
LAKWOOD CROSS COUNTRY SKI CLUB

September 2017

Dear Lakewood Ski Club Members,

Despite being one of the more difficult ski seasons in a long time, the Lakewood Cross Country Ski Club, through the efforts of its officers and members, was able to enjoy a successful season. Thanks to the work of Mary Van Domelen, we experienced a significant increase in membership – 18 new members – turning the corner in a declining membership. Thanks to Colleen Altman's efforts and perseverance, we have also increased our business membership by 14. These efforts, combined with our new merchandising campaign led by Ellen Lundwall, and our reduced costs in website and phone service, have increased our profits by over \$4,000.

Lloyd Lundwall and I met with the Forest Service on May 18th to finalize our grant and the trail work to be done over the next two years. At this meeting we were made aware of future logging to be done along our trail. We expressed our concerns regarding maintaining the trail in its present condition. The Forest Service has agreed to meet with us and the logger on site to review these concerns. They have assured us the trail would remain either in its present condition, or better.

I would like to thank all members who returned the surveys that were sent with the membership renewals. The information contained was not only valuable, but also enlightening in understanding the makeup, use and priorities of our members. Please take the time to review the results enclosed in this newsletter.** Your thoughts are important, and we look forward to discussing your input at our fall meeting.

We are in the process of planning our 40th Anniversary celebration during the 2017-2018 season. A tentative date has been set for March 3rd at the McCauslin Brook County Club. In order for the club to accomplish this event, we will need volunteers and ideas. Knowing what a supportive membership we have, I have no doubt we will be able to put together a fun event.

Again I would like to thank the officers and membership for making a difficult season one of the more successful in recent memory. All of your hard work is appreciated and I look forward to another successful year, hopefully one with more snow!

Thanks,
Tim Klima

** Survey results can be found on page 4.



Trail Cleanup Days: Saturday - Sept. 30th, Oct. 7th & 14th - Volunteers Needed
Our annual fall trail clean up is very important as it makes a big difference to our grooming team. The crew removes brush, debris & fallen trees from the trails, clearing the way for a smooth grooming run. In addition to helping out your club, you can enjoy a day of crisp fall weather and the beautiful display that autumn presents! Trail cleanup days are Saturday Sept. 30th, Oct. 7th & 14th **The fall meeting will be October 7th.** Plan to meet at the golf course club house at 9:00 a.m. Please Caleb Klima at (608)852-6964 if you have questions.

Minutes of the Annual Meeting - May 13, 2017

The annual meeting of the Lakewood Cross Country Ski Club was called to order on Saturday, May 13, 2017, at 2 p.m. at the Lakewood/Townsend Rescue Squad building. A motion to approve the minutes of the Oct. 8 meeting was made by Margaret Brubaker, seconded by Colleen Altman, and approved unanimously. A motion to approve a list of ski club officers was made by Tim Klima, seconded by Paul Romenesko and approved unanimously. They include:

President – Tim Klima

First Vice President, Membership – Mary & Jim Van Domelen

Treasurer – Barry Brubaker

Secretary – Jody Korch

Business Membership/Special Events – John & Colleen Altman

VP Trails – Caleb Klima/Ellen King

Maintenance – Paul Romenesko

VP Grooming – Lloyd Lundwall

Members at Large – Andy and Shari Kangas & Fred and Johanna Axelrod

CLUB COORDINATORS:

Newsletter – Lea Peot

Facebook Page – Jim & Sherry Beno

Website Management – Jered Klima

Trail Tube Collections – Bob Bayerl

Merchandise – Ellen Lundwall

Trail Reports – Dale Keller

Treasurer's Report: Treasurer Barry Brubaker reported an ending balance of \$9,279.61 in the savings account and an ending balance of \$20,912.58 in a certificate of deposit. A second CD was closed out on March 4, 2016, and it was spent fixing the club's Pisten Bully groomer. The club's checking account has a balance of \$7,421.34. The estimated income for the 2017-2018 year is \$15,550, and the estimated expenses total \$14,600. A motion to approve the treasurer's report was made by Tim, seconded by Lloyd, and was approved unanimously.

2017 Budget Report: There is \$500 budgeted for the annual Ski Social. Tim would like the club to hold an event for its 40-year anniversary. McCauslin Brook Golf Course would be willing to work with the club to hold an event in its clubhouse, Tim said. He wants to get the membership together. The club reduced its telephone hotline expenses significantly to \$100 per year. The budget contains just \$250 for trail maps because all of the maps needed for this year have already been printed. Tim reported that he hopes to soon have a signed document from the U.S. Forest Service to match the club's \$4,400 budgeted for trail work. The matching funds will allow the club to fund four days of bulldozer and backhoe work primarily north of Smythe Road to straighten, level and widen the trail. Portions of the trail are getting dangerous to groom. The work could be split into two years if need be. Ruts could be repaired, and work can also be done on the south end of the trail. A motion to approve the budget was made by Jim Beno, seconded by Barry, and approved unanimously.

Membership Report: Tim said it's good to see the club's membership trending up. The club now has 141 Facebook members. About 35 to 40 percent of club members donate in addition to the membership fee. They donated \$2,000 dollars this past winter.

