

## **USTSA BOD Conference Call**

May 22, 2008

**Attending:** Christopher Ulm – President, Paul Lamb – Vice President, Russ Hobbs – Treasurer, Tory Hauser – Events Director, Linda Hobbs – Member

**Absent:** Eric Lamb

### **Agenda:**

#### **1. Website Review**

- Based on feedback from Eric and Linda's draft layout, there is general agreement on goals of site, content and structure.
- Christopher's review suggests that to revise current website, which is 8-10 years old, would cost approximately the same as starting a new site. Maintaining the old site requires an expert web master because it is written in HTML.
- Christopher has suggested a rewrite using a product called Joomla which will allow users, BOD and Racers, to update portions of the site including news articles, photos, sponsor banners and the calendar. This puts the site into user hands, makes it more current and reduces our costs over time.
- Estimated timeframe for construction is 4-6 weeks and estimated cost is \$3,000-\$4,000.
- The board agreed unanimously that this is a direction we want to head and asked Christopher to put together a written proposal/bid for the board to review.
- The BOD approved a committee of 3 to work directly with Christopher. This will include Russ and Linda Hobbs. Linda will send an email to all our members outlining the project and asking for a member volunteer who may have an interest and bring a younger person's perspective to the project.
- The project will be brought to the entire board for review once or twice during the process.

#### **2. Skier Channel Proposal from Steve Bellamy**

- Russ spoke with Steve this week.
- The Ski channel is a new business which has cable exposure in some markets, generally the population centers. (Same owner as the tennis channel, so has experience)
- He proposes that they would look for sponsors to cover the costs of one of our races (most likely a World Cup race for the best television appeal) and their production costs.
- Russ is not sure what USTSA gets out of this besides getting a race paid for.
- Most likely scenario is that the Ski Channel has a sponsor for a location for a weekend and then if we can put a race together for that weekend at that venue we would be covered.
- The BOD agreed to look into this further, but that we should take time, ask questions and review carefully.
- Russ will make a few more suggested revisions to the Skier Channel proposed agreement/contract and will send it to the BOD and Jim to review.
- BOD wants Jim Stein to review to make sure there are no potential conflicts with FIS rules for sponsorship of WC races.

**3. Active Site – Changes for 2008/2009**

- Agreed to hold fees and dates the same as last year.
- Agreed that we do not need to ask for proof of insurance, but we will add a section using words from our waiver about the responsibility of the member, or parents if member is under 18 years, to be responsible for any medical bills. Linda will send wording to Christopher.

**4. Race Organization Status**

- Vail/Beaver Creek – no to WC
- Aspen – wants a written proposal from Tory
- Tory is pursuing another Colorado venue for WC
- Red Lodge wants to hold a race in December. (FYI, they have not provided us with results or copies of waivers from race this spring)
- Jan 17, Sunlight – This is a confirmed race held in conjunction with All Mountain Cosmic event the next day.