

July 20, 2024
MINUTES OF THE BOARD OF DIRECTORS' MEETING
HIGHPOINTERS CLUB
FINAL

A meeting of the Directors of the Board of Directors of the Highpointers Club (HPC) was held at Rapid City, SD, starting on July 20, 2024, at the hour of 9:08am (MDT) Shannon Brumund, President presiding.

Douglas Bernero, Secretary, kept the record of the meeting. The President called meeting to order and the roll was taken (attendance reflects presence during most or all of meeting):

2024-25 VOTING MEMBERS, BOARD OF DIRECTORS:

	Name	Position	Term Expires	Present	Absent
1	Shannon Brumund	President / Director / Merchandise Chair	2025	X	
2	Douglas Bernero	Secretary / Director	2025	X	
3	Julie Smith	Director/Ecological, Bylaws and Records chairs	2025	X	
4	George Paynter	Director	2025	X	
5	Bill Urbanski	Director/Election Chair 2024	2025	X	
6	Scott Brumund	Treasurer/Director	2026	X	
7	Tom Martin	Director/Foundation Liaison	2026	X	
8	Shelly Binford	Director /Awards and Convention Liaison	2026	X (phone)	
9	Kathryn Bertine	Director	2026	X	
10	Thomas Shea	Director / Newsletter Editor	2026	X	
11	Denis Dean	Vice President / Director	2027	X	
12	Alan Ritter	Director/Past President	2027	X	
13	Justin Sutton	Director/ Membership Chair, interim Webmaster	2027	X (phone)	
14	Paty Matiskella	Director	2027	X	
15	David Walsh	Director	2027	X	

2024-25 NON-VOTING MEMBERS, BOARD OF DIRECTORS:

	Name	Position	Term Expires	Present	Absent
1	Tommy Burns	Co-Editor Newsletter	Open	X	

Meeting was called to order at 9:08am MDT. President Shannon Brumund opened the meeting by reviewing Board members attending the meeting. Secretary Douglas Bernero determined that 13 voting directors were present in person and 2 by phone constituting a quorum. The meeting having been duly convened, the Board was ready to proceed with business. The meeting was recorded on audio.

Shannon reviewed the Board election of officers including Shannon Brumund as President, Denis Dean as Vice President, Douglas Bernero as Secretary and Scott Brumund as Treasurer.

Treasurers Report—Scott Brumund, Treasurer:

The club runs on cash accounting system. Club appeared to be making money when 4 quarterly newsletters were not published in a given year. Current newsletter editors have caught up and we should pay for 5 newsletters in 2024 which will create loss this year. Complete 2023 financials were available for inspection at the meeting and offered to Board and Club members to receive via email if requested.

Treasurer's financial resolution was proposed for 2024:

Scott Brumund, Treasurer, moved that the following resolution be approved by the Board. Seconded by Denis Dean:

Resolved: That the Highpointers Club (HPC) President, Vice President, Treasurer, and Secretary may open, close, and authorize access to the financial accounts as necessary for the functioning of the HPC and shall have access to HPC accounts to provide over site, receive funds, disperse funds, and transfer funds between accounts.

As of July 20, 2024, Shannon Brumund, Denis Dean, Scott Brumund and Douglas Bernero have been duly elected and approved by the HPC Board as President, Vice President, Treasurer, and Secretary respectively.

After consideration and review, discussion was closed. The president called for a vote on the motion the results of which are recorded below.

	Name	For	Against	Absent
1	Shannon Brumund	X		
2	Douglas Bernero	X		
3	George Paynter	X		
4	Julie Smith	X		
5	Bill Urbanski			X
6	Katherine Bertine	X		
7	Scott Brumund	X		
8	Tom Martin	X		
9	Shelly Messenger	X		
10	Thomas Shea	X		
11	Denis Dean	X		
12	Paty Matiskella	X		
13	Alan Ritter	X		
14	Justin Sutton			X
15	David Walsh	X		

The vote was thirteen (13) for, zero (0) against two (2) absent and zero (0) present not voting.

The motion was duly approved, and the Resolution was adopted.

Chase is satisfied with club documentation with this resolution last year and account access among these officers has been relatively simple.

Update of Committee Chair Reports:

Newsletter/Magazine Report – Tom Shea:

An Apex to Zenith Magazine handout was distributed to the Board at the meeting. Attendees at meeting expressed general appreciation and enjoyment of latest issues.

Editors created an Editorial Mission for content of each issue of the Magazine.

Editors are working to gather information from club website, club social media sites, and Lauren Toner's 50 State Highpointing podcast. Writing articles about HP club leaders and volunteers. Looking to encourage youth and next generation participation and involvement in the club. Publishing articles about highpointing with families. Including writing and info about club achievements, 50 and 48 completers of course, but other related

highpointing related experiences. Tom encouraged communication from all club members with suggested content and feedback on the magazine.

