

# BRIDGER BOWL



STELLAR COMMUNITY    STELLAR MOUNTAIN    STELLAR DENDRITES

**Bridger Bowl Association Meeting  
Spring Meeting Minutes  
May 23, 2018, 7:00 p.m.  
Holiday Inn – Bozeman, MT**

## BOARD MEMBERS

Present: Kelly Wiseman, President; Robb Larson, Associate Vice President; Mark Manseau, Secretary; Diane Allen, Martha Collins, Pat Hoffman, Dave Weaver, Todd Goertzen; Bob Pettitt, Vice President of Operations; Dave Ballinger, Treasurer; Jeff Abelin, (fill in) Recording Secretary

## CALL TO ORDER

Kelly called the meeting to order at 7:06 p.m.

## MINUTES

Kelly presented the minutes from the Fall 2017 Association meeting and requested a motion to approve the minutes. A member moved to approve the minutes from the November 13, 2017 meeting; another member seconded the motion. After no additional discussion, members voted: All in favor none opposed, minutes approved.

## TREASURER'S REPORT

Dave Ballinger presented the financials for year-ending April 30, 2018, a pre-audit and incomplete report. Skier visits for the year were 264,464, the highest they've ever been. Dave detailed income and expenses for each department; every department had income that exceeded the prior year. The cost of goods sold in the Ski Shop is something we're working to get a better handle on. Expenses were up overall, due to the busy season and extended opening, as well as increased labor expenses in an attempt to be competitive with employers in Bozeman. Net profit for the fiscal year was \$3.28 million, which was the best bottom line Bridger has seen. A member inquired about the revenue from license plates. License plate revenue goes to the Bridger Ski Foundation. A member asked about the cost of the cell tower. Dave explained that Bridger receives money for leasing the tower site.

## PRESIDENT'S REPORT

Kelly Wiseman related a story about Randy's vision for the new beginner area as it was described to him his first year on the board of directors. Management has a great deal of knowledge and is usually thinking way ahead of the board. Kelly related other improvements to the mountain during his time on the board: the new Alpine area lifts with loading carpets, the A-Lot parking expansion, and the loading carpet on Pierre's Knob. Kelly learned early on that we are snow farmers. He also learned to deal with big numbers. Bridger places a high priority on maintenance of equipment and some equipment is quite old, but still running well. The maintenance shop was expanded to assist with vehicle maintenance, which is a deep value of Bridger. A significant amount of forest maintenance also occurs annually. After years of cooperation with MSU, Bridger is expanding the wetlands wastewater treatment system this summer. The beginner area expansion project was completed last summer. The new beginner area is a huge improvement for new skiers. The base area changes make it safer and more comfortable for them. Keeping families engaged in Bridger is a huge priority. The management often refers to the Bridger Bowl family. Kelly believes this comes from embracing the idea of servant leadership. Randy is no longer General Manager but he has moved down the hill to the maintenance shop and will be involved in Mountain Operations. Management's role is to serve your workers.

You can't expect your workers to give great service if they don't get great service from management. Randy is honored by Kelly with a dad hat. Randy thanked the staff for putting in a team effort. He thanked Kelly for his time on the board. Bob Petitt has been hired as the new General Manager; Kelly invited him up for his first manager's report.

#### MANAGER'S REPORT

Bob thanked the board for the opportunity. He started in 1982 under Terry Abelin. Between working and his time on the board, he's been with Bridger Bowl for 13 years. Bob reported that Bridger had a tremendous season with record high skier visits and revenues. We had 440 employees over the year. We set records for most snow water equivalent, most storms over 10", and many other records. Unfortunately, we also had a fatality on Saddle Peak the final weekend. Bob talked about retiring employees: Randy will be the new Mountain Operations Manager; he has been a spectacular boss and he will be a great employee as well. Jason Prasek will be the Assistant Mountain Ops Manager. Bridger has the newest lifts, on average, in Montana; the average age is 7 years. The expanded beginner area was part of Randy's vision. The patrol lift will be repaired this summer after the lightning strike this spring. Doug Wales is retiring. His accomplishments include the website, the daily videos, the host program, the online reservations system, portions of the green program, and the grant for construction of the Alpine Cabin. He is working now on a supplemental solar program. Erin O'Connor, who was previously the Events Coordinator, is taking his place as Marketing & Communications Director. Bonnie Hickey is also retiring from the Snowsports Director position but is staying on as the new Sustainability Coordinator, helping in all skier services roles. Summer maintenance has started. Many employees have taken their vacation and are ready to get projects started. The cell tower currently works with Verizon and T-Mobile, phones with LTE calling enabled phones, Apple products 5WE and newer only. AT&T is talking about populating the tower. The tower will only work with newer phones. The wetlands expansion project will do a great deal to improve nitrogen removal from our wastewater. The Deer Park Rope Tow will be replaced with a covered conveyor. Covers keep the conveyor from being adversely affected by new snow. The communications building on the ridge is also being replaced. Bob invited former board members to stand up and be recognized. He also recognized Emily Lind who passed away unexpectedly this winter. She worked as the Reservations Coordinator for several years and will be missed dearly.

