

**General Meeting
Minutes
February 18, 2009**

Call to Order- John Goffinett called the meeting to order at 12:24 pm

Minutes-Minutes were approved as written

Guests-Todd Martin was our guest from the Idaho State Correctional facility in Orofino

Announcements- The only announcement was the upcoming Board meeting on Monday 2/23.

Executive Director's Report-

No report

Committee Reports

Public Affairs - Dennis Harper

-Legislative conference call went well and the legislatures are bracing for the Stimulus package dollars, also hands free cell phone bill, Beer and wine tax, ATV bills are still unsure about, County Jr. college funding issue. There was also the election consolidation bill that may have funding issues. These are all issues the public affairs committee is looking at. The legislative conference call is open to all the counties in our district.

Promotional – Laura Wolverton

Auction Committee-Heather Leach

This committee will meet at the City Council Chambers 2/19 at 5pm for planning. The Auction theme will be the Orofino 500. If you would like to volunteer for solicitation.

Career Fair Committee-Monica Jones

The Chamber of Commerce is helping to sponsor the Career Fair April 30th 2009. There are 5 schools committed already to attend. Trying to focus on Trades more this year.

Programs – Stephanie Deyo

-Chris St. Germaine with an update on Bald Mountain Ski area

Chris gave us some history on the family ski area. The mission is to promote and encourage and establish and operate a winter sports recreation area in Clearwater County. The mission started with a dream to have this area be a “hopping” place with lots of different things to do. Originally the hill was groomed by skiers getting in line and

tromping the snow. Now they have groomers that groom the trails instead. In 1998 when Chris became involved with the mountain they promoted that it was the affordable family fun place to be. The family season pass was \$397.50 has not changed since 1959. Last year they raised the price of a day pass from \$15 to \$20. The first time it was raised in 10 years. The raise in price was directly affected by the price of fuel for the grooming. Season pass is at \$132.50 and this hard to beat within an hours drive to find this kind of affordability

Chris talked to us about volunteerism and begged the question “How do we give this a shot in the arm?” In the early days of the ski hill there were certificates that you would buy to be a member of the organization. It started at \$2 membership then it increased to \$50 by 1970. The concept was that if we made it more expensive it would be more valuable to be a member. In 1998 there was no membership fee, and the list of certificate of membership was lost. Then there was no mechanism of communication with membership after the certificates were lost. It became more and more difficult to get people to help. Then it became specific families that would be there to help year in and year out. There ended up being only 7 volunteers for the hill. Chris stated how there were more staff at the hill than that. This year was the first year that the hill found success in the volunteerism. She was not sure if it was because of the ad in the paper begging for volunteers or what it was. She was curious to talk to other groups to see if they are struggling, what they would like to do to see how to increase volunteerism.

The hill operates on a shoestring budget. The recently traded some grooming equipment for some new tracks for the groomer. \$30,000 is what it takes to run the hill. There is 10 staffs that make \$8-\$10/hour. There is also a free bus ride from the IGA parking lot that runs to the hill. With a change in Insurance there will be \$5000/year in saving for the hill. This will help pay off the final debt for the ski hill. This savings then will be available every year after for capital improvements.

There is also the long term look at the area for summer activities as well. The ski group is looking into purchasing a chair lift possibly and Chris hopes with the right business plan the hill could be a successful year-round recreation area with hiking, biking, and other activities.

They also started a partnership to help sponsor the ballpark in Peirce. They have started a program with 2'x 4' vinyl signs. They are \$60 setup fee for screen printing and a \$50 annual fee to have the sign placed at the ball field in the summer and at the ski hill in the winter to show people their sponsors in this program. They are looking for businesses to participate in this advertising opportunity.

The Bald Mtn ski area partnered with another organization called the Idaho Ski Area Association. This partnership helped provide some great marketing concepts. Last year there were a couple of guys from the organization visited and then wrote some stories for the Spokane Newspaper. Part of this association was a video clip. Chris showed the chamber members the clip. This media clip will help in marketing by sending it out for advertisement and other media. There was comment from this group that there is so

much potential for this area. Chris mentioned to them that she understood that but there was not enough manpower with only 7 of them. The groups comment was that this is the way skiing should be, an inexpensive place where families can get together and ski together. Chris feels that we have a diamond in the rough and we just need to figure out to have people come to see it. With that comes the need for more volunteers and figuring out how to work with other organizations to make these things possible.

Adjourn

Meeting was adjourned at 1:05pm