

ANNUAL MEMBERSHIP MEETING  
IDITAROD TRAIL COMMITTEE, INC.  
Iditarod Trail Committee Headquarters  
June 29, 2013

#### CALL TO ORDER

The meeting was called to order at 10:00 a.m. by President Andy Baker.

#### ESTABLISHMENT OF QUORUM

Members present: Andy Baker, Margie Bauman, Greg Bill, Burt Bomhoff, Aaron Burmeister, Richard Burmeister, Chuck Cubbison, J Michael Devitt, ~~Art Fleming, Faye Fleming~~, Teena Fleming, Stan Hooley Carol Houston, Diane Johnson, DeeDee Jonrowe, Nancy Livingston, John Nagy, Maryann Nagy, Mark Nordman, Jim Palin, Joanne Potts, Waneta Redmond, Eric Rodgers, Gwen Rodman, David Schwantes, Dan Seavey, Sally Smith, Stan Smith, Peg Stout, Jim Terry, Sally Terry

Thirty-one (31) people present. The names with strike through were present but not members. There were twenty nine (29) verified members present.

Proxies present: Andy Baker, 35; Aaron Burmeister, 22; ~~Martin Buser, 5; Stan Foo, 3; John Handeland, 7~~; Stan Hooley, 16; DeeDee Jonrowe, 7; ~~Mike Jonrowe, 20~~; Mark Nordman, 5; ~~Mike Owens, 10~~; Jim Palin, 2; Joanne Potts, 8; ~~Donna Quante, 2; Ray Redington, Jr., 1~~; Waneta Redmond, 2; Gwen Rodman, 1; Dan Seavey, 3; ~~Danny Seybert, 7~~; Sally Smith, 4; ~~Rick Swenson, 46~~; ~~Ziliy Zirkle, 98~~

There were a total of 298 proxies cast. There were a total of 105 valid proxies. 193 proxies went to nonmembers or members who were not present. There were 42 blanks. Members who were not present have a strike through through their name and those who got proxies and aren't members are indicated by an \*.

One hundred twenty eight members were needed for a quorum. With 29 members present and 105 valid proxies, that was a total of 134 present either in person or by proxy. A quorum was present.

#### APPROVAL OF THE AGENDA

**Richard Burmeister/Nancy Livingston moved to approve the agenda as presented. Motion passed.**

#### ADOPTION OF THE MINUTES OF THE ANNUAL MEETING IN 2012

**Richard Burmeister/Sally Smith moved to adopt the minutes of the 2012 annual meeting. Motion passed.**

#### BOARD MEMBERS COMMENTS

Baker thanked the members of the ITC for their moral and financial support and noted that we have a good team moving forward and doing great thing: mushers who have committed their lives; sponsors who have committed the lion's share of the resources; board who have established objectives and staff who make it all happen. He noted that today we are celebrating the end of one year and the beginning of another.

Burmeister reiterated what Baker had said and noted that since he's been on the board what it takes to put on this race. He said it's an amazing undertaking for everyone involved and it's a pleasure for him to be involved in it. He asked the membership to feel free to give comments and input. They can write letters or send e-mails. The board members want to know what the membership is thinking.

Aliy Zirkle commented that she's learned a lot in this last year as the mushers' rep on the Board of Directors. She noted that she looks for input from the mushers. She said she is also chairman of the Rules Committee and the committee had worked hard to come up with the 2013 rules. She further noted that the Board continues to work for an increased purse.

## RECAP OF FY2013

Executive Director, Stan Hooley noted that Race this year had been very. He noted that predictability is our worst enemy. In some years, someone jumps out front and holds the lead and the fans get bored. 2013 was as engaging and riveting as any year before. Aliy was only 13 minutes off at White Mountain. The GPS made it appear that she was closing in. But the Seavey competitiveness showed when Mitch won his second title. He explained that there is more to Iditarod than who crossed the finish line first. We had 66 teams, 13 rookies, 54 finishers for a total of 718 total finishers in Iditarod.

Hooley welcomed the educators who attended the Iditarod summer camp and talked about the outreach of all the teachers who have been involved with the Iditarod. He explained that the educational program is one of the most important in terms of our outreach.

Hooley noted that it's been three months since we left Nome and we began planning for 2014 as soon as we touched down.

Hooley said Iditarod is continuing to make some headway financially. He said the good news is that we're on a positive trend. For the first time we have multi-year agreements in place with three of our principal partners.

He went through a PowerPoint showing where the revenues come from and what the expenses are.

He noted that there were 14 states represented by the media and from 10 foreign countries. He discussed the use of the website and it was used 90% by people in the US, 3% by people in Canada, 1.6% by people in Norway and 1 ½% by people from Germany, Australia and the United Kingdom.

He noted that the Iditarod website, [www.iditarod.com](http://www.iditarod.com), had been redesigned with an eye toward further enhancement. This year there were 18.4 million page views in 170 countries, 3 million visits, 6.01 pages per visit (average), and 9.01 minutes spent online per visit (average). Approximately 90% of the traffic comes from the US, 3% from Canada, 2.5% from Norway and just over .6% in Germany, Austria, Switzerland, Sweden, New Zealand, and the Netherlands. The Iditarod receives widespread attention across the US, with Alaska accounting for 16 percent and the top 9 states (California, Illinois, Washington, New York, Wisconsin, Ohio, Michigan, Texas and Pennsylvania) totaling less than 50% of the overall traffic.

## PUBLIC COMMENT

President Andy Baker welcomed everyone and explained that this is the time for comments from members of the Iditarod Trail Committee.

Mark Nordman talked a little about the trail. He explained that Galena had been devastated by spring flooding. They are currently working on trail projects and also working on the finish arch in Nome. He noted that Dr. Nelson had put together a vaccination clinic to give villages quality care for pets. That has been successful since we started that program.

Mike Devitt asked if there were any changes in the making to better protect the dogs. Nordman explained that we are looking very closely at this issue and for a better way to house dogs. All checkpoints are being reviewed as is means of transportation. This year was a worst case scenario that we will not see again.

Jim Palin congratulated the ITC organization for putting on a great race. He asked about the current debt and plan to reduce it and what the financial impact would be if Iditarod loses a primary sponsor.

Baker explained that we've worked the last three years to get rid of debt. We're worked on a line of credit to fix the cash flow problem, but it has to be paid off every year. He explained that the Wells Fargo loan was paid off. The Line of Credit at Wells Fargo is paid. The Line of Credit at the ITRF will be utilized between now and the end of the Race.

Carol Houston asked if the Idita-Rider will remain at \$7500. Hooley noted that there has been thought about the need to market the Idita-Rider better. Nancy Livingston noted that over the years the opportunities for Idita-Riders have diminished.

Cheryl Metiva noted that she had some fund raising ideas and would be happy to work with whoever is in charge on fund raising.

David Schwantes noted that he had lost his camera at the Nome banquet and asked if anyone had seen it. (Aaron Burmeister had it).

Burt Bomhoff thanked the board and staff for their forward looking at finances and dog care.

#### ELECTION RESULTS

Sally Smith thanked those who counted ballots for coming in at 7 a.m. this morning.

She noted that 460 ballots were cast, 432 were counted. Mike Jonrowe had 427, Danny Seybert had 421 and Andy baker had 421.

#### ADJOURNMENT

Baker thanked everyone for coming and asked for a motion to adjourn.

**Dan Seavey/Jim Palin moved that the meeting be adjourned. Motion passed. The meeting adjourned at 11:30 a.m.**