

Minutes – PVS ExCom Meeting – September 27, 2016

MEETING ATTENDEES: The meeting was held at the home of Carolyn and Dave DeVilbiss. Dave did not participate in the meeting. In addition to Carolyn, in attendance were: Marianne Soptonis, Dick Schwartzbard, Marna Blanchette, Nancy Pigman, Barry Lake, John Smith, Rosemary Schwartzbard, and Ellie Thayer. President Carolyn DeVilbiss chaired the meeting. Carolyn paid tribute to the many years of excellent service that Dick Laeser, recently deceased, gave to ExCom as Treasurer.

APPROVAL OF MINUTES: Secretary, Ellie Thayer, submitted the minutes of the June 28, 2016 meeting electronically. The minutes were approved by motion and filed.

TREASURER'S REPORT: The Treasurer, Dick Schwartzbard, submitted the Treasurer's Report at the meeting. The amount in the treasury is \$12,061.33. Dick noted that the report covered the three months since our last ExCom meeting.

MEMBERSHIP RECORDS REPORT: Membership chair, Dave Warthen, submitted the Membership Records Report electronically. He was not in attendance. There were no comments on the report. There was a short discussion about the application from a former skier. The group agreed that her application was welcome, especially noting that the club's membership was well below the 200-member limit.

EVENTS AND MEETINGS REPORT: The events and meetings chair, Ray McKinley, was not in attendance. Carolyn gave the report in his stead. The upcoming events and meetings are:

October 18, 2016 monthly meeting at *Culinaire*, Arlington, VA – Ellie Thayer, at 11:30am - noon.

October 25, 2016 ExCom meeting – telephonic at 7:00pm.

October 28, 2016 Autumn Urban Hike/Lunch, Arlington, VA – Nancy McKinley, at 11:00am.

May 5, 2017 Annual Ski Show at Tysons Corner, VA, details provided later.

Ellie reported that 24 people had signed up for *Culinaire* with 8 spaces left.

SKI TRIP COMMITTEE REPORT: Chair, Rosemary Schwartzbard, reported that the 2017 ski trips were going well. Snowmass had a few rooms left and a male on the Val d'Isere trip was looking for a roommate.

Rosemary reported that the Lakes and Schwartzbards attended the fall BRSC meeting at Snowshoe, hosted in fine fashion by the Richmond Ski Club. The primary business of the meeting was choosing the 2018 ski trip locations and vendors. Winter Carnival will be at Whistler. Trois Vallees, staying in Brides-les-Bains, edged out Engleberg, Switzerland by one vote for the site of Eurofest.

TOOT REPORT: TOOT Coordinator, Ellie Thayer, reported that the October TOOT is assembled and ready to be issued on October 1. Dave Warthen is the layout editor.

OLD BUSINESS: There was one item of old business.

Article about Attracting and Maintaining Club Members: The issue of ski clubs attracting new club members is a widespread problem among ski clubs and not confined to PVS. It was noted

that PVS is not a millennial club. ExCom discussed several approaches to attracting new members. First, John Smith mentioned that an article in a local magazine or newspaper might generate interest. Second, Marianne said that she would confer with Inge about updating a small leaflet that was created a few years ago and distribute them to ski shops and the like. The group recommended that the leaflet be taller and include some brighter colors. Third, it was emphasized the most effective way to attract new members has been personal contact and meeting skiers on trips and that should continue. Ideas about using Facebook and Twitter were met with little enthusiasm. The idea of arranging a Meetup (a meeting of people who share a particular interest and have connected with each other through a social-networking website) also met with little enthusiasm. Rosemary reported that the topic was discussed at the recent BRSC meeting and that clubs that tried it attracted quite a few people to the Meetups, but they did not result in a single person joining any club. The general feeling was that we should maintain our present culture and wait and see what the future brings.

NEW BUSINESS: There was one item of new business.

October 25, 2016 ExCom meeting: It was decided that the October meeting would be telephonic.

ADJOURNMENT: The meeting was adjourned at 9:04pm.

Minutes submitted by Ellie Thayer.