

MINUTES OF THE FRIENDS OF LAPHAM PEAK SNOWMAKING COMMITTEE

Tuesday November 27, 2012

Members present: Sandy Sugden, Anne Riendl, Rick von Haden, Rick Bjodstrup, Kris Maki, Rom Davenport, Paul Sandgren, Brett Johanen, Matt Geib

Items Discussed:

1. Kris gave the financial report: To date we have \$20,255 in our Blizzard Challenge funds. Several Blizzard pledges, especially from banks, will be coming in in December. The campaign will continue until the end of the year. Kris noted that many new folks are donating, due to Rick B's postcard mailing and press releases.
2. Sandy gave us a quotation to ponder: "limited expectations yield only limited results"-Susan Willig
3. She will be placing a tree or trees in Evergreen shelter with ornaments on it with amounts of donations for the new pump or ? some type of Wish List format so folks know what we are focusing on and why. Paul mentioned that we need to tell folks why we need the new pump: We can make more snow at higher pressure , we can use more snow guns at a time, and it will push water uphill for trail expansion.
4. Matt suggested we take a snow gun to Delafield or the Wheel & Sprocket expo to show folks a snow gun and what it can do and to draw folks in for donations. We could also make snow on a small patch in Delafield and let the kids play.
Wheel & Sprocket is expanding into Chicago area; therefore, their email blasts will help us in that market, too.
5. Rick Von Haden wants a list of folks that donated last year and this year to compare donation practices and perhaps contact folks who still haven't donated this year
6. Paul mentioned that they made snow and the new guns are well worth the investment. He sent pictures to all of us and Tom will put them on Facebook. The plan is to make snow and then keep it in piles over this warm weekend and continue making it when the temp drops again.
Paul placed an article in The Lake Country Reporter re: the Blizzard campaign
7. Tom asked about the TV and it will be placed in Evergreen this week. Tom has last year's video.
8. Rick B said he sent 1085 postcards with some Waukesha, Milwaukee, and Illinois Birkie finishers. He will send 300 more that he has gleaned from Birkie lists.
9. Matt suggested that we run an ad in the Birch Scroll; it should have been in the recent issue in case folks are looking for training locations.
10. Brett said that with the new high pressure pump we can run more guns. We also discussed why Lapham Peak is a Forest and not a State Park and what that means: " more to establish a corridor in an urban setting and is based more on resources than on recreational use. "
11. Kris asked Matt if Wheel & Sprocket would consider a program such as the one Laacke & Joys offered last year: \$5 for each ski package sold would go to snowmaking at LP. We received \$750 from this campaign last year.
12. Next meeting: December 11th at library in Delafield at 6 pm.

Respectfully submitted, Kris Maki