

# Draft

IDITAROD TRAIL COMMITTEE, INC.  
BOARD OF DIRECTORS MEETING  
October 2, 2010  
Millennium Alaskan Hotel

## CALL TO ORDER

The meeting was called to order at 9:06 a.m. by President Mark Moderow.

## ROLL CALL

Members present:

Andy Baker, Aaron Burmeister, Mike Jonrowe, Mark Moderow, Mike Owens, Dan Seavey and Rick Swenson

Members absent: John Handeland and Danny Seybert

Others present: Stan Hooley, Executive Director; Greg Bill, Development Director; Mark Nordman, Race Director/Logistics and Competition; Don Patterson, Finance Director; Joanne Potts, Race Director/Administration & Recording Secretary; Chas St. George, Public Relations Director; Will Peterson and Rob Johnson

## PUBLIC COMMENT

There was no public comment.

## APPROVAL OF AGENDA

**Owens/Burmeister moved to approve the agenda. Motion passed.**

## ADOPTION OF MINUTES OF JUNE 26, 2010

**Baker/Owens moved to adopt the minutes of the June 26, 2010 meeting of the Board of Directors. Motion passed.**

## PRESIDENT'S REPORT -- MARK MODEROW

Moderow noted that he had no written report. He said he had been working with Hooley weekly regarding lawsuits, the sponsor group, contact negotiations and invited board members to contact him at any time.

## EXECUTIVE DIRECTOR'S REPORT – STAN HOOLEY

Stan Hooley submitted a written report that included all reports from other staff.

Hooley noted that the expected revenues are based on having 55 entries in the 2011 race.

He explained that Iditarod is now in a much better position than was expected. Substantial progress has been made through the first quarter of this fiscal year. The forecast is now for revenues increasing by \$249K over budget, expenses increasing \$18K over budget, net revenues increasing \$277K over budget and the cash balance to be \$244K more than budget. He noted that payables have been reduced to \$192 K which is where it was hoped to be at the end of FY11. He further noted that for this forecast to hold up, all fundraising must perform at budgeted/forecasted levels and all existing partnership relationships which are in various stages of negotiations must renew.

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He included charts and graphs in his report showing budget and forecasted amounts in all areas and current accounts payable. He said there is good activity taking place in regard to new sponsors.

## IOFC/MUSHER'S REPRESENTATIVE'S REPORT – DAN SEAVEY

Seavey did not have a report.

## ADDITIONAL STAFF REPORTS

Nordman submitted a written report.

He noted that he had asked for funds to work on the part of the trail that had been so damaged by fire this summer.

Stuart Nelson, Jr., DVM submitted a written report.

The question was raised as to the number of veterinarians listed in his report, compared to the probable number of mushers expected. Hooley will talk to Nelson about that issue.

It was noted that selecting veterinarians for the trail is a juggling act because one never knows what the weather will be in checkpoints and how difficult it might be to get vets out of one checkpoint into another. And it was pointed out that there is always a natural attrition in the vet staff between the time it is selected and the start of the Race.

Greg Bill submitted a written report.

Chas St. George submitted a written report.

## RACE/TRAIL COMMITTEE REPORT

Nordman reported for this committee. He noted that the committee is Sam Maxwell, chair, Cliff Larson, Eric Rogers and Mark Nordman. There was no summer meeting of this committee. Their biggest thing now is dealing with the area that burned so badly this summer. They expect to have the work done by the 15<sup>th</sup> of November. He noted that Kevin Keeler of the BLM has spoken about moving the groomer back out of Unalakleet to McGrath where it can be better utilized. He noted that the Skwentna Roadhouse is now a usable structure. The BLM has completed the construction of safety cabins at Moose Creek just before Iditarod, Tolstoi Headwaters between Ophir and Don's Cabin, Carlson Crossing and North Fork Innoko River between Ophir and Poorman and the Big Yentna Crossing cabin between Iditarod and Shageluk. He also reported that Keeler had been successful in dropping a large number of tripod markers between Ophir and Iditarod and will be working with the people in the area for getting them set up.

## QRB (QUALIFYING REVIEW BOARD)

Written communication from Bernie Willis, chair of the QRB was submitted.

## BUSINESS DEVELOPMENT COMMITTEE

The Business Development Committee originally was Lee Larsen, John Handeland and Mark Moderow. Moderow reported that they had met with Wilson Hughes in April and the committee met again in May to discuss the previous meeting. Last week there was a meeting with many of the sponsors. One thing that was picked up was that none of the sponsors had a good feel for the complexities we deal with. The sponsor group wants to continue to get together.

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A written report from the ITC *Ad Hoc* Sponsor's Proposal Committee was submitted.

Hooley noted that the Iditarod will benefit from the sponsors' interest, commitment and desire to help but they (the sponsors) want to see a long term plan. He stated that he is feeling good about where we are headed and noted that we are going to meet more with sponsors.

