

IDITAROD TRAIL COMMITTEE, INC.  
BOARD OF DIRECTORS MEETING  
November 30, 2012  
Millennium Alaskan Hotel  
Anchorage, Alaska

#### CALL TO ORDER:

The meeting was called to order by President Andy Baker at 9:00 a.m.

#### ROLL CALL

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

Members absent: Stan Foo, Mike Owens, Danny Seybert and Joe Redington, Sr.

The president noted that Stan Foo was out of town on business and excused from the meeting and Joe Redington, Sr. excused. He is on the trail.

Seybert and Owens were expected to call in.

Others present: Stan Hooley, Executive Director; Greg Bill, Development Director; Diane Johnson, Education Director; Mark Nordman, Race Director/Race Marshal; Don Patterson, Finance Director; Erin McLarnon, Communications Director; Andy Willis, Race Coordinator; Joanne Potts, Recording Secretary; Eric Rogers, Judy Bittner, Richard Burnham, Kurt Parkan and Dale Meyers.

#### PUBLIC COMMENT

Richard Burnham said he had been thinking about a way to honor Larry Thompson, the first pilot for the Iditarod and the only pilot for the early years. Burnham suggested that the Iditarod create an award for a pilot. He suggested that people on the trail and other pilots be involved in the decision and said it doesn't have to be given every year nor does it have to go to a current pilot. He suggested the award be a 180 plane mounted with a man standing beside the plane and it should be called the Larry Thompson Award. He asked the Board to give this consideration.

Baker noted that the Board would discuss this idea.

Judy Bittner, President of IHTA, noted that the IHTA is coming to the end of the Centennial, topped off with national awards recognizing IHTA's partnership for collective efforts working on the Iditarod Trail. She thanked the ITC for their participation. She noted that direct trail work has been done with the ITC in the Burn and to Puntilla and the Happy River. She said she hopes to continue that work with the ITC.

She noted that their I Trek program is in its 3<sup>rd</sup> year. They have 12 teaches and 3600 students involved. She stated that she is looking forward to collaborating with the ITC's Education Department.

The focus for the next few years is the 40<sup>th</sup> anniversary of the Iditarod Trail, work with Iditarod's Education Department, and work with the State to continue work on the final 360 miles of right away of the race trail and historic trail and trail maintenance.

## APPROVAL OF AGENDA

**Jonrowe/Zirkle moved to approve the agenda. Motion passed.**

## ADOPTION OF MINUTES OF 11/15 BOARD MEETING

Hooley noted that his comments on page four in the sixth paragraph needed to be re-written. The paragraph should read: Hooley noted that we are expecting the final approval for the line of credit soon. He said he thinks there is an understanding of the need for that to happen now. Patterson noted that we are expecting a long term debt by the end of the year of \$188K. The long term debt has come down from \$400K in the last few years to a projected \$188K. Hooley will e-mail the breakdown of the long term debt as of 8/31/12.

**Jonrowe/Zirkle moved to adopt the minutes as corrected. Motion passed.**

## PRESIDENT'S REPORT—ANDY BAKER

Baker noted that Iditarod has finally gotten somewhere in our efforts to keep the re-start at Willow.

## EXECUTIVE DIRECTOR'S REPORT – STAN HOOLEY

Hooley submitted a written report.

He noted that 66 teams are signed up as of now and we are expecting one more to sign up today and another to put his entry in the mail. He also noted that we expect 65 to 67 mushers to leave the start line.

Hooley thanked Baker for his advocacy and getting significant people to have conversation which helped to bring us to where we are now. He explained that until two weeks ago, we thought this was our last year at Willow Lake. We now know that DOT doesn't intend to enforce that. We don't believe we will have issues staging on Willow Lake. In the immediate future there will be no problem with using airport property for re-start parking. But if someone connected to the flying industry wants to lease that property, it would nullify Iditarod's agreement with DOT. Thus we are thinking about a way ITC could lease the property. We would need to create an argument that what we do there is not just a 2 day thing. The IAF uses that place for all the shipping to the trail. Worst case scenario we wouldn't lose that location. We'd have to beef up our shuttle system and insist the fans use the shuttle system rather than drive out.