Apex to Zenith issues have been sent more frequently to catch up from delays in past years. The magazine releases are back on schedule and should be one issue roughly every three months as it should be.

Tom recognized Terry Bird and his role in tracking club achievement records. Terry was at the meeting and mentioned that some members wanted to track convention attendance records. He encouraged any members looking to record any completion or convention attendance records to email Terry at completers@highpointers.org.

Tom wants to improve proofreading and overall quality of the finished magazine. Has received an offer to help proofreading the magazine from club member Rebecca Adelman who is a published author and professor.

Magazine continues to collaborate with 50 States Highpointing podcast and from accomplished climber and college student Lucy Westlake to appeal to younger highpointers. New Board member Paty Matiskella has been contributing highpoint backgrounds and history articles.

Alpha Graphics is the company that prints the Magazine, and their flexibility and advice in production and graphic has been very good in producing and mailing the magazines.

Tom wants to create Member Advisory Committee. Also wants to send a questionnaire for feedback on magazine improvements. Exploring collaborative relationships with select highpointing vendors.

Awards Chair—Shelly Binford:

Shannon said she and Shelly have been coordinating award votes after receiving multiple nominations. Awards will be presented at the banquet tonight.

Merc Report—Shannon Brumund: Sales are going well. Many people ordering award plaques and pins with completion milestones. Shannon asked for suggestions for available items to buy at merc@highpointers.org.

Records Chair— Julie Smith: Aligning records requirements, and purging items that no longer need storage. Have freed a few more square feet in storage locker.

Webmaster Report—Justin Sutton: Shannon said a new volunteer has been identified to take over as webmaster. This person will perform some webmaster duties on a trial basis and if all goes well, he will take over. Others interested in helping with website or electronic information work, please contact Shannon or Justin. Redesign of or a new website has been discussed, but we are not ready to initiate this project.

Bylaws Update—Julie Smith: Bylaws subcommittee met on June 12. Scott Brumund, Doug Bernero, Jim Sutton, Bill Urbanski and Julie. Changes were proposed and drafted during a 4-hour meeting. Suggested changes were sent to Board for review about a week before the meeting. Board members agreed more time is needed to review proposed changes and submit comments. Shannon mentioned that all Board meetings and the Board email forum is open to all members and inputs and suggestions are welcome from all club members.

Foundation Liaison Report—Denis Dean: Denis attended recent Foundation Board meetings. Denis praised the massive improvements accomplished by the Foundation at the North Dakota highpoint. Illinois highpoint was sold this year to new owners in Chicago. Shannon and Dave Covill (Foundation President) became acquainted with them and negotiated similar access granted by previous owners. John Mitchler was also instrumental in owner discussions and sharing the history of the Illinois highpoint and access.

Foundation is considering increasing their quarterly contribution to produce the newsletter from \$600 to \$1,200 per newsletter due to increasing costs. Denis is confident that the Foundation will approve. Scott expressed a desire to record the agreed newsletter cost transfer when it is finalized into the club board meeting minutes.

Convention Liaison—Shelly Binford

Recapping the South Dakota convention, it was difficult to get status of planning and organization of events and venues until plans were finalized. Working with Scott to develop budget worksheet, and also to organize a convention handbook. Shelly feels that conventions have become competitions to throw the best convention ever. With guidelines, we can try to limit the scope and have conventions with limited costs.

Election Chair—Bill Urbanski

Denis Dean speaking for Bill who had not yet arrived. Bill expected to pass Election Chair back to Denis since Denis was reelected this year. Shannon announced elected Board members for 2024:

Newly elected:	Reelected:
David Walsh	Denis Dean
Pati Matiskella	Alan Ritter
Justin Sutton	

Ecological Chair—Julie Smith

Trying to produce zero waste during this convention. Worked with Ramkota to collect waste for recycling facility in the Rapid City area. Bottled water not purchased for watermelon feast. Bring your own water, jugs will be available for refilling everyone's personal bottles. Would like to incorporate a sustainability guideline checklist to venues being considered to host future convention events.

Storage Locker—Julie Smith:

Storage locker surplus items were offered at the registration desk, than

Dave Covill, Doug Bernero, John Mitchler, Julie and Hilary Smith worked to improve the storage unit situation over the Winter. A smaller 5x10 unit was leased and the 10X10 unit was terminated, resulting in about 45% rent savings. John Mitchler is willing to take further items. Julie intends to make further inspection of club records and historic summit registers to discard or relocate additional items that don't need to be in storage. Researching who may want summit registers for purposes of estimating visitation and trail traffic.