(Andy Baker asked for a copy of the letter and notes that were noted as attached to this report.)

Moderow noted that his intent is to become an ex officio member of this committee and John Handeland will remain on the committee. He appointed Andy Baker to the committee.

## DOT/DOWL HKM

Dowl HKM was hired by the DOT to assist Iditarod in moving the re-start location before the 2014 Iditarod Race. At the last board meeting, they were asked to do more homework on Sites 5 and 8. The board discussed the two sites and it was pointed out that Site 8 was in a flood plane.

Baker suggested that rather than going to the state for the full \$20,000,000 to complete everything for the site, we ask for \$2,000,000 and complete what we can with that and then go back for more.

It was also noted that neither of these properties have actual Parks Highway access.

Hooley noted that sponsors had offered the assistance of their lobbyists and it is reasonable to assume that if we do what we need to do and harness the efforts of the sponsors' lobbyists, we could be successful in Juneau.

Moderow noted that the sponsors had raised the question of why Iditarod didn't have a presence in Anchorage, a tour buss stop there. Hooley discussed the advantage of having an office in Anchorage also.

Moderow appointed a committee of Aaron Burmeister, Mike Jonrowe and Andy Baker to study this issue and come back to the Board of Directors.

Seavey reminded the board that we have been looking long term and having a world mushing center in the Willow area and asked the board not to loose site of that.

Swenson posed the question of whether Iditarod's core mission is to put on a sled dog race or deal with all these other issues.

Moderow asked to be included in a teleconference meeting on Thursday of this new committee and suggested that Hooley's input would also be valuable.

## NORTHERN LIGHTS MEDIA PROPOSAL

**Jonrowe/Seavey moved to go into executive session to discuss the proposal following discussion of some of the remaining smaller agenda items. Motion passed.**

## RESOLUTION FOR AUTHORIZING GAMING PERMIT

Moderow explained that this is a formality that we need to take care of every year.

**Baker/Owens moved to approve the resolution authorizing the gaming permit. Motion passed.**

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## SCDORIS ENTRY REQUEST

**Seavey/Baker moved to accept the request from Rachael Scdoris to have the same exemption as previously given to run the 2011 Iditarod.**

It was noted that the approval is only for her specific request and does not include a free entry fee for her visual interpreter.

**Seavey/Baker motion passed.**

## JUSTIN SAVIDIS RULE APPEAL

Will Peterson addressed Savidis' appeal to be allowed to enter the 2011 race after scratching from the 2010 race. This is requested because his qualifiers ran out last year. Peterson said this verbiage will be brought up at the rules committee meeting.

Swenson/Baker moved to grant Savidis his request on the condition that he completes a 300 mile race this winter. Motion passed.

The Board went into Executive Session to discuss the Northern Lights Media Proposal.

The Board returned to regular session at 12:40 p.m. to allow Kevin Keeler to address the Board.

Kevin Keeler reported on the safety cabins that Nordman had previously told about. He said they are 15 X 16 and are winter accessible. He also reported on the 14 tons of tripods that had been dropped of and stated that he would work with area folks to get them up.

The Board continued the Executive Session at 12:54 p.m. and came out of Executive Session at 1:40 p.m.

## OTHER BUSINESS

**Swenson/Seavey moved that during the Race there be daily posts on the website in written form. Motion passed.**

Moderow noted that if we don't end up doing our own website that that would have to be part of the contract with whomever was doing the website.

Hooley noted that we hope to have a content management system on the new website that will allow us to upload and control certain aspects of the website.

Moderow noted that the bottom line is that if we do the website, we can do this. If KTUU does the website, we ask them to do it.

Moderow noted that the remaining three items on the agenda are 9.2 (The Adoption of a Five Year Plan) and 9.3 (Adoption of Resolutions from the Planning Session) and 9.5 (the Northern Lights Media Proposal.)

**Owens/Baker moved that this meeting recess until 1:30 p.m. on Wednesday, October 6, proceeded by a work session on Tuesday night, October 5 at 5:00 p.m. Motion passed.**

This meeting was recessed at 1:56 p.m.

The meeting reconvened at 1:30 on Wednesday, October 6.

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Members present: Andy Baker, Aaron Burmeister, Mike Jonrowe, Mark Moderow and Dan Seavey.

Members absent: John Handeland, Mike Owens, Danny Seybert, Rick Swenson and Joe Redington Sr.

Others present: Stan Hooley, Executive Director; Don Patterson, Finance Director: and Joanne Potts, Race Director/Administration & Recording Secretary

There was not a quorum present.

**Jonrowe/Seavey moved to adjourn the meeting until 2:00 p.m. Friday, October 8, 2010.  
Motion passed.**

The meeting adjourned at 2:05 p.m.

There was no meeting on Friday, October 8 due to lack of a quorum.