

**CMC State Council Meeting Minutes**  
**December 15, 2022 Approved**  
**5:30pm – 7:00pm**

**Attending:** Keegan Young, CEO, Staff; Peter Hamilton, Vice President CMC BOD and liaison to State Council; Glenn Barr, Pikes Peak; Don Carpenter, Northern Colorado; Anne Kiel, Western Slope; Sandy Heise, Denver; Carol Kurt, Roaring Fork; Terry McCanne, El Pueblo; Carrie Simon, Boulder; Candace Winkle, Gore Range

**Welcome/ Roll Call and Introductions and Announcements**

- The meeting was called to order by Chair Glenn Barr.
- Anne Keil, the WSG chair and sitting in for Brenda, was introduced.
- Carrie Simon, Boulder group representative and State Council vice chair, was thanked for her service to the State Council.
- Kevin Donovan will be the new Boulder group State Council representative.
- A volunteer is needed to replace Carrie as State Council vice chair.
- Ensure your **State Council Member Contact Information** is correct (name/group/phone/email).
- Review and confirm accuracy of your information in **Online State Council Directory:** <https://www.cmc.org/about/staff-board-of-directors/state-council>

**Minutes** from the October 20, 2022 State Council meeting were approved; PDF version will be posted to Basecamp.

**November State Board Meeting Highlights (Don/Peter)**

- New CFO Kevin Mann will start Jan 9; His focus will be on finance and not include the broader operations as was Jacob's.
- Two top positions to fill are IT and Policy Director (influence conservation policy, etc)

**Finance Committee**

- Additional legal fees, unplanned building expenses and website delay to August impacted cash flow, but do not impact the balance sheet.
- Website delay impacted memberships.
- We are maintaining two full payrolls in cash to ensure cash flow.
- With all paid we have \$65000 remaining at the end of November.
- The revenue stream improves in Dec-Jan with the Annual Appeal, member renewals and new memberships.
- Working on securing a line-of-credit.
- Loan from a generous donor was finalized and the funds received.
- Rachel Roberts (finance committee chair) is working on an Employee Retention Credit.
- Anchor fund donation held by CMCF (Foundation) sent CMC the remaining balance.

**Fund Development**

- Annual year end appeal is in process.
- Plan to attend the Banff Film Fest March 2-4.
- Gala fund raising event will be coming in late spring.

**Governance Committee**

- Committee VFOs will be revisited.
- Two major bylaw changes were approved.
- DEI was established as a standing committee of the board; this sends a message that

DEI is important to the club.

- Title of Executive Director was changed to CEO. This shifts the CEO role from the board president to the Executive Director.

**State Council participation on CMC Board Committees** - Our current State Council volunteers serve on Board established committees to ensure that group opinion and input is sought and considered.

- Fund Development – Don Carpenter
- Governing/Nominating – Carrie Simon (departing), Glenn Barr
- CMC Board Members – Don Carpenter (Board Secretary); additional BOD seats are available to State Council!

### **Keegan Update**

- Banff Film Fest will be in Denver on March 2-4; we may be able to show a smaller version of the film festival to non front range groups in the summer.
- The CMC dues will increase by \$10 starting in January; a 10% discount will be offered if the auto renew function is activated. Refer to Keegan's late December email to all members.

### **Website comments by Glenn**

- The old website now seems like it was “pretty good”; but anything new takes getting used to. The staff is overwhelmed providing support to trip leaders, instructors and to our members. We need to provide support to the staff as we can as per Carrie's note. Be kind and supportive in our dealings!
- CMC Trip Leader and Instructor Roster Update – (Glenn). CMC Staff initiative that needs Group input to help get information to the right stakeholder groups quickly. Needs updating regularly (at least quarterly?)

**State Council Vital Few Objectives (VFOs) for 2022-2023** (in line with CMC Board’s focus on Membership Experience and Retention)

### **RECOMMENDED State Council Vital Few Objectives (VFOs) for 2023**

SMART Goal. Specific, Measurable, Achievable, Relevant, and Time-Bound

**VFO #1 Membership Experience.** Within six-months the State Council will focus CMC information sharing efforts on the membership experience by ensuring Groups are quickly aware of membership enablers and services via updates to the State Council Group representatives for sharing with their respective Groups.

How we will do this.

- Focus communication efforts on information relating to navigating and customizing the new website experience, publication of accurate event information and opportunities (classes, events), opt-in newsletters for info of interest, directed engagement (Leader, Rucksack, etc. content), Trip & Class experience (common curriculum)
- Ensure State Council and Group Leader distribution lists are complete and accurate (quarterly)
- Connect leaders with CMC Staff and Board Committees (trip leaders, instructors, outreach, safety, etc.)
- Promote Group participation in committees of interest (i.e. Risk Committee.)
- Encourage CMC Staff and Committee Leaders to share goals and concerns.
- Share information with Group leaders via email and at meetings via State Council

Representatives.

- Provide feedback to CMC Staff and Board when issues are discovered.

**VFO #2 Member Retention.** The State Council will promote member retention by sharing membership value and increasing membership value at every opportunity throughout 2023.

We will accomplish this by:

- Highlight the value of our courses and trips as compared to the cost of industry offerings.
- Help increase the number of trip leaders by promoting the Trip Leader School and Trip Leader benefits offered (scholarships, pro deals, a member of the TL community, TL swag).
- Encourage early and accurate event posting on the new website to help members plan their activities.
- Ensure that membership benefits and offerings are widely communicated (Group specific engagements).
- Encourage social events to help members connect with like-minded members; find hiking and adventuring partners for trips and classes.
- Help improve membership retention by sharing ideas and proven practices.

**CMC Staff** - <https://www.cmc.org/about/staff-board-of-directors/cmc-staff>

**CMC Board** - <https://www.cmc.org/about/staff-board-of-directors/board-of-directors>

**Glenn's comments** - CMC State Council Members Happy New Year! Thanks for your time and commitment on behalf of the CMC members – we have opened lines of communication at all levels and helped bring big ideas to fruition. Can't wait to see what we do in 2023!!

**Action Items:**

All - Consider being vice chair for State Council.

All - Sign up for a BOD committee.

All - Review your personal information.

All - Ensure that your group has a representative on the risk mgmnt committee.

All - Our group's CMC Trip Leader and Instructor Roster needs to be updated regularly.

All – Review VFO's and give feedback to Glenn,

**State Council meeting schedule** - 5:30pm on the third Thursday of every other month:

Feb 16, 2023 Next meeting

Apr 20, 2023

Jun 15, 2023

Aug 17, 2023