## SPONSOR DEVELOPMENT EVENT

He noted the Sponsor Development Event will take place tonight at 5:30 p.m. and we are prepared to have a fun and solid event. He explained that he's been working with Bradley Reed to produce the event. Invitees include Iditarod sponsors, prospective sponsor's guests, board members and staff. 300 invitations were mailed and followed up with e-mails and phone calls. We asked current sponsors to bring prospective sponsors. Kurt Parkan from Donlin invited 30 people and several will be there.

Hooley showed the 5 minute DVD that had been prepared by Greg Heister especially for this event.

He said this will be a great year 1 event but it doesn't mean this is the only opportunity to work on getting new sponsors.

Hooley noted that Iditarod needs to find an additional \$200K in new sponsors. Konica Minolta is a new sponsor sending a check and equipment that eliminates an expenditure of \$12K per year, a financial impact this year of \$54K.

All Works is another new sponsor that will put a new phone system at Headquarters for an impact of \$12K in kind.

We are talking to a number of people and should have more successes.

We were unable to secure the line of credit, so the A/P had crept beyond the desired 30 day window at tie. Approximately \$18K of the \$88K in A/P falls into that category.

We are now through the down cash cycle. We'll start to see more in January. We had to stretch funds a little more than we would have liked because of not getting the line of credit. Yesterday the tax credit issue was completed so more payables were paid. He said he expects to see the Konica Minolta check within the week.

For next year, a solution has to be figured out.

He noted that the annual audit starts on Monday morning.

Hooley also included all the financial detail in his written report.

#### RACE DIRECTOR'S REPORT – MARK NORDMAN

Nordman submitted a written report.

Nordman noted that he has a clip on the trail work that was done that he will show at the end of the meeting.

He noted that we are working on getting a twin otter for use during the race since we lost the caravan.

He also noted that he will discuss issues with trail breakers.

He is looking for 2 new young judges for next year.

#### CHIEF VETERINARIAN'S REPORT – STUART NELSON, JR. DVM

Dr. Nelson submitted a written report.

Nelson noted that his cost on drontal plus would be \$475 for a 30 count bottle. Bayer is not giving Iditarod anything for 2013 2014 is iffy. He did say he has enough for 2013.

In response to a question about kennel cough and vaccination for that, Nelson noted that it is hard to prove that something isn't working until it is eliminated. He said because our mushers come for all over, he thinks that would be unwise. He said there is a big difference in our world and the pet world.

Jonrowe noted that it would be good to have statistical support. Nelson noted that there is no study planned at this time.

#### DEVELOPMENT DIRECTOR'S REPORT – GREG BILL

Greg Bill submitted a written report.

Bill noted that he had conversation with Bayer and asked if they would be willing to sell Iditarod Drontal Plus at a rock bottom price and/or look at product that is nearing expiration date but still usable at race. Perhaps that could be donated rather than disposed of.

#### COMMUNICATIONS DIRECTOR'S REPORT – ERIN MCLARNON

McLarnon noted that there have been 200 more likes to Facebook.

She noted that she is working on the Race Guide and will put a pull out with the map in the center fold.

She noted that she had done a Facebook chat with DeeDee and will do one next week with Ken Anderson.

#### IOFC – AARON BURMEISTER

Burmeister noted that the Conex for volunteers at the dog lot in Nome has been completed. All the need now is a used Toya stove to put inside.

#### MUSHER REPRESENTATIVE – ALIY ZIRKLE

Zirkle noted that she is chair of the Rules Committee and the QRB.

She noted that this was going to be a challenging year for rookies to get their qualifiers, but some races have changed their dates and the Copper Basin is going. So it will be easier to get 2 300 mile races this winter.

