

IDITAROD TRAIL COMMITTEE, INC.
BOARD OF DIRECTORS MEETING
MILLENNIUM ALASKA HOTEL
February 17, 2012

CALL TO ORDER

The meeting was called to order by President Andy Baker at 9:0 a.m.

ROLL CALL

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

Members absent: Joe Redington, Sr.

The president reported that Redington's absence is excused. He is on the trail.

Other present: Stan Hooley, Executive Director; Mark Nordman, Race Director; Andy Willis, Race Coordinator; Stuart Nelson, Jr., D.V.M., Chief Veterinarian; Erin McLarnen, Communications Director; Don Patterson, Finance Director, Joanne Potts, Recording Secretary and Eric Rogers

PUBLIC COMMENT

There was no public comment.

APPROVAL OF AGENDA

Seybert/Owens moved to approve the agenda. Motion passed.

ADOPTION OF MINUTES OF DECEMBER 2 AND JANUARY 25

Moderow/Jonrowe moved to adopt the minutes of December 2.

Moderow noted one correction on page five, paragraph two. He noted that that should read: Zirkle noted that there was concern about how Iditarod will verify documentation for vaccinations other than rabies and which are not required or documented under state law. Dr. Nelson noted that this has been on the honor system, based on purchase receipts. There isn't any other way to do it.

Moderow/Jonrowe motion to adopt the December 2 minutes was passed with the change noted.

Moderow/Owens moved to adopt the minutes of the January 25 meeting. Motion passed.

PRESIDENT'S REPORT

Baker noted that he had been working in Juneau on Senate Bill 149, which would give a tax credit for donating to dog mushing. Currently the cap is \$12K but he, along with others, is working on getting that bumped up to \$500K. He noted that that could make it possible for our big sponsors to give a lot more money to Iditarod without actually having shell out more money. This is in Finance now. When it gets to the House, they will try to get the limit up. He noted that a \$1,000,000 request has been put in just for the Iditarod and Baker said he has talked to House members who are supportive. He will follow up on whether the tax credit thing includes in kind services.

EXECUTIVE DIRECTOR'S REPORT

Stan Hooley submitted a written report.

Hooley noted that since the report was prepared we'd had another musher withdraw and are now down to 66.

He noted that the reroute of the trail will be a huge topic for the air time and print media and put detail regarding that decision in his report so everyone would know exactly what had gone on with regard to the decision to reroute the trail.

He pointed out that the Insider needs to take in \$275K to meet the budget and he said that a higher percent of people visiting the website are subscribing to the Insider. He also noted that the new DVD, "Why do we run?" is being offered to the Insider subscribers.

The financial forecast numbers were listed in the report. He noted that the bank loan payments were not included as expenses and will have to come out of the net. He also noted that much of the revenue still needed to come in is in consumer related areas such as the Insider and merchandise sales.

Hooley noted that he had one more meeting after this board meeting with a prospective sponsor who has an offer on the table. Baker asked if there is any way to get word out about the banquet and encourage ticket sales early. Hooley will work with McLarnen and get some press releases out about that.

RACE DIRECTOR'S REPORT

Mark Nordman submitted a written report.

Seybert expressed concerned about whether the FAA could do to the Iditarod what they had done to the Quest when they grounded their airplanes. Nordman provided some background on that issue and explained that Iditarod is in total compliance for 2012 and has asked for a three year extension.

He discussed the various parts of the trail and noted that in most places there is plenty of snow. He said there are some problems with glaciated areas between the Happy and Rohn and that there are a few bare areas on the way to Nikolai.

Burmeister reported that the part of the trail used by the Paul Johnson Memorial race was good.

Nordman reported that the mushers will be in a different place in Ruby this year and will have their own building. An area behind the church will be cleared out for parking teams.

CHIEF VETERINARIAN'S REPORT

Dr. Nelson provided a written report.

He explained that he had been involved with House Bill 251, which has to do with getting more veterinarians to come come to Alaska to do Bush clinics. He explained that part of that would be the elimination of the courtesy license requirement. He explained that that would make his life easier in some respects but also, the courtesy license process is a way of making sure the veterinarians coming here to practice and actually qualified.

He also reported that there is a new outfitted van in Unalakleet that he is thrilled with. He is looking forward to having one in McGrath and Nome also.

MUSHERS' REP REPORT

Aliy reported that she had had some inquiries from mushers about getting archived information off the website. There was some discussion on that and it was explained how to do that.

IOFC Report

She explained that there had been communication about a table for Fred Agree at the banquet for the license plates and grave markers. She explained that that is not an IOFC thing.

Jim Gallea is still president of IOFC and Rhodi Karella Davidson is the new secretary/treasurer.

FINANCIAL STATEMENT

Hooley noted that the basics were in his report but the detail is in this financial report. He explained that there have been some changes since this document was prepared. For example, he noted that the receivables were now \$293K and the payables were now down to about \$35K.

He explained that the tax credit has been put out for bid to the sponsors. The bids will be opened on March 22 and 2 p.m. He said it was made clear to the potential bidders that Iditarod is seeking fair market value (70% to 80%) and has the right to reject even the high bid if it doesn't meet that.

He noted that the application for Pick, Click and Give is nearly finished. The deadline is March 31 for submitting that.

As answer to a question, he explained that the cost of the minutes that we now have to pay for to Iridium has been built into the forecast and hopefully what was built in is on the high side.

PRIZE MONEY

The prize breakdown for this year was listed. There was discussion about what it cost mushers to run their dogs in the Iditarod and just to run a kennel for a year. The numbers given at the meeting were about \$100K to run for a year and \$50K to run the Iditarod.

EXECUTIVE SESSION

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

DIRECTORS' COMMENTS

Aliy Zirkle: A lot ahead of us. Wished the staff good luck and said we'll all continue to work hard.

Aaron Burmeister: Sorry he isn't here in person today and appreciates everyone's time. Wished everyone luck and let's put on a great event.

John Handeland – Thanks for the new website, looks great. God speed and good wishes to all the mushers and looks forward to seeing them on the finish end of the trail.

Mike Jonrowe – Thanked staff for all their hard work

Mark Moderow – Hopes someone is guarding the lake from ice fisherman! Noted that the Idita-Support group has been valuable within the last few days in getting positive letters out to sponsors who have been getting barraged with negative letters recently.

Stan Hooley – Still have lots to do. Will move in the Millennium on March 25. We're busy but we'll be ready!

Danny Seybert – Next 25 days is going to be busy but that's what we live for!

Mike Owens – Thanked the staff and all the volunteers

Andy Baker – Wished all the mushers good luck and invited all to the Baker reception at 7 p.m. on the 29th at the Millennium.

ADJOURNMENT

The meeting adjourned at 11:15 a.m.