

Iditarod Trail Committee
Board of Directors Meeting – **Summary**
December 1, 2006
Millennium Hotel
Anchorage, Alaska

A quorum of the Board of Directors was present for the meeting, which began at 9:44AM. The President stated Joe Redington, Sr absence was excused, as he was on the trail. Several Staff members were present, as well as Dale Meyers, an ITC member/volunteer, along with Bernadetta Anne, ITC Communications Coordinator, and Andi Mallard, Headquarters Communication Coordinator.

The minutes of the October 6, 2006 Board meeting were approved with minor corrections.

President Burmeister reported that Herbie Nayokpuk was not doing well at the Alaska Native Medical Center and noted an account had been set up at Wells Fargo for people to contribute to help his wife and family while they were in Anchorage.

Executive Director Hooley provided the Board with an update on various ITC activities: including current financial projections; efforts with major sponsors; attempts for securing a sponsor for the annual Redington Trophy; ITC catalog sales; DVD sales; Junior Iditarod activities; “Iditarod Insider” production and promotion; and a proposal to the State of Alaska involving advertising tourism and providing the Iditarod Insider in the schools throughout Alaska.

For the Iditarod Insider to be successful, there needs to be at least 5,000 subscribers. Board members, mushers, volunteers, and anyone interested in the Iditarod need to encourage their families and friends to subscriber to the Insider for the 2007 race.

Director of Public Relations, Chas St. George, reported being contacted by 60 Minutes (CBS) about the possibility of doing a human interest story on last year’s top ten finishers.

Race Marshall/Race Director – Trails and Competition, Mark Nordman, provided a written report to the Board on various coordination activities he is currently addressing as part of the planning process for the 2007 race.

Race Director – Administration, Joanne Potts, provided a written report and also indicated we were up to 100 mushers , including 39 rookies, as of November 30.

In order to address concerns about the length of the banquets, President Burmeister appointed a committee to work on making the banquets more enjoyable for everyone in 2007. The committee consists of Sam Maxwell, Dan Seavey, and Richard Burmeister.

They will work with ITC Staff in addressing potential improvements for the sponsors, mushers, and interested parties.

Chief Veterinarian, Stuart Nelson, provided a written report on various activities. He stressed the need to maintain the number of veterinarians involved in the race.

The Rules Committee recommended approval of the Seeley Lake 300 and the Cantwell Classic 200 as qualifying ITC races. The Board approved the recommendations.

The Board approved establishing November 15 of each year as the deadline for submitting races for qualifying races.

The Board briefly reviewed the Iditarod Insider Survey, Web site Analytics, Membership Survey and the University of Oregon Strategic Planning project proposal, which were included with the Board packets.

A group from the Anchorage Convention and Visitors Bureau, lead by Bruce Bustamante, made a presentation about the proposed "Anchorage Winterfest", which is planning some events in Anchorage during the week of the start of the Iditarod. The events would be held utilizing the Anchorage Park Strip and they would be closed during the Iditarod start in Anchorage.

The Board approved a budget adjustment of \$17,200 for the Junior Iditarod. Hooley explained the ITC does considerable for the Junior Iditarod from a financial standpoint. Greg Bill noted that he has requested the Arctic Slope Regional Corporation to sponsor the Junior Iditarod activities. The outcome of this request is pending.

Potential FY07 budget revisions were discussed. The Board agreed to implement the suggested reductions in the IFSS, the production expenses and the catalog and tabled discussion of the remaining budget reductions suggested until later. These issues will be addressed at the February 2007 Board Meeting.

The Board of Directors of ITC passed a motion without objection to adopt the likeness of Herbert Nayokpuk as one of the ITC icons.

There being no further business to come before the Board at this time, the meeting was adjourned at 4:15PM

Jim Palin
Secretary
Board of Directors