



Mission Ridge Ski Education Foundation Board Minutes

Tuesday, October 14, 2025

Zoom Meeting

Attendees: Amanda Viebrock (President); Chip McElearney (Secretary); Heather Neff (Treasurer); John Barnett; Libby Siebens; Roger Taggart (Executive Director); and Ethan Howell (ex officio, absent).

Meeting called to order at 5:16 PM.

Overview

The board discussed recruitment, financial updates, and staffing changes. The team addressed leadership transitions due to Lindsay's upcoming leave, explored potential candidates for the Youth Ski League position, and reviewed administrative needs for the program. Updates were provided on the auction's success, sponsorship efforts, and preparations for the upcoming winter season.

Action Items

- Amanda to send out an email regarding board member recruitment after confirming the master email list with Dana
- Amanda will check with her contact at Wheatland Bank concerning who should receive MRST sponsorship renewal information.
- Heather to download auction buyer information from Greater Giving to aid in board recruitment outreach.
- John and Chip to review Bylaws to determine time to have our annual meeting.

Outline

General Business

- Board approved financial statements and previous meeting's minutes.

Old Business

- Board recruitment. The group furthered discussions on recruitment, with several individual names brought up as well as the forthcoming recruitment email from Amanda. She will check with Dana about what updated participant master email list Amanda could use, and Heather will check the auction's Greater Giving lists for additional possible candidates.

Director Update

- Roger informed the board that Lindsay D. is reducing her hours with the team to one day per week and will likely not coach this season due to family commitments. She and Roger are coordinating on how to fill the gap in administration and operations, to include transferring bookkeeping to Christy—a CPA, avid skier, and local asset. Another hole to fill will be Thursday Night Drags operations and race/YSL support.
- Corporate sponsorships are down substantially from last season. Several previous sponsors are not continuing (BJ's Food Mart, Alpine Realty, etc.) and some others are contributing less. The target is \$85-90k per year. We no longer know who to contact at Wheatland Bank, but Amanda will see if she can find out who it is through her own branch contacts.

- Registrations: Ski Stars is down a bit but that makes it more manageable, YSL is up, U14 and FIS are holding steady, but some U16s have dropped. Roger discussed the need for a consistent point person to handle administrative tasks for the Youth Ski League, emphasizing the importance of someone who can manage parent communications and coordinate plans for races. The group discussed possibilities to lead YSL, even mentioning that the job could primarily be an administrative position (no certified coaching needed) as long as the person has the ability to ski around to check on groups and be available for issues during the season.

Mountain Update

- Ethan said the recent early snowfall was about 12" deep with some drifts up higher on the mountain up to four feet. This has made final mountain preparations more difficult. The Conex containers still haven't been moved up the mountain, but should be in the next 2-3 weeks. Roger added that the new snow will likely impact or cancel the Fall Brush Clearing and Trash Pickup event.

Auction Updates

- Heather reported that the event was well-received, with positive feedback on the venue, food, and overall organization, and confirmed they have secured the location for next year's auction. She summarized the auction's outcomes and, though smaller in participants and income than 2024's record, 2025 figures were in line with 2022 and 2023 auctions, despite lower attendance.

Meeting concluded at 5:46 PM.

Next meeting to occur on November 11, 2025 at 5:15 PM.