



### **CSC FALL CONFERENCE ADMIN MEETING 10/23/2016**

Meeting was called to order by CSC President Pat Harvey and introductions were made.

Pat requested that attendees who have not liked CSC & CSC Racing Facebook pages, to please do so. Also don't forget to like the National Ski Council Federation page. All are updated on a regular basis.

A presentation was given by CSC Treasurer Mary Anne Koltowich (see outline).

Ideas from the National Ski Council Federation meeting were presented.

Using post trip surveys was suggested.

Reciprocity between clubs for \$1 in order to participate on trips was discussed.

Trip planning for different clubs was discussed.

CSC Treasurer Mary Anne reminded all that CSC Club dues invoices will be going out after the Fall Conference and to include member names when dues were paid, so membership could be verified for trips.

The question was raised as to why CSC dues are so low, while racing is discussing raising racer fees by \$10pp? Answer was given that it was the way it's always been, the funds are all separated and CSC is financially solvent.

Compensation from trips was discussed. Some clubs run funds through the individual club, some run funds through the tour operator and some do a combination of both. Most clubs add a small up charge of \$10-20 to help with various trip or club expenses. Use caution with taxes if all payments are run through the club and input was provided by Mary Anne.

National Ski Council Federation meeting takeaways were shared, including electronic payments (Square costs 2.5% plus fees, but costs less than PayPal or Citibank Money). Pat will send out presentations from NSCF meeting.

Aging of clubs was discussed, using Charlotte as a successful example of a club bringing in younger members.

Trips can be too expensive for youngsters so make sure to plan local events. Retirees are more likely to attend trips since they have the time and money.

Warren Miller films have been successfully used by several clubs as fundraisers and as recruiting tools. It was stated that the Warren Miller Organization is very helpful in promoting local ski clubs and their event.

Remember to reach out to college students, getting your name on campus.

At meetings, make sure to create a welcoming environment. Meeting at a brewery seems to be very popular and helps increase attendance. Provide some appetizers. When asked how money is raised to cover this expense, most clubs stated that their main source of income was membership dues, but some do fundraisers for the general club fund or to pay for their racers. (Examples: working booths at sporting events, working at Iron Man Chattanooga, having auctions of racing gear, or simply having a collection cup next to the appetizers).

Use social media. Buffer can be used to send posts and shared links between Linked In, Instagram (at the top of page push the publish button to send info out to everyone), Facebook and Twitter. Hootsuite allows you to follow streams from all areas. Don't forget to use hashtags to create a website address that will bring up info in web searches. For example: #CSCsteamboat2016. A hashtag has been set up for this weekend's Conference, #cscfc2016.

Tom Grayson, CSC VP, and new SKIBUM rep, is publicity chair for the Charlotte Club, chaired the remainder of the meeting. Facebook is important, with club recognition and promotion needed. Charlotte Club uses trips and club events in ads and with boost on Facebook setting up target areas on a pay per hit basis. 1/3 of their membership join for CSC & Charlotte Club trips, 1/3 for their racing program. Millennials are very busy and therefore get easily distracted away from the club. Senior members are needed as a steady support for club leadership. Social mixers are important during trips to help participants bond. Remember also to promote Appalachian's learn to ski packages to continue expanding the membership base. Tour Operators like Sports America can customize postcards with club info for free.

Monthly Newsletters are helpful and weekly email reminders are also great to use.

Facebook posting suggestions: 20% about you. 60% about the interest area (for example: outdoor activities, 6 steps to do this or 10 steps to do that), 20% other stuff. It is essential to have more than one person making Facebook posts.

Ski reps can Skype in at meetings to help provide trip details and to generate more interest.

Pull down screens called "Window Shades" were discussed as a promotional tool.

Jodi Stephens, Huntsville Club President, asked for a quick take home statement on what CSC can do for clubs.

A suggestion was made that CSC use their purchasing power to check on good pricing for the promotional screens (Window Shades).

A suggestion was made for Crescent to help provide IT guidance for the local clubs in the effort to improve communication and promotion for the local and regional areas.

Pat and Tom both reminded everyone to email them with any questions or ideas.

At the end of the meeting, Michelle Shuford spoke about her role as a Special Olympics coach for the World Games in March. She suggested that clubs follow ETMM's lead & support the athletes in their own areas by making individual donations with a club match.

Respectfully submitted by Beth Dison [dison2@comcast.net](mailto:dison2@comcast.net)

**Suggested action points:**

1. Gather info/quotes on Window Shade idea, using Crescent's buying power.
2. Compile an electronic flyer highlighting the benefits provided members by CSC, CSC Racing and NSCF for use by distribution to club leadership with the intent that it be shared with membership annually. A colorful and eye catching promotional tool would have better reception and would be more likely shared.
3. As a follow-up to Tom Grayson's presentation, where he suggested having local (meaning no airfare and less expensive) activities to get younger people involved, explore the idea of making Fall Conference more of a fun trip like Spring Convention. The statement was made that numbers for Fall Conference continue to decrease. Perhaps if we can attract younger members to another inexpensive weekend, in addition to Spring Convention and Snowshoe Crescent Cup Finals, we will have the opportunity to get them more involved both locally and at the Crescent level.
4. Explore the need for IT guidance from CSC for the local clubs. (For example, what is the best program for creating a newsletter that works well for the CSC Racing advertising credit pages?)