

Denver Group Council Minutes
April 9, 2014

In Attendance: Jeff Flax, Marty Billings, Dave Hutchison, Sandy McRae, Alex Petre, Kevin Schaal, Neil Schliemann, Valerie Walker, Roger Wendell. **Absent:** No one.

Guests: Ray Shem by phone.

1. **Call to Order:** Jeff called the meeting to order at 6:30 pm.
2. **Approval of Minutes:** A motion was made and seconded to approve the March meeting minutes. Motion passed unanimously.
3. **Budget and Financial:**
 - a. Notes from Neil's March Budget: March net income was positive and over budget by \$3100. YTD net income is \$2000 below budget. Total YTD revenue is \$9900 below budget but total expenses are also \$7900 below budget. Overall the budget status has improved in most areas. G&A dues, event income and contribution are under budget by \$10,000, but membership numbers were better again this month with an increase of 31 members but a decrease of 17 memberships (memberships are where we earn revenue).
 - b. The finance committee began the budgeting process for next year. The projected rate of inflation used in next year's budget will be 1.8%. Revenue related to membership dues is being estimated. There is a big concern over the amount billed by State for 'Fees for Services' which in the current year's budget is approximately \$83,000. Attempts will be made to negotiate a lower number for next year, or DG will look for creative ways to lower this item through the use of volunteer services or the use of other resources. The target date for getting the budget package distributed is mid-May.
 - c. A discussion ensued regarding fees charged to members when their membership lapses but later on the member decides to renew and the grace period has passed. The fee to renew under these circumstances is \$25. It was stated that CMC should strongly consider dropping the \$25 associated with new or lapsed memberships since it cannot be too difficult to enter a new member in to the system, and it is a monetary disincentive for prospective members at a time CMC can ill-afford to lose potential members.
4. **Eckart Roder Education Fund Annual Dinner:** The Roder Fund Annual Dinner was held on April 10th. This fund provides support for educational programs of the CMC. A discussion took place between DGC and children of the Roder family on how these funds should be used. It was agreed that they can be used for any worthwhile qualified program regardless of whether it is for the Denver Group or any other CMC group.
5. **DS&L Master Leader Update:** Marty reported that developing a list of master leaders is still in progress. The purpose of developing this list is to have these special leaders be a core component of Trip Leader School who will work to graduate new trip leaders who are better prepared to lead trips following the current set of guidelines. Another issue is that too many school graduates never complete their LIT hikes and thereby never actually become trip leaders. Having the master leaders assume responsibility for leading a specified number of LIT hikes as a requirement for graduation from Trip Leader School is one viable solution to this problem.
Other discussion points were:

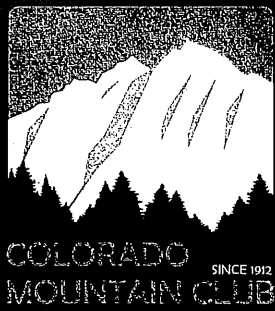
- a. There is not much incentive for a trip leader to agree to be on the master leader list.
 - b. Not many new leaders are being certified through the Trip Leader School as it functions today.
 - c. Trip Leader School is being held 3-4 times per year.
 - d. Marty will report back in the May council meeting.
6. **Leader Summit:** A leader Summit is planned for April 24 with the following agenda:
- 5:30 - 6:30 PM Social Hour - Pizza, Salad, Brownies, Refreshment
 - 6:30 - 7:30 PM Three True Tales of Backcountry Evacuations
 - 7:30 - 7:45 PM Break & Mingle
 - 7:45 - 8:30 PM CMC Leader Liability - What Does It Mean to Me as a Leader
 - 8:30 - 9:00 PM Wrap Up, Evaluations
7. **Web Update:** A volunteer, Rob Cobb, answered the ad in the most recent Mile High Mountaineer to work on updating and improving the hikingdenver.net website. Jeff Flax and Jan Monnier met with Rob to discuss areas targeted for him to work on. It may be necessary to eventually hire a web designer to complete all aspects of the project, but funds should be available if this becomes necessary.
8. **Wilderness First Aid and CPR:**
- a. For members to get re-certified in WFA, the requirement is they take a 1-day class and pass a test at the end of class. For trip leaders, it is recommended, but not required, that they get re-certified every three years. Cost for taking the class is \$67. Attendance in the current class is down somewhat. The next school is slated for October.
 - b. Regarding CPR training, a 3-hour CPR class was held April 13th. Ten people had signed up for the class as of the date of the April DGC meeting, meaning the class was not completely full at that time.
9. **Nominating Committee:** Alex is heading up the nominating committee for next year's DG council elections. There are 3 council members whose terms are expiring – Dave, Neil and Craig who resigned from council earlier this year.
10. **Resignation of CMC's CEO:** Katie Blackett announced her resignation effective 4/30/14 citing the recent birth of her child as her reason for stepping down. Matt Stevens was named as interim CEO. A search committee has been appointed to find a new CEO. DG's input to the search committee is that the new CEO needs to have a passion for members and for mountaineering. The hope is to have a new CEO within 3 months. Matt Stevens has been a CMC member for many years and has been active in trips and schools within the Denver Group.
11. **Social Media:** Lynn Petre has started posting information to our Twitter account and is encouraging members and leaders to post photos and share other information regarding trips via Twitter. She will begin working on Facebook next. Lynn interfaced with staff (Rachael, Jeff Golden and others) so they are aware of how DG is planning to use social media. The overall goal is to build community through more extensive use of social media. One metric of her early success is that the number of followers on Twitter increased from 50 to 100 within two weeks.
12. **Rock Classifications:** The classification system DG uses to describe rock climbs is not universally accepted within the rock climbing community, so the question was asked should we change our

