

BRIDGER BOWL

**Bridger Bowl Association
Fall 2022 Meeting Minutes
November 10, 2022, 7:00 p.m.
Hilton Garden Inn, Bozeman**

BOARD MEMBERS AND BRIDGER BOWL MANAGEMENT

Present: Pat Hoffman, President; Todd Goertzen, Executive Vice President; Dave Weaver, Associate Vice President; Jake Werner, Secretary; Board Members: Joe Seymour, Jennifer Stark, Holly Tarlow. Austin Schuerg, Treasurer; Hiram Towle, General Manager, Lindsay Korth, Business Operations Manager, Jason Prasek, Mountain Operations Manager; Julie Bennett, Recording Secretary

CALL TO ORDER

President Pat Hoffman called the meeting to order at 7:06pm.

MINUTES

The minutes from the Spring 2022 Association meeting were provided to all members in attendance. Pat requested a motion to approve the minutes. Steve Delaney moved to approve the minutes from the May 26, 2022, meeting; Gary Andrews seconded the motion. With no additional discussion, members voted: All in favor, none opposed; minutes approved.

Guest Presentation

Evan Weiss, Executive Director of Bridger Ski Foundation (BSF), introduced himself and provided a synopsis of his background and experience. He has been the BSF Executive Director for the past 5 years. He outlined their 6 programs: Nordic, Alpine, Alpine Freestyle, Freeride & Snowboard, Free Skiing and Nordic Trail grooming. The roots of BSF date back to 1936. They are a 501c3 non-profit providing educational and competitive programs to children and adults. \$40,000 in scholarships are provided to youth participants each year. Their program fees provide 50% of the program costs; they rely on fundraising, events, camps and advertising sponsorships for their remaining funding. New this season is the hiring of a full-time year-round free skiing program & freeride and snowboard director. An adult racing program is offered Tuesday and Thursday mornings at Bridger. BSF helped Bridger Bowl and MSU host the NCAA Ski Championships in 2020. The NCAA event will return to Bridger Bowl in 2026 due to popular demand. Bridger Bowl has hosted the NCAA event more than any other area in the country. With a focus on reducing their transportation footprint, BSF has been purchasing vans for group transportation. They are encouraging their members to ride the Bridger Bowl buses as well. Demand for their programs has increased; they now have waitlists for most of them. A \$1M snowmaking project was completed for the Sunset Hills Nordic ski trails in 2020. BSF has no debt on this project. Evan conveyed BSF has a long and special partnership with Bridger Bowl who provides \$100,000 of in-kind support to them annually. They are greatly appreciative of the shared community focus and strong working relationship between the two entities.

PRESIDENT'S REPORT

Pat Hoffman welcomed new General Manager Hiram Towle and thanked those who worked on the hiring committee. Pat outlined the importance of the work the various committees do at the board level to be sure we are meeting the needs of the community and Bridger Bowl.

At Pat's direction, each board member introduced themselves and spoke about their goals, committees they work on and areas of interest.

TREASURER'S REPORT

Austin provided members an overview of the year to date (through October 31, 2022) income statement and balance sheet. He highlighted increasing expenses, especially labor, due to inflation and the tight labor market. He presented a summary of season pass purchases through 11-7-22: 1,537 mid-week passes; 4,900 locals passes & 7,000 full season passes have been sold. Bridger is trending toward selling 15,000 season passes. A graph showing historical comparisons of total snowfall received and skier visits dating back to 2004 was presented.

Austin discussed labor related expenditures; the initial starting wage of \$16.11 met with little success in attracting applicants this fall. The starting wage was increased to \$17.00 per hour which has increased the number of applicants. 200 people have been hired, with 90 additional applications to review. He presented trend lines of revenues to expenditures dating back to 2013. With labor costs increasing and inflation driving operating costs the net income gap between revenues and expenditures is closing. As a business, Bridger will need to ensure it is putting sufficient cash in the bank each year to meet the long-term capital needs of the hill while ensuring there are ample reserves for a low snow year.

