

IDITAROD TRAIL COMMITTEE, INC.
BOARD OF DIRECTORS MEETING
Millennium Alaskan Hotel
December 6, 2013

CALL TO ORDER

The meeting was called to order by President Andy Baker at 9:08 a.m.

ROLL CALL

Members present: Andy Baker, Aaron Burmeister, John Handeland (via phone), Mike Jonrowe, Mike Owens (via phone), Danny Seybert, Rick Swenson (via phone) and Aliy Zirkle

Members absent: Stan Foo and Joe Redington Sr.

The president noted that Joe Redington Sr.'s absence is excused. He is on the trail.

Others present: Stan Hooley, Stuart Nelson, Jr., DVM, Mark Nordman, Diane Johnson, Greg Bill, Don Patterson, Joanne Potts and Eric Rogers

APPROVAL OF AGENDA

Jonrowe/Seybert moved to approve the agenda.

Zirkle asked to add Nome Checkers to the agenda. It was added as 7.2.

Jonrowe/Seybert motion was approved as amended.

ADOPTION OF MINUTES

Seybert/Jonrowe moved to approve the minutes.

There was discussion on the minutes of the October 18 meeting.

Seybert/Zirkle moved to take the minutes off the Internet until revisions can be made. Motion passed.

EXECUTIVE DIRECTOR'S REPORT – STAN HOOLEY

Stan Hooley submitted a written report.

Hooley noted that we have 72 mushers entered.

He reported that he is working on a Broadcast Partner agreement that will help grow the Iditarod's audience outside the State of Alaska.

He reported that by mid month there will be fresh content on the website written by Sebastian Schnuelle and Joe Runyan and fresh video content, including a 2014 race preview mini-documentary, produced by Greg Heister.

He explained that Iditarod off to a good start with the winter raffle. Sales are 129% over last year at this time.

He noted that the Millennium is no longer interested in hosting the Friday night "Fun Raiser". With so much going on around this Race on Friday night, it has become difficult to attract enough race fans to this event, in their minds, to justify the effort it takes to produce the event. He explained that the loss of net revenue to Iditarod would be \$24.5K. He suggested that Iditarod could still earn that revenue by staging the silent auction portion of the "Fun Raiser" at the Thursday night banquet. He noted that the key to its success will be in scripting reminders throughout the banquet for guests to check out the silent auction.

He explained that Iditarod is looking out for the benefit of the dogs and noted there is a system in place and we're currently looking at the Intranet process that has been discussed recently.

He noted that a lot of time has been spent with E10 and Trackleaders to recreate a tracking solution for the mushers in the few months that it took the previous partner, IonEarth two years to develop.

There was discussion on where the units will be mounted on the sleds. We will need to be specific about where they are carried because a lot of data is the result of where the unit is on the sled. He noted that Nordman should have some trackers available by January 1.

He noted that if the mushers carried two units, the Spot Gen 3 and Spot Trace, it would virtually eliminate the possibility of failure. Data from both units would be combined into one data stream.

We have invested roughly \$8000 in building a new website for the Jr. Iditarod. He explained that Craig Adams, who previously handled the Jr. website is no longer able to do so because of health reasons. The Iditarod would have had to be involved in the tracking with the Jr. Iditarod even if someone else had done the website and he said in the end this will save us money and provide a good site for the Jr. Race.

He explained that after completing five months of this fiscal year the forecast for the year ending June 30, 2014 for revenues is \$4,277,470, an increase of \$133K over budget; expenses of \$3,865,533, a decrease of \$85 K under budget and net revenues of \$412K, an increase of \$281K over budget.

He explained that this forecast is dependent upon realizing \$250K in new sponsor revenue. Roughly 15% of our existing sponsors have yet to renew and as of this date, there are no actual deals with new sponsors, but there is a great deal of positive conversation.

He explained that the long term debt to the ITRF was \$238K at the end of FY13. The line of credit was \$180K and in January it will be paid off, but access will be needed after the race.

In answer to the question about money coming from Ice Bound, Hooley explained that the agreement for the rate to be paid was based on the representation that they would be using a lot of footage. He says now that he only used 120 seconds of Iditarod footage and that will amount to a couple of thousand dollars.

RACE DIRECTOR'S REPORT – MARK NORDMAN

Mark Nordman submitted a written report.

Nordman noted that the dog boxes are done. The same crew will be working on the lines, purchasing the dishes and making the ladles. This will be done by mid February.

He noted that they had the first IAF meeting. He said they asked for a permanent exemption but are hoping for a 10 year exemption.

Nordman thanked Aliy Zirkle for her presentation at Hiland Mountain. He noted that it went over very well and she did a wonderful job.

His judges so far are Kevin Saiki, Rich Bosela, Larry Westlake, John (Andy) Anderson, Greg Parvin, Mike Madden and Thomas Tetz.

Baker asked Nordman if there is anything special the Iditarod can do for Galena and Nordman said it's something worth thinking about.

CHIEF VETERINARIAN'S REPORT – STU NELSON, DVM

Dr. Nelson submitted a written report.

Dr. Nelson noted that the Dropped Dog Manual is not completed and explained that there are parts of it written specifically for a specific group of people and suggested sending out those parts to the particular folks involved.

There was lengthy discussion of who we should distribute the manual to. It was determined that all personnel would have access to a copy.

IOFC – AARON BURMEISTER

Burmeister noted that he had talked with Leo Rasmussen about the belt buckles and said Rasmussen would be more than happy to have Burmeister manage the buckles. He noted that there is probably more of Iditarod's history in Rasmussen's shop than in any other location. Rasmussen will be working with the new Nome Museum.

NOME CHECKERS

Seybert/Jonrowe moved that all official times be given by a timer designated by the Iditarod trail Committee. Motion passed.

HONORARY MUSER COMMITTEE – AARON BURMEISTER

Burmeister/Zirkle moved that Deby Trosper be this year's honorary musher. Motion passed.

The board will call her husband and tell him about this after the meeting.

IAF EXEMPTION STATUS

It was noted that the current exemption expires April 30, 2014. Hooley noted that the information included in the board packet is a very important piece of work.

TRIPLE CROWN PROPOSAL

The Kusko 300 is championing the proposal to have a Triple Crown with the Kusko 300, the Iditarod and third race (currently discussed as the Tustumena 200). Hooley noted that this needs to be discussed in real detail and advised that the board read this and think about it and come back to discuss it after the Race. There is a lot to talk about and it will come back as an agenda item at some point.

EXECUTIVE SESSION

Jonrowe/Seybert moved to go into Executive Session. Motion passed.

OUT OF EXECUTIVE SESSION

Handeland/Zirkle moved to adjourn. Motion passed.