classifications to better match what is more commonly used? For rock climbing trips especially, trip leaders need assurance that all of their trip participants have the skills and experience required for safe and successful trips. Using common language helps in that regard. It was recommended that the Denver Tech Section meet with the Boulder Tech Section and discuss ways for us to improve how we classify rock trips.

13. **Winter Camping School:** The current school director, John Aldag, announced he is stepping down. His replacement has not been named. It was also mentioned that Gyorgy Kereszti will serve as a senior instructor for the next WCS.
14. **Summit Seekers:** A DG member, Johnine Pletroski, began actively working to reinvigorate the Summit Seekers group that has been inactive for a number of years. Summit Seekers is an age-specific group for members 40-55 years old. A mailing targeted to Summit Seeker aged members is planned. Johnine is also using Facebook to disseminate relevant information. DGC is considering a financial subsidy to support getting this group back up and functioning.
15. **Strategic Plan:** The question was raised if council should undertake the writing of a Strategic Plan specific to DG's vision of the future. The Strategic Plan would include broadly defined goals, objectives and a sequence of steps to bring this vision to life. State CMC wrote a strategic plan for the time period 2013 to 2017. DG's plan would dovetail into the State's plan, but would also be a vehicle for us to communicate to State how DG's vision and objectives differ from State's. It was agreed that Council should proceed with preparation of a Denver Group strategic plan.
16. **Other Business:** Denver Group received a royalty check in the amount of \$94.84 for the period covering October 2013 through March for the sale of 2 books, "*The Best Hikes of Denver*" and "*The Best Front Range Hikes*". A copy of the letter describing these royalties is attached.
17. **May Snacks:** Valerie will bring snacks for May's meeting which is scheduled for 5/14/14.
18. **Adjournment:** Council adjourned at 8:52 PM.

Respectfully submitted,
Kevin Schaal
5/8/14

Attachments: Letter explaining Royalty Income



April 14, 2014

Colorado Mountain Club
Denver Group
710 10th St #200
Golden, CO 80401

Enclosed, please find your royalty check for the period covering October 2013 through March 2014. The amount of royalties earned is calculated based on the below sale figure(s).

SALES REPORT:

<u>Book</u>	<u>Royalty Rate</u>	<u>Net Units Sold</u>	<u>Royalties Earned</u>
<i>The Best Denver Hikes</i>	1.5%	354	\$35.20
<i>The Best Front Range Hikes</i>	1.5%	415	\$59.64
		Total Royalties	\$94.84

Please note that wholesale price includes the discounts taken by Mountaineers, which range from 50% - 55%, the CMC, which range from 20% - 35% and the various purchase orders which range from 20% - 55%.

If you have questions, please feel free to contact me.

Sincerely,

Chelsea Johnson
Bookkeeper
Colorado Mountain Club
chelseajohnson@cmc.org