

**Northern Lights Snowmobile Club
BOARD MEETING – January 21, 2020**

The Board Meeting was held at Jay Schuette's home on January 21, 2020 at 6:30pm. Board meeting attendees were: Jay Schuette, Linda Schuette, Karl Gaffron, Ginny Gerlach, Sue Frank, Jerry Gilbertson, Jim Nykolayko, Joyce Nykolayko, Dave Wheeler, Reg & Karen Videgar, Joe Maschke, Guests: Cheyanne Warren and Diahn Zimbeck

CLUB QUEEN – Presentation by Cheyanne Warren. Cheyanne proposed inducting one queen to represent the NLSC as well as Three Lakes Trails. This has been discussed with and agreed upon by Trails. This individual would represent both groups going to events, meetings, fund raisers for both organizations with an additional goal of involving more youth from Three Lakes, Phelps and Hiles. Cheyanne recommends having “Three Lakes” be part of the queen's title and offered Three Lakes Ice Queen and Three Lakes Snow Queen as potential titles to consider. Sample events could include Derby, Vintage and Championship weekend, March races, float in 4th of July, any other events NLSC or Three Lakes Trails suggests. She could also attend and compete in the Miss Snowflake pageant if she wishes.

Items Needed for Queen:

- *Tiaras and Sash* – Cheyanne has pricing for 4 different tiaras and a sash in mind. Tiara stays with Queen.
- *Snowsuit* – Cheyanne knows and will speak with Wendy at Diva Snow Group (DSV) about sponsoring jacket, bibs, and possible gloves as they have done in the past with other organizations.
- *Scholarship* – Cheyanne has done research - when she was Miss Snow Eagle she received a scholarship of \$500, more recently they did scholarships for Derby Princesses and Derby Queen \$500/Queen – \$250 for each princess, Miss Snowflake \$1500

Annual Cost to be split between NLSC and Trails

- Split between NLSC and Trails
 - o \$300 per organization (includes scholarship unless we wanted to increase the amount of scholarship or different tiara)
 - This would be a one time, one-year scholarship
 - o Queen keeps tiara, sash, snowsuit (need new each year)
 - Cheyanne will speak with DSG regarding donating snow gear

How will person be selected? – Cheyanne would like to create an application like the applications used by Snow Eagle and Derby, but she hasn't gotten to it yet. The process would be more casual, not like a beauty pageant but based on snow mobile involvement. She recommends creating a committee of two volunteers from trails and two from NLSC to review applications. Cheyanne would like to be the advisor/coordinator of the

committee and this effort. Cheyanne's mom would be one of the individuals from Trails along with one other. We will need two volunteers from NLSC.

Queen's duties/expectations – Will she be expected to try to get youth more involved?

- Cheyanne personally did a lot with youth for Vilas County. It would be up to committee to set expectations.
- Promoting youth involvement would be a bonus. Suggests that a question be included on the application – “What would you do to encourage youth involvement?” The assumption is that Queen / family will have been involved in snowmobiling. A suggestion was made to capture and apply community service hours for those who volunteer with the club (i.e. brushing trails, selling tickets, etc.).

Age requirement – Cheyanne suggests queen 15-18 (high school age)

Youth involvement – 14-18 years old

How will this position differ from what Kaylee Swendson does? - Kaylee was Derby Princess – also involved in KAOS.

What did Cheyanne do as Miss Snow Eagle? –

- One-year term, went to events, monthly meetings where she would talk about what she did that month, talk about experience at Derby, what she liked/didn't like. At end of her reign she did another speech to wrap up what she accomplished. She participated in many fundraisers such as pulling raffle tickets.
- How/when was she selected? - All except Derby are interviewed in June and selected/crowned in October. Derby was selected in December. Miss Snow Eagle interview and selected in June – crowned in October

Per Carl, Diahn Zimbeck is on board for trails. Diahn Zimbeck, Laurie Scheurer and Bonnie Zienkiewicz will work on this effort for Trails. A suggestion was made to apply community service hours for those who volunteer with the club (i.e. brushing trails, selling tickets, etc.). The Queen could present club information and volunteer opportunities to schools as well as provide updates at monthly club meetings.

Motion Made: A motion was made to explore the possibility of working with Trails to establish criteria and nomination process for a Three Lakes Queen (title to be determined). The NLSC would budget up to \$500 to cover the clubs share of cost. NLSC will ask for two NLSC members to volunteer for committee. Committee to establish criteria for selection, set expectations and define events that the Queen would participate in. The motion was seconded and passed.

Action: Discuss at club meeting and ask for two volunteers – need to identify volunteers ASAP

BOARD MINUTES – Board Minutes will not be read during meeting but will be available for review.

