

Denver Group Council Minutes
Feb 11, 2015

In Attendance: Dave Hutchison, Grover Cleveland, Brian LeBlanc, Sandy McRae, Alex Petre, Maddie Philley, Kevin Schaal, Valerie Walker; **Absent:** Roger Wendell
Guests: None

1. **Call to Order:** Dave called the meeting to order at 6:30 pm.
2. **Chair's Comments:**
 - Dave reported that long-time CMC member Peter Laux recently passed away and that a memorial service would be held. An internet search turned up the following link to the obituary published in the Denver Post.
<http://www.legacy.com/obituaries/denverpost/obituary.aspx?pid=174087364>
 - Denver Group was the beneficiary from the estate of Jane Ellinger who died 2-3 years ago. The property willed to DG was a 2/3 share of a cabin in the mountains. Following the family's decision to sell the property, DG netted \$25,555.22 which was deposited into our checking account, raising the total funds available in checking to \$140,000. Alex reported that the \$25,555 from the Ellinger Estate is not being included in the YTD budget. The question raised was did Council want to use this money in a more productive way than just maintaining such a large balance in checking?
 - A list of Denver Group Council Goals is attached.
3. **Approval of January Minutes:** The revised January meeting minutes were unanimously approved.
4. **Financial Report:** Alex's budget notes were:
 - For Schools: No schools commenced in December therefore there was a large budget variance in school revenues. Additionally, the YTD variance is attributable to BKPS/WTS revenue being recognized in August/September prior to the new fiscal year.
 - For Schools: Expect variances this year as a result of the movement to one "Tech School" budget. Overall we will track this and make sure we are on budget for the year. A Tech Schools 1st Quarter Financial Review is attached.
 - For G&A: Membership dues were better than budgeted for December by \$1420 and are up \$1500 YTD.
 - Total deferred revenue as of December, 2014 was \$22,700. Details of this deferred revenue are attached.
5. **Skier Classifications:** A discussion with Marilyn Choske regarding Skier Classifications will be on the agenda for the March meeting. As reported in last month's minutes, there is a problem with the way the website has been assigning skill levels to DG members such that a person's skill level is inflated. Marilyn asks that this issue be fixed.
6. **Trip Leader Deactivation:** Grover reported on a conversation he had with a trip leader who had been deactivated and felt insulted by the action. It was necessary for him to be reactivated so he could resume leading trips.
Some background on the procedure for maintaining an active trip leader status is that a person must lead at least one trip in the preceding 12 months in order to be considered an active trip leader.

During Denver Safety and Leadership's review of the trip leader list and those actually leading trips, they found a significant discrepancy and subsequently decided to take firmer action in deactivating trip leaders.

Regarding the current policy, Council felt that a one year interval requirement was very short, and when comparing this practice with the time interval for getting a Trip Leader First Aid refresher of 3 years, the question was raised as to why the time intervals were different.

Brian, who is a member of the DS&L committee, will report at the next DS&L meeting that Council discussed this issue and recommends that DS&L consider adopting a 'kinder and gentler' approach to trip leader deactivation as it is not Council's intent to alienate trip leaders with too harsh of a policy.

Lastly, Council felt that perhaps the discrepancy today is a smaller than it was when DS&L implemented the current deactivation practice.

7. **DGC Trail Work Goal:** Council's representatives on the DG Conservation Committee are Brian and Grover. Regarding Council's goal of improving participation in trail work days, Brian contacted each of the age-based sections, (Trail Blazers, Summit Seekers and Over the Hill Gang) as well as other groups like fly fishing, the photography section, and the Tech Section about sponsoring a trail work day during the upcoming work season. Brian reported getting a fairly good response from this initial call to action. He is working with Jerry Helmke at the Group level and Julie at the State level to coordinate assigning the respective group to the specific work day project. Advertising of the work day initiatives in MHM will also be done to remind and encourage member participation. Overall good progress is being made.
8. **Advertising Policy for Adventure Travel in MHM:** As noted in last month's minutes, there have been violations of the Denver Group's policy regarding advertising for adventure travel by professional outfitters in the Mile High Mountaineer. The policy states "General display advertising in the Mile High Mountaineer is allowed by professional outfitters and non-CNC travel agencies to the extent the advertisement illustrates only the company name, logo, web site and phone number". Council's action was to review and discuss the current policy and recommended no changes to the policy be made at this time.
9. **Membership Goal Initiative:** As mentioned in last month's minutes, Membership Services reports that 30% of new members don't participate in any activities during their first year of membership. Council is working to offset this trend by planning and organizing a 'Hike Surge' of A-level and B-level hikes to encourage new members to get active in the club soon after they join. The surge is a coordinated effort between membership services, trip leaders, and other volunteers to organize an increased number of hikes on two weekends in May (the "surge") and to notify new members of this activity and encourage them to participate. We plan to conduct the surge from 2 – 10 May. This period covers two weekends and five weekdays. We will contact a number of trip leaders to increase the number of hikes during this period. Volunteers will contact members who have recently joined to let them know about the increased availability of hikes and try to get them interested in joining one. It is not intended that the hikes be "New Members Only" hikes. There is value in having new members join a regular CMC hike with hikers who have been CMC members for a number of years. Brian, Maddie and Kevin volunteered to assist Dave with this key initiative. A telephone campaign planned and organized by Brenda Porter and Patricia Leslie will be used to communicate with new members and assist them in getting signed up. Dave and Kevin will compile a list of potential trip leaders and contact them regarding their help in conducting this event.