Bob Kolesar commented on how the new beginner area has improved things for the disabled community.

#### COMMITTEE REPORTS

**Finance** – Mark reviewed comparison numbers from the last few years: skier visits, employee count and revenues for Food Service and Snowsports. He also presented season pass and lift ticket prices for the 2018-19 ski season. Midweek passes will remain the same. Ticket prices and pass prices are generally increased slightly each year. Last season, the season passes on the website included the option of mailing passes. This year, shipping costs are dropping from \$13 to \$9 in an attempt to encourage more participation in mailing and further reduce pass lines. Bob thanked Randy Elliott for all he has done throughout the years.

#### FOUNDATION REPORT

Martha Collins reported that the foundation served 317 participants for Snowsports programs this winter. They received \$14,000 in contributions over the year. The foundation accounts grew significantly from the red chair auction last summer. The foundation is working to build an endowment to support kids who would not otherwise be able to afford skiing. It is also supporting ridge workshops for kids. Martha thanked Chris Bulger and Marshall Bennett for their work with the foundation throughout the years.

BOARD NOMINATIONS

Kelly informed members that there were three openings on the Bridger Bowl Board of Directors. After finishing their second 3-year terms, Kelly and Robb Larson will be retiring; Pat Hoffman will finish his first 3-year term and seeks another. The board recommends Pat Hoffman, Julie Bennett and Joe Seymour as nominees for the next members of the Bridger Bowl Board of Directors. Julie is eligible to run again because she has been off of the board for one year. Kelly requested nominations from the floor three times; there were no additional nominations. Each candidate gave a brief biography. Ballots will be mailed out to association members in June.

NEW MEMBERS

Pat presented the following membership applications for ratification: Daniel Bidegary, Michaela Adrian, Cheryl Christian, Normal Doll, Travis Hough, Paul Kleihauer, Mike Lamberty, Coty Moore, Marci Stoppel, Steve Shope. A member moved to ratify the new members; another member seconded the motion. Vote taken, all in favor; motion carried and memberships approved.

NEW BUSINESS

Kelly opened the floor to new business. Bob Kolesar suggested Avalung purchases being promoted with pass sales, in addition to transceivers.

OLD BUSINESS

Robb Larson talked about his experience on the board of directors. Kim Center thanked Bridger Bowl for donating a red chair to the Bozeman Library Foundation. They raised \$6,000 for auctioning the chair. Estela Allen thanked Kelly Wiseman for his time on the board. Sonja Berg won the \$100 gift card door prize. Rick Ladzinski asked about long-term plans for Bridger. Snow and crowd control are major future issues. Bob Kolesar commented that the bus system should run seven days per week. Sonja Berg asked about changes to the road system. It is being studied this summer and more will be reported in the fall. Bridger Bowl is working with Crosscut on coordinating transportation and base area changes. A member asked if depreciation expenses are held in reserves. There are cash reserves. Mark Manseau and Pat Hoffman recognized Kelly Wiseman and Robb Larson for their services with plaques and gag gifts.

MOTION TO ADJOURN

Kelly thanked everyone for attending the meeting and their involvement with Bridger Bowl. He welcomed a motion to adjourn the meeting. A member moved the meeting be adjourned; another member seconded the motion. Vote taken, all in favor; Kelly adjourned the meeting at 8:36 p.m.



MARK MANSEAU, PRESIDENT



TODD GOERTZEN, SECRETARY