OVERNIGHT RIDE UPDATES – Joe reported that all rooms are booked. Contacted Eric at Great Northern regarding cost and type of appetizers - room is available – may have a bartender available but if not, walk down hallway. 2/4 leave at 0800 on Maple Lake/Shell Station area. Approximately 4 hours plus lunch stop - approximately 100 miles. Will know better after pre-ride. Will split off into 3-4 groups based on number of sleds and based on types of riders, fast, leisure, slow, etc. One of the routes may take you into Michigan so will need to purchase Michigan trail pass. He has information on which routes to avoid and is getting a weekly update from Mercer Chamber of Commerce. He has also sent request to Mercer Snow Goers asking for assistance when they come in next week – info about area such as places to eat, size of routes where they could plan route by mileage but has not received a reply.

Pre-ride leaves Tuesday, 1/28 8:00 from Shell station. As of now there are 7, possibly 8 riders going. Joyce suggests having those who are going on overnight ride meet up after the club meeting on Monday to go over the plan.

WEENIE ROAST UPDATES – Jay reported that John buy all supplies and will be reimbursed by the club. John has been looking for a tent but doubts that we will have one. There was a question about why ride is on Sunday... This is a three-day holiday weekend – so it has always been on a Sunday.

NOMINATING COMMITTEE PROGRESS – Joyce indicated that they haven't met. Karen said that Reg is willing to take on role wherever we see the best fit. We need a VP and a Treasurer but also need to start thinking of future President (one year from now). President is a two-year term. Linda will continue to manage membership next year.

CLUB RIDE PUBLICITY – Linda asked if we should consider publishing information related to weekly rides in the newspaper. Board response – Not necessary. Weekly ride information already on Facebook, newsletter, and website.

DONATION TO TRAILS - Joyce provided financial statement as of 1/21/2020 as well as a copy of last year's report as of 1/28/19 for reference and comparison so that we can decide on amount of initial donation. People who donate and come to events like the Christmas party assume that their donation is going to Trails. Based on current donations and events, the minimum that we need to give to Trails is \$7,785. Joyce recommended the Board give Trails \$8,500 and can give more at the end of the year after Groom to Ride sales and expenses are reconciled. Trails donation of \$8,500 needs to be voted on at next club meeting.

OPEN ITEMS

- Joe Maschke Trails – “Groomer Helpers” party sponsored by Tavern League Saturday, 4/25 at 5:00pm Briggs
 - o Announce at club meeting and in newsletter
- Military Ride – Jim lead a group of 11 people in the military ride which was around an 80-mile route. The monies collected by the organizers, Dick Decker, Todd Achterberg (sp?) and one other paid for all stops including dinner at the Derby Complex. In the past we have donated to the Oneida County Alliance for the Military ride and Jim believes that Trails is now

doing this as we do not go to those meetings. Jim proposed that TLSC make a \$200 donation to the Military ride. What happened this year is that Colonel Hamilton decided to give this event up. Dick Decker decided to take this on at last minute. They had a total of 45 riders. They would like to grow the ride next year. Jim noted that he took a wrong turn on the trail and at the end of the day was presented Jim with the “Toilet Seat” award.

- Motion was made, seconded and passed to donate \$200 to the Military Ride
- Karen – Newsletter Related Items
 - Reg suggested adding article in newsletter encouraging purchase of Groom to Ride tickets – Yes
 - Include the date of ticket drawing in the list of events – Yes
 - List and thank all business that sold tickets – Yes, Joyce to provide list
 - Currently newsletter says to check for ‘daily’ updates on linked sites. There are not daily updates. Suggestion made to modify to ‘check for updates’, do not specify ‘daily’ updates
 - Can she keep newsletter going throughout the summer so that we can include reminders for events such as 4th of July parade and volunteers needed, when to sign up/purchase trail pass, etc.? – Yes, ask for chairman at Monday meeting. Jay can provide a trailer that can be decorated.
- Joyce – Groom to Ride ticket sales collection – Disappointed in promotion and return of ticket stubs and \$\$ by some locations. Bonnie’s and Cindy’s have done an awesome job. We need to plan to run this differently next year – need more table tents (5-10) for each establishment.
 - Jim and Joyce have volunteered to coordinate and lead the selling of the Groom to Ride tickets next season.
- Jerry asked for status of meeting with insurance provider – Jay will follow up for next year. Need to know if we need more insurance due to higher membership. A suggestion was made to contact a different insurance companies such as Meyer Insurance or Karla Lederhaus with American Family in Eagle River– need to 2 quotes.
- Jim encourages everyone to stop in at the Snow Mobile Museum if riding through Eagle River. Jim is there on Tuesdays and Thursdays.

Meeting adjourned at 8:05 pm.

Next board meeting to be determined.

Respectfully submitted,
Ginny Gerlach, Co-Secretary