Trademark Registration—Shannon Brumund:

Rob Wells has filed trademark applications with the US Patent and Trademark Office. for five unique club names and logos for the club and two for the Foundation. These seven are: "Apex to Zenith," Apex to Zenith logo, "Highpointers Club," Highpointers Club logo, "Highpointers," "Highpointers Foundation," and the Highpointers Foundation logo.

After filing, trademarks were approved for "Apex to Zenith" and Apex to Zenith logo. "Highpointers Club" and Highpointers Club logo are delayed for approval. Their argument is that this expression and logo are in common use by a blog post no longer operating. Operators of this blog were club members. Need to present evidence that the blog operators and club are one in the same. Club may want to offer former blog operators an associate membership to affiliate the two entities as the same.

Shannon proposed a motion creating a new associate membership for rare circumstances that require an association for legal purposes such as described in this trademarking process.

Alan Ritter made a motion that this membership should be suggested in the bylaws as follows: The Bylaws Committee evaluate and incorporate a category for Associate Members to be added to the bylaws. This bylaws change would be reviewed for approval by the Board as with other changes to the bylaws.

The motion was seconded by Denis Dean.

The motion was passed unanimously.

Recognition of Current South Dakota convention—Shannon Brumund

Thank you to Mark Styczynski for all his work as convention leader.

California 2025 Convention Update—Dave Covill

Dave Covill, Denis Dean and Tim Webb working on arrangements. Dave stated that Denis will organize finances and registration, Tim is organizing members that want to climb Whitney and Boundary near the time of the convention. Convention will be nothing like South Dakota. Facilities are not as luxurious.

Have a contract with 4- star Creekside Inn Resort in Bishop, CA for discounted rooms one week before and after. Convention reserved to be at county fairgrounds, only place large enough to hold banquet. Changed schedule to be September 18-20, 2025. Concerned that weather would be very hot in July. Cooler weather, less crowds. September will be better timeframe for climbing Boundary and Whitney. Working with guide services to help members looking for that. Many nearby mountains, parks and activities nearby. Working to provide info for Whitney permits well in advance of convention.

Club Dues Increase—Scott Brumund

Costs have increased for printing the magazine. Being the primary cost of the club, we need to raise club dues. After discussion, a motion was made by Scott Brumund Treasurer:

Resolved: The Highpointers Club sell membership, in sets of four magazines, at the rates below as of August 1, 2024.

On-line memberships sold in sets of four (4) for \$30.00, eight (8) for \$60.00 and twelve (12) for \$90.00 magazines corresponding to approximately one, two and three years.

Mail-in memberships sold in sets of four (4) for \$35.00, eight (8) for \$65.00 and twelve (12) for \$95.00 magazines corresponding to approximately one, two and three years.

Memberships will start when the Highpointers Club receives confirmation of payment and end with the publication of the newsletter after the last newsletter paid for.

All membership fees will be placed in a Prepaid Membership Account. The Treasurer will keep an accounting of the membership fees and apportioning the fees to each newsletter in a subscription period and record the prepaid membership liability.

When a newsletter is published the Treasurer will release the funds apportioned for the next newsletter with 83.33%, approximately \$6.25, per membership going to the newsletter and 16.66%, approximately \$1.25 per membership going to fund all other club operations.

Motion seconded by Denis Dean

The vote was fifteen (15) for, zero (0) against one (0) absent and zero (0) present not voting.

The motion was duly approved, and the resolution was adopted.

Honorary members discussion

Honorary members should be consistent with the Bylaws definition. Private landowners, lifetime members, archives recipients, other honorary members.

General discussion agreed that federal, state and local government employees would be excluded from the honorary members list.

Motion made by Denis Dean—Vice President

Seconded by Katherine Bertine

Resolved: That the Honorary members list be approved after removal of the Federal, State and Local parks forests offices.

The vote was fifteen (15) for, zero (0) against one (0) absent and zero (0) present not voting.

2024, 07 20 Honorary Magazine list attached including federal, state and local parks contacts removed.

Membership Report – Justin Sutton:

Converting renewals at 62%, higher than previously. Renewal rate continues to improve with each magazine issue.

Next Board meeting has not been scheduled. Shannon will propose and finalize next meeting or two in the next few weeks.

ADJOURNMENT

It was moved, seconded and unanimously carried to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 11:00am MDT.

Respectfully submitted,

Douglas Bernero, Secretary

I, Shannon Brumund, President of Board of the HPC, and I Douglas Bernero, Secretary, of the Board of the HPC, hereby certify that these are the minutes of the Board of Directors Meeting held on July 20 , 2024 .

Shannon Brumund, President

Date

Douglas Bernero, Secretary

Date