Business Membership/Maps: Colleen will send out letters to advertisers asking for them to renew their advertising spaces in the trail maps. She will solicit businesses outside of the Lakewood community

because the club's membership reaches from Milwaukee to Northwoods. The trail maps are going to businesses outside of Lakewood. Shari Kangas designed the club's new logo and trail map cover. **The club's website** was redone with a new management system. Website visitors can find club information and news and trail maps. The club's yearly website and domain fee has been reduced from \$120 per year to just \$8.47 per year.

Facebook Report: Sherry was interested to see how quickly news spread on the Facebook page. A person asked what the trail conditions were on Wednesday, was told the trail would be groomed on Friday, and they came to ski that Saturday.

Merchandising: Ellen Lundwall said that 35 out of 50 Lakewood Ski Club hats were sold. The bill to buy 50 was \$907; \$875 was received for the sold hats. She suggested that Lakewood Ski Club long-sleeved T-shirts could be purchased from Haystack Apparel in Crivitz. She will order 12 shirts, to be sold at \$20 each. A photo will be posted on Facebook.

Grooming and Equipment: Lloyd reported there were no major problems this past winter. The Pisten Bully was first used on the trail on Dec. 22 behind the golf course, and regular grooming started on Dec. 24. It was returned to the hangar for storage on Feb. 19. Groomers put 66 hours on the Pisten Bully. The club's Skandic groomer was used for about 250 miles of grooming, and it was last used on March 3. The trail needs at least 3 inches of snow in order to be groomed. Paul planned to finish groomer maintenance on May 20.

In April, Fred Axelrod, John Altman and Bob Bayerl examined the trail. They took down signs and donation boxes. The metal donation tubes will be painted. Envelope and map boxes have been refurbished by John and Colleen Altman. The Forest Service owns the trail gates – one of which was damaged by a blow-down.

New Business: Tim discussed a possible shelter, and asked for input on whether it could be erected at the Old 32 parking lot or near the golf course. To erect it on Forest Service property on Old 32, it would take at least three to five years to obtain a Forest Service permit.

The Lakewood/Townsend Ambulance Service has provided a meeting place and rescue services to the club since 1974, and is seeking donations to replace obsolete cardiac monitors at a cost of \$60,000. A motion to make a donation in the amount of \$500 was made by Steve Peplinski, seconded by Barry, and approved unanimously.

Caleb Klima submitted an 1,800-word article about the Lakewood cross country ski trails to Silent Sports Magazine. The article describes the trail's history and how volunteers maintain it. It is scheduled to be published in November or December. The club has an option to include a sidebar about special events such as a 40th anniversary event which could include demos, ski rentals and ski lessons. A Facebook poll will ask which date would be best for such an event.

Survey Results: More than 75 responses were received. Tim suggested that conclusions from the survey results be made at the fall, 2017 meeting.

Tim researched new grooming equipment, and he believes the new quad track systems and new groomers are much more efficient than the club's groomers. When the club's Pisten Bully broke down last year, the Skandic groomer did not adequately fill the void because it's a first-generation groomer. The cost of a Gator with a quad system is about \$27,000 to \$30,000, Tim said. A new Pisten Bully would cost about \$250,000. "I think it's time the club address the grooming equipment," Tim said. "I think the direction we should go is the quad track system." He suggests a capital raising campaign begin to replace the Skandic in order to make it easier to groom during light snow conditions. Phase 2 of a capital raising campaign could address a new shelter.

A motion to adjourn was made by Steve, seconded by Jody, and was approved at 4:15 p.m

RESULTS OF THE LAKEWOOD CROSS COUNTRY SKI CLUB SURVEY - FALL 2016

How many years have you been a member of the Lakewood Cross Country Ski Club?

0-5 **20%** 5-10 **30%** Forever **50%**

How many times per season do you ski the Lakewood trails? 1-5 6-10 10+
60% **24%** **16%**

What do you like best about our trail system? **Top 3 Answers: Terrain/Scenery, Grooming, Wide Trails**

What do you like the least about our trail system? **Top 3 Answers: No shelter, Lack of Loops, Not Enough Grooming**

Where else do you ski?

Lakewood Only – 20%
One Other Place – 22%
Two Other Places – 12%
3 or More Other Places – 46%

What improvements would you like to see for the Lakewood trails? **Top 3 Answers: Shelter, More Groomers/Grooming, Improved Signage**

Using levels A – High, B – Medium, C – Low, please prioritize what you feel are the most critical projects for Lakewood Cross Country Ski Club:

| | A | B | C |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|------------|
| Existing trail system - maintain/repair/widen as needed | 78% | 12% | 10% |
| Expand the trail system | 7% | 24% | 69% |
| Build a shelter on public land (Old 32 parking lot) | 40% | 32% | 28% |
| Build a shelter on private land (Golf Course area) | 16% | 20% | 64% |
| Upgrade equip. to be more suitable to grooming under low snow conditions. | 46% | 40% | 14% |
| Organize activities to bring membership together & involve community - Ski Social, Moonlit Ski Events, Pasta dinners etc - please include your own ideas for social events | 10% | 45% | 45% |
| Ski Race | 13% | 17% | 70% |
| Fund raising events in the community to create awareness of the club - brat fry, fun ski race - other ideas?? | 17% | 66% | 17% |

Plan on attending the 40th Anniversary Celebration!

March 3rd, 2017

(tentative date)

McCauslin Brook Country Club