10. **March Meeting:** The March meeting of DGC is scheduled for March 11 at 6:30 PM. Valerie will bring snacks.

11. **Adjournment:** Meeting was adjourned at 9:00 PM

Respectfully submitted,
Kevin Schaal 3/12/15

Attachments: December 2014 Budget Report, Tech Schools Q1 Financial Review, December 2014 Deferred Revenue, Denver Group Council Goals

CMC Denver Group Financial Review
December 2014

	Actual December 2014/2015	Budget December 2014/2015	B/W/ December 2014/2015	Actual YTD 2014/2015	Budget YTD 2014/2015	B/W/ YTD 2014/2015
TOTALS SCHOOLS						
Total School Revenue	938	11,941	(11,003)	12,021	25,440	(13,419)
Total Expense	(2,138)	(4,939)	2,801	(11,552)	(8,971)	(2,581)
Total Room Charge	(775)	(2,885)	2,110	(4,950)	(6,775)	1,825
Total School Net Income	(1,975)	4,117	(6,092)	(4,481)	9,694	(14,175)
TOTAL SECTIONS						
Total Revenue	1,025	740	285	2,625	3,120	(495)
Total Expense	(173)	(536)	363	(1,964)	(1,047)	(916)
Total Room charges	(325)	(850)	525	(675)	(1,250)	575
Total Section Net Income	527	(646)	1,173	(13)	823	(836)
TOTAL G&A						
REVENUE	6,981	5,911	1,070	24,250	25,224	(974)
EXPENSES	(8,285)	(8,071)	(214)	(29,112)	(32,953)	3,841
ROOM CHARGES	(150)	(150)	0	(450)	(425)	(25)
G&A Net Income	(1,454)	(2,310)	856	(5,313)	(8,154)	2,842
GRAND TOTAL REVENUE	8,943	18,592	(9,649)	38,896	53,784	(14,888)
GRAND TOTAL EXPENSE	(10,595)	(13,546)	2,950	(42,628)	(42,971)	344
GRAND TOTAL ROOM CHARGE	(1,250)	(3,885)	2,635	(6,075)	(8,450)	2,375
GRAND TOTAL NET INCOME	(2,902)	1,161	(4,063)	(9,807)	2,363	(12,170)

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- 2) Schools - Expect variances this year as a result of the movement to one "Tech School" budget. Overall we will track this and make sure we are on budget for the year.
- 3) G&A - Membership dues were better than budgeted for December by ~\$1420 and are up ~\$1500 YTD

Tech Schools Q1
Financial Review

	<u>Revenue</u>	<u>Deferred Revenue</u>	<u>Room Charges</u>	<u>Expenses</u>	<u>Notes</u>
Anchors	1,725	-	-	-	
Basic Snow	-	365	-	-	
BICS	-	2,220	-	-	
BMS	-	1,700	(800)	(5,109)	Large gear purchase in October
BRCS	-	-	-	(1,300)	
Navigation Level 1	-	505	-	-	
Rock Rescue	-	300	-	-	
RSS	-	450	-	(1,100)	
Self Rescue	1,400	-	-	-	
Sport Climbing	(65)	-	-	-	
Tech Section	-	-	(150)	-	
Technical Snow Session	-	215	-	-	
TICS	-	675	-	-	
Total	3,060	6,430	(950)	(7,509)	

Total Revenue	9,490
Total Rooms	(950)
Total Expense	(7,509)
Net	1,031
Margin	10.9%

Dec' 2014
Deferred

Jan-15 BSTS	5,685
Jan-15 BICS	2,220
Jan-15 HAMS	3,130
Jan-15 Fly Tying School	520
Jan-15 Telemark Ski School	1,270
Jan-15 ATA	370
Feb-15 AIARE	4,365
Feb-15 TICS	675
Feb-15 Winter Camping	120
Mar-15 BMS	1,700
Mar-15 Navigation Level 1	505
Apr-15 Fly Fishing School	810
Apr-15 Basic Snow	365
Apr-15 Technical Snow Session	215
Jun-15 Rock Rescue	300
Jun-15 Rock Seconding	450
Total Deferred Revenue	22,700

DISCUSSION – DENVER GROUP COUNCIL GOALS

Conservation and Service

1. Improve “trails” participation (conservation and service)
2. Make conservation and service (trail work) more integrated into group activities

Membership

Existing Members

1. Increase member retention
2. Remove barriers or perceived barriers from member participation

New Members

1. Get new members actively and vigorously involved as soon as possible after signing up
2. Mentoring program to help new members assimilate with hikes and climbs tailored to new members
3. Help new members find others to get to know and feel a sense of identity with and to get together with

Club Activities

1. Have a larger proportion of new leaders actually lead hikes
2. Increase the number of social and short term/less binding events to develop relationships among club members
3. Open schools to non-members in order to increase revenue and CMC exposure throughout the Denver area
4. Increase the number of rock climbs and technical outings offered by CMC
5. Revitalize Summit Seekers

Club Administration

1. Improve functionality and attractiveness of website
2. Uniformity of dues
3. Identify value proposition outside of school to strengthen succession planning and ensure longevity of club and add value to club members