

Minutes
LWC Board of Directors Meeting
Wednesday, June 23, 2021
4:00 PM
ABSF Office

Board Members Present: DJ Aderman, Mike Mandli, Jeff Tumbleson, Eric Maki, Kathie Pautsch, Paul Eckerline (via Teams), Mike Brown (via Teams)

Staff Present: Ben Popp, Joe Vadeboncoeur, Meredith Ingbretson, Kate Barido, Jim Sokup

Absent: Kristy Maki

Approve minutes from 5/18/21 BOD meeting: Pautsch move. Mandli second.

Approved.

President's Comments: DJ Aderman

Welcome and call to order.

2021 Event Update – Joe Vadeboncoeur:

Competitor registration fee revenue is currently \$18.5K (\$19.6K budgeted); this is likely to decrease by approximately \$500 as some athletes anticipated to withdraw due to injury and travel restrictions. Athletes can receive a full refund until June 30.

Sponsorship revenue currently \$109K (\$85K budgeted; \$114K in 2019) with further sponsorship support possible.

Ticket Sales are ahead of past years. Anticipate high beer and souvenir sales.

Competition Committee: Meredith Ingbretson

Confirmation emails have been sent out to 102 competitors who have registered. Still unknown if Canadian border will be open (we have 2 Canadian Competitors registered).

All of the men's events have at least 3 alternates in place if needed. There are 15 woman competitors, so no alternates, and no novice women's events.

Grounds: Jim Sokup

The SBA has accepted our application, but there is no time-line in place. Discussed having a tent area at the 2021 event to inform public of our goal to build new bleachers, identify potential donors, and provide information on ways to donate toward this project in the future. Other financing options also need to be considered.

Motion: Move to increase the loan amount of the SBA application from \$150K to \$500K. Pautsch move. Mandli second. **Approved** unanimously.

Power was restored to grounds about 6 weeks ago. Current internet includes two phone lines and two Wi-Fi systems; in process of burying a fiber cable to the timing building.

Starting in July, there will be more focus on ramping up the grounds for the event. The walkway is unsafe and needs to be repaired and leveled.

Wood: DJ Aderman

All of the sawing wood is cut into blocks and ready to go. Aspen will be ready after July 4th (currently stored under snow and bark).

Volunteers are looking good. Tickets are being sold at the Farmer's Market.

Marketing: Kate Barido

LWC Brochures are being distributed. LWC Poster (and Lumberjack Run Poster) will be finalized soon pending final sponsor list. These will be distributed to strategic locations by beer vendors. WRLS Radio Station (Lifestyles North) and NPR (Larry Meiller Show) will feature the LWC in their July programming. Entertainment is secured for Friday and Saturday shows, but TBD for Thursday.

New Business

Next meeting Wednesday July 21, 2021, 4:00 PM at the ABSF office.

Motion to adjourn: Mandli move. Eckerline second. Adjournment at 4:40 PM by Acclimation