tray. Wayne asked about the appropriateness of doing this. John noted that we should discuss our goals for the event. Wayne suggested that we just ask for a free will donation, noting that an organization in Calumet had a great deal of success with this approach. Jay noted that event should be fun, social, and highlight the gorge with making money not being the major concern. Keith expressed concern about the meat and cheese tray noting the risks associated with touching food, suggesting we keep it all packaged or pre-prepared and packaged. Susan noted the need to have hand sanitizer. John noted that the "fun" element presents risks on violating social distancing. Susan followed this up noting that anything outdoors would be a draw. Crissy brought up the possibility of a seek/find treasure hunt concept. John noted that this could have a history focus. Jay brought up an idea Phyllis had about putting up white boards where people can write why they like Maasto Hiihto. As this was discussed, the gathering/social distancing issue was raised. Jay noted that people show even when the weather is bad. He asked what the treasure hunt concept would look like. This led to a discussion of a coin concept where coins could be exchanged for food at the end with the possibility of mixing in gift certificates. Jay asked John about applying to the Portage Health Foundation for a sponsorship which led a discussion of the need to get them added to the Barnelopet banner. Crissy brought up doing patches. Jay noted that this would be a possibility once we have a 4-season design. Jay brought up the possibility of including bumper stickers. It was noted at this point that we should focus on having fun skiing with cheese/meat sticks and sweets. Crissy brought up having wrapped cookies and juice boxes like at the Swedetown event. Jay noted high retail prices and noted volume opportunities through Gitzen's. We still need to

check with Vollwerth's. We should also check with Saykkly's. Check into juice boxes/cans. We need to figure out a map. Discussed three places to search. This resulted in a discussion about concerns over track issues. Trail discussed was St. Urho/Quincy/Tomasi/Pedestrian Bridge/connector to the Pine Loop and back. Barb Wheeler brought up the Dam Hill and Sidewinder. Initial discussion was to avoid these. John brought up going out on the New River Trail and coming back on the Old River Trail. Keith suggested making this an additional option to participants to help us promote what we did with the grant. This would also help us promote social distancing. Barb suggested coming down Sidewinder and going up Dam Hill. The damaged bridges remaining in the gorge could be marked. Jay noted that this could be part of what they find on the treasure hunt. Mark Roberts noted the difficulty of finding stuff and suggested participants take photos with their cell phones or pick up a token when they get there. Jay noted the opportunity associated with making this informational and suggested they do selfies at locations, possibly with a snowman or old skis. Wayne suggested doing a photo of the trail junction sign. Crissy noted the opportunity this could present for promotional photos. Crissy also noted having food in bags at the end of the ski. John brought up the concept of chances for gift certificates based upon the number of tokens. Jay noted this would reduce our workload. Jay suggested three routes and points associated with each: standard – 3; river trail – 2; Dam Hill – 3. Three photos or more gets you in the drawing. Susan brought up the idea of posting photos to the Facebook page. Mark suggested allowing email since not everyone has Facebook. Jay added have participants grab a bag and give them a date by which to upload or submit an email. This way we do not have to have contact with them. Nate indicated to be clear about locations. The map will be clear where the locations are. Keith noted the opportunity to share information at each location. The food needs to be simplified. Jay will get with Gitzen's on cheese and meat sticks, granola bars, and juice/water. Mark Klein asked if we have a bakery sponsor. Aimee J's, Kaleva, and Kangas were discussed with the possibility of a donate/buy combination. Jay noted that Econo and Jim's like to donate gift certificates. Nate suggested setting a number of available bags with a sign of a suggested donation of \$10 to \$20. Agreed to plan on 120 bags. Decided to focus on gift certificates. John suggested on a budget of \$300 for gift certificates. Mark Klein noted that this would be good for local businesses. We could call it a door prize. We could encourage people to be creative and have the board decide. Jay suggested downloading to a Google site. John raised the concern about too many notifications on Facebook. We could set up an email to receive. Mark Klein suggested having participants take their best picture anywhere.

Keith summarized:

- 120 bags – grab and go
- Free will donation
- 3 routes
- Submit your best picture via Facebook or email to us
- Gift Certificates to local restaurants and stores
- Bumper stickers in bags

50/50 raffle was discussed, but this would have to be licensed. John suggested a random drawing from all participants that would be from registrations including contact information.

Susan suggested having bags at the entry to the parking area. We need a simplified version of the map. John noted that he has a jpeg of the map that he will send to Crissy. We will need to have instructions. Susan and Crissy will work on these. Food: meat/cheese sticks, cookies, drinks. John and Jay will work on these. John will get with Aimee J's. Mark Klein noted that they will do bags with twist ties. Jay asked Keith if he would send out a summary. Keith sent out the following email to the board after the meeting:

Here is a quick summary of the decisions we made during tonight's meeting:

Glide-N-Gorge 2021 will be free this year with the opportunity for participants to make free-will donations

The first 120 participants will receive a grab-and-go bag including: meat/cheese sticks; cookies; and a drink The bags will include either KNSC bumper stickers or decals.

All participants will complete a registration form to participate in the door prize drawing for two restaurant gift certificates. Participants will also receive a map including the event's instructions.

There will be a maximum number of three routes available to ski starting from the Chalet: St. Urho/Quincy/Tomasi/Pedestrian Bridge/Pine Connector/Pine and back; New River Trail/Old River Trail; and/or Meadow/Dam/Gorge/Sidewinder/Vista/Meadow.

Participants can submit via posting on the KNSC Facebook page or by email their best photo from their ski to enter a board-judged photo contest with a to be determined number of winners to receive gifts certificates for local restaurants.

John will share his jpeg file of the trail map to Crissy which will be incorporated into the instructions to be developed by Crissy and Susan.

John and Jay will be making contacts regarding food donations/food costs.

The next regular meeting will be on Tuesday, February 2, 2021, at 7:00 p.m. via Zoom.

The special meeting was adjourned at 8:46 p.m.