GENERAL MANAGER'S REPORT

Hiram expressed his excitement to be at Bridger Bowl and introduced himself. He spoke to his background, his career and how he came to Bridger Bowl. After leaving a corporate business job, his ski career began at Sunday River, ME where he worked for 13 years. He was then general manager at Mt. Ashland, OR for 8 years, a community non-profit area. He shared his belief that non-profit community-based ski areas are the most important. They provide unique and vital opportunities for people to ski affordably. He has been on the job at Bridger for 3 weeks and is impressed with staff members. He provided updates on each department noting Bridger Bowl Food Service hosted a record 17 weddings this summer. The Facilities crew completed various remodeling projects and completed installation of the water tank at the Alpine Cabin. Lift maintenance upgraded the Pierre's Knob lift including a new communication line and new electric drive and control system. Marketing/Communications hosted Raptor Fest in October with record turnout. The IT Department made network upgrades to support the use of technology tools and programs. Snowsports held a lottery for their youth program enrollments which was a success. Guest Services has improved processes to make systems better. 3,000 Bridger Bowl cards have been shipped to date to season pass holders. Grooming and Slope Maintenance employees John Vanhouten and Josh Thompson won the first Gallatin County Outstanding Noxious Weed Management Award. Dawn Denecke, a 20-year employee, became the office manager this year. Risk Management is utilizing new technology. Dan Good was recently hired as new Human Resources manager. The Accounting department continues to make improvements in processes and tracking of data. Sustainability (Bonnie Hickey) is working to maintain and drive important initiatives that resonate with the community such as the Go Gallatin Commuter Network to track ridership. Ski Patrol upgraded 3 bomb tram lines on the Ridge over the summer.

Snowmaking is underway on the mountain. The low temperatures have been very favorable for making snow this past week. In keeping with industry standard, Bridger Bowl is now providing season passes to both part-time and full-time employees. Hiram reiterated his commitment to keeping Bridger Bowl "Bridger Bowl".

NEW BUSINESS

Questions were taken from the floor. A suggestion was made to consider offering a 6-day season pass (Sunday-Friday). An inquiry was made about having ApplePay in the lodges for food service. Unfortunately, it is currently not available on the point-of-sale vendor software.

OLD BUSINESS

The Jim Bridger Lodge expansion/replacement lodge project was brought up. Joe Seymour shared that long range planning is revisiting this in conjunction with Hiram to assess needs. Hap Happel shared his appreciation of the executive committee taking time to respond to an inquiry he and Steve Sennewald made to them, going so far as to meet in person with them to answer questions.

NEW MEMBERS

Jake presented the following membership applications for ratification: Erin Brockway, Luc Hibbs, Mark Wells, Beth MacFawn, Denise Palmquist, Kurt Palmquist, Ryan Mason, Don Rogers, Sarah Worrell, Jeri Rosenthal, Pete Schofield, Chris Peralta, Caroline Roy, Justin Hill, Pam Comstock, Andre Cavalier, Kaitlin Bear, Devin Owens, Turk Comstock, Tim Ozane, Benjamin Stanley, Mike Story, Eric Cade, Matthew Paris, Eric Erickson, Max Lowe, Mike Jones, Amanda Jones, Adam Paccione, Gus Leon, Jr., Mark Uberuaga, Lance Bennett, Hiram Towle, Alex Jacobi, Thomas Weas, Timothy Wheatley, Jonathan Millman, Stephanie Macek, Jeff Bekes, Cody Ling, John Solomon, Peter Foley, Michael Lankford, Liz Welles, Marcia Kaveney, Dan Kaveney, Daniel Keslin, Erin Bently, Raymond Bernardo, Chad Buckridge, Ryan Smith, Kayla Verzuh, Emma Kerins, Christopher Kussmaul, Kristin Cooper, Zem Zemlock, Kenneth Wilson, Marc Parent

Kelly Wiseman moved to ratify the new members; Jim Walker seconded the motion. Vote taken, all in favor; motion carried, and memberships approved.

MOTION TO ADJOURN

Pat Hoffman welcomed a motion to adjourn the meeting. Kelly Wiseman moved to adjourn; Doug Richmond seconded the motion. Vote taken, all in favor; Pat adjourned the meeting at 8:29p.m.

Patrick Hoffman

[Patrick Hoffman \(Jun 12, 2023 14:44 MDT\)](#)

PATRICK HOFFMAN, PRESIDENT

Jacob Werner

[Jacob Werner \(Jun 12, 2023 14:25 MDT\)](#)

JACOB WERNER, SECRETARY











BBA Minutes _ Fall 2022

Final Audit Report

2023-06-12

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