Greg Bill noted that the BLM is looking at moving the Bear Creek cabin a mile over to the trail. They are going to put signage ahead of shelter cabins so mushers will know they are coming up. Zirkle suggests that it would benefit the mushers more to have that information prior to the Race.

#### BILL DEVINE BEQUEST

Hooley introduced Dale Meyers, the Executor of Bill Devine's estate to update the Board on the Bill Devine bequest.

Following is a transcription of the discussion regarding the Bill Devine bequest.

Dale Meyers: Bill Devine died six years ago. He left the bulk of his small estate for a specific purpose to the Iditarod. It had qualifications to it. The original intent from the first moment was that this money would be set aside for the perpetuation of the Joe Redington trophy so that it will always happen. When funds run out, as funding is a problem, it's not axed because money is a problem or a lesser trophy is adopted. Meyers read a paragraph from Bill Devine.

"I give and bequest the sum of \$124K for the Iditarod Trail Race Foundation of Knik Alaska. It is required that these funds be used for the purpose of providing a funding source to perpetually pay for the already established Joe Redington, Sr. Memorial Award. This award is presented to the winner of the Iditarod Trail Race each year. If the foundation, (and Dale says that this is the only bequest he's had a problem with) cannot guarantee the funds will be used for this purpose, this gift is null and void."

Meyers: It's been four years that I've been trying to get a letter assuring me that these funds would be used in the manner proposed. As of today I still don't have that assurance. I'm bound and determined to carry Bill's wishes through. I had hopes of presenting a check today but that's not going to happen. I intend for it to happen no later than the Anchorage banquet. It's going to take some work and mainly I have to get some written assurance from somebody. It's not going to go to the foundation, and I'm the sole arbiter as to where it goes, or in the end if it can't be worked out it doesn't happen.

Baker asked if he meant from this group or the Foundation. Meyers said, "This is handled through the estate attorney. Since they are not responding..."

Hooley asked if it's going to the Committee or Foundation.

Meyer: My intent right now is it's going to the committee since I've gotten no cooperation or response from the foundation.

Swenson says he thinks the is that there may be state laws concerning what the trust fund can do with that money that makes it a problem.

Meyer: And I understand if the foundation has a problem. I want Bill's money to go to perpetuating that trophy. That was the intent. How we work out the other stuff, and if it turns out that ITC can better accommodate this, which, right now I'm leaning that way, that's the way it will go. The main thing is it's dedicated solely for the continuation of that trophy. The funds are now available.

Baker asked for a motion saying we will create a separate account so that money would go into the account for the purpose he mentioned and not be used for balancing our budget or whatever. That may help Meyer with his other endeavors.

**Jonrowe/Burmeister moved that provided that we receive these monies from the Bill Devine estate that the money be specifically used for the winner's trophy of the Iditarod Sled Dog Race and a line item be created and those monies be specifically and only used for that purpose.**

**Swenson amended the motion to make it perfectly clear that it is the Joe Redington Sr. Memorial Trophy.**

Meyers said that was Bill's wish. He doesn't need his name on it. He and Joe were best friends and that's what he wants.

**Motion as amended passed unanimously.**

Greg Bill noted that he is working with a bronze caster in Palmer who can do this trophy for two to three thousand. The question is who owns the casting. He's researching that now and if Iditarod owns it, we'll get it sent up here.

EXECUTIVE SESSION

The Board went into executive session to discuss legal matters with the attorney for the Iditarod.

DIRECTORS COMMENTS

Rick Swenson: Glad to be here today and looking forward to tonight.

Aaron Burmeister: Glad to be here and thanks to all the staff.

Mike Jonrowe: Looking forward to this evening.

Aliy Zirkle: Thanks to Stan and staff and looking forward to tonight.

Stan: Everyone enjoy tonight.

ADJOURNMENT

The meeting adjourned at 12:30 p.m.