

**November 3, 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 on Zoom, starting on November 3, 2024, at the hour of 6pm (CST) 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:**

	<b>Name</b>	<b>Position</b>	<b>Term Expires</b>	<b>Present</b>	<b>Absent</b>
1	Shannon Brumund	President / Director / Merchandise Chair	2025	X	
2	Douglas Bernero	Secretary / Director	2025	X	
3	Julie Smith	Director/Sustainability, 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	
9	Kathryn Bertine	Director	2026	X	
10	Thomas Shea	Director / Newsletter Editor	2026	X	
11	Denis Dean	Vice President / Director/Election Chair 2025	2027	X	
12	Alan Ritter	Director/Past President	2027	X	
13	Justin Sutton	Director/ Membership Chair, interim Webmaster	2027	X	
14	Paty Matiskella	Director	2027	X	
15	David Walsh	Director	2027	X	

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

	<b>Name</b>	<b>Position</b>	<b>Term Expires</b>	<b>Present</b>	<b>Absent</b>
1	Tommy Burns	Co-Editor Newsletter	Open	X	

Meeting was called to order at 6:05pm CST. President Shannon Brumund opened the meeting by reviewing Board members attending the meeting. Secretary Douglas Bernero determined that 13 voting directors were present on Zoom and 2 absent constituting a quorum. The meeting having been duly convened, the Board was ready to proceed with business. The meeting was recorded on audio.

Motion was made by Shannon Brumund to approve minutes from July 20, 2024 Board meeting held in person at SD Convention in Rapid City, SD. Seconded by Denis Dean. Motion carried unanimously.

**Treasurer's Report—Scott Brumund, Treasurer:**

Club is running a \$1,200 loss for 2024 so far. Expect a \$9-10 thousand loss by year end due to 5 newsletters published during the year. This offsets previous years that were more profitable when fewer newsletters were published.

Accounts were closed for South Dakota convention. Convention reserve funds provide backup funds so planners don't provide contingency funds. The reserve does not subsidize the current convention. Pricing was targeted to be under \$100 per person for the convention. Estimated costs were unbudgeted for items such as state and local sales taxes. They were applied to everything arranged through the hotel, in addition to a 19% hotel service fee. Audio-visual equipment rental was charged and over budget. Bus service to the watermelon feast was underspent. In total, the costs exceeded registration fees by about \$10,000. Convention Lead Mark Styczynski wanted a great convention and subsidized costs by \$7,000. Scott put in \$500 for a room that was comped by the hotel and general funds from the club contributed the other \$2,400.

California convention budgeting includes sales taxes and \$450 contingency for odds and ends.

West Virginia planning underway. Alex De La Torre authorized for writing checks. He has detailed plans for the Summer of 2026.

Most accounts have been transitioned to Chase or Wells Fargo. Club will begin to record liabilities for prepaid club dues in 2025.

Doug Bernero asked a question about preventing convention overspend. Denis Dean reported diligent oversight by the President and the Treasurer to prevent overspend. Doug also asked about charging higher registration fees than lower ones to assure breakeven. Scott and Shannon mentioned a desire to make fees low and controlling costs rather than too high and generating surpluses.

### **Update of Committee Chair Reports:**

**Membership—Justin Sutton:** Total members 2,415. 1,100 primary members. Numbers should increase with renewal reminders. Surge of members joined after the summer convention and positive publicity in South Dakota. Seeking to reduce returned newsletters due to inaccurate addresses.

**Newsletter/Magazine Report – Tom Shea:** Working on issue 143. Looking to deliver by Dec. 1, earlier than Q4 issue was delivered in 2023. Tom submitted a Newsletter update which is attached to minutes.

Scott stated that Foundation contribution to newsletter will be doubling and honorary subscriptions are reduced. The club can usually afford to produce 24-page magazine, may be able to do 28 pages once or twice a year.

Tom submitted a Newsletter update which is attached to minutes.

Tom wants discussion whether to include a convention registration form printed in newsletter. Scott believes we need the form in some editions, but not all. Registrations are more expensive using paper submission.

Tom believes the magazine should drive registration to the website. Scott mentioned members to renew membership online was preferred 82% to mailing, and suggested printing registration form in 1Q, 2Q and perhaps 3Q newsletters. Most of the 2024 registrations came within 6 months of convention.

Dave Covill would like to see fourth newsletter before Sept. 2025 convention. Agrees with Scott to not print the registration form in the next newsletter and include in 2025 newsletters. He suggested not printing waiver. Shannon believes convention attendees would have to sign upon arrival. Alan stated the need to update website to allow CA convention registration. Dave said that final convention information will be ready for website in very near future. CA Convention preview photos will be provided for magazine.

Tom asked about the new webmaster, Ashraf Hossain. Ashraf has already updated several website items. Justin has had him update membership items to the website. Shannon has been pleased with his responsiveness. Tom mentioned the need to delete outdated items and continue to update and clean up website. Tom suggested individuals with content on the site send their update suggestions to Ashraf.

**Awards – Shannon Brumund and Shelly Binford:** Awards were presented at SD convention. Over Winter, Shelly will take over and consider 2025 awards.

**Merc Report—Shannon Brumund:** Merchandise was inherited, many items of great quantity that have not sold. New items are being purchased in smaller quantities. Sales surge during convention. Hoping for better sales with Q4 magazine issued before Christmas. Shannon wants a highlighted magazine item about Merc with comments requesting pre-ordering items to pickup at the Bishop convention. Justin suggested advertising a sale to promote Christmas sales.

**Records Chair—Julie Smith:** We are settled into 5x10 storage locker after recycling and moving unneeded items. Julie is organizing summit registers. Ohio summit register was mailed to Julie but normally registers are kept at the school at Campbell Hill according to Tom Martin. Julie is working on finding wanted places for summit registers that are currently in the locker. Julie has also received more back copies of newsletters that were filed in the newsletter archives in the locker. Eric Lichtenstein has more and will mail to Julie.

**Webmaster Report—Justin Sutton:** Has considered moving website to Squarespace platform. He would like to have volunteers to help with social media. Ashraf Hossain will be taking over the role from Justin.

**Bylaws—Julie Smith:** Meeting was held Jun 12 to make some bylaws changes. Julie submitted a draft of changes and only heard from 2 board members. With that feedback, Julie will submit a final version in the near future.

**Foundation Liaison Document—Jane Bertrand, HP Foundation:** Document includes payment from foundation to the club. Dave Covill thanked Jane Bertrand for her leadership on the document along with contributions from Alan Ritter, Tom Martin and Denis Dean along with Stony Burk and Robyn Watson. Payment from the foundation to club is proposed at \$1,200 per newsletter, vs. \$600 previously. In general, the club agrees with the document, Foundation needs to approve it.

**Foundation Update—Dave Covill, HP Foundation:** Financials look good. Recent \$10,000 bequest received from member who died. Doing improvements at Rhode Island highpoint. Old sheds removed, parking lot improved to get visitor cars off highway, bench coming near but not at the highpoint.

New Illinois highpoint owners being assisted with signage from Foundation for open access days.

New younger associate directors are now contributing to the Foundation.

**Convention Liaison—Shelly Binford:** New business is in convention updates later in meeting.

**Election Chair—Denis Dean:** Denis reassumes the role following his 2024 reelection. The intention is to accept mail-in and email ballots and votes for 2025 elections.

**Sustainability Chair—Julie Smith:** New document sent to board. Used a template from the Water Environment Federation to create guidelines for eco-friendly conventions and meetings. The document has checklist of ecological preferences for convention hotels and meeting venues. Was able to produce zero waste during SD this convention. Dave Covill reports that CA convention should be able to accommodate most of the specifications.

**Trademark Registration—Shannon Brumund:**

Rob Wells has filed response at end of September to a rejection of trademark applications for “Highpointers Club” with the US Patent and Trademark Office. We are waiting for the Office’s reaction.

Of the original seven trademarks, “Apex to Zenith,” and Apex to Zenith logo have been approved. “Highpointers Club,” Highpointers Club logo, “Highpointers,” “Highpointers Foundation,” and the Highpointers Foundation logo were initially rejected, but are being reconsidered in Rob’s response.

**California 2025 Convention Update—Dave Covill:**

Tim Webb is working on a Facebook page for convention, and an email address has been established. Dave stated cost per person will be about \$95. Convention will be “back to basics.” The host hotel has breakfast so no breakfast will be provided on Saturday. Pizza and watermelon will be at lunch on Saturday at the City Park. Dinner will be at golf course Saturday with taco bar. Banquet at fairgrounds.

Host hotel is Creekside Inn Resort in Bishop, CA, room rates for September 18-20, 2025 announced in next newsletter. Thursday and Friday activities are suggested such as rock climbing at White Mtn, discounted rates for Native American museum, working with Chamber of Commerce for discounted rates at restaurants and stores. Thursday night event at Mountain Rambler microbrewery over a wide timespan in order to not overcrowd the establishment.

Room rates are being negotiated at Best Western and Comfort Inn hotels as well. The board meeting will be at banquet room at fairgrounds. We should be able to find space at Creekside Inn for registration table and Merc sales. Merc will be limited in inventory; Shannon wants to arrange pre-orders for shoppers.

**West Virginia Update—Shelly Binford:** Alex wrote an update to appear in next magazine, included below:

**WEST VIRGINIA 2026 UPDATE—Written by Alex De La Torre, WV-2026 Convention Host:**

Dear Fellow Highpointers:

I hope this newsletter finds you well and in good spirits. While you are enjoying your fall wherever you are, I have been laying the groundwork with the help of some of the Board members for what promises to be a spectacular Konvention in West Virginia a couple years down the road.

To that end, I am pleased to announce that we have dates and a location selected. **The West Virginia 2026 Highpointers Konvention will be held from Thursday, July 23 through Saturday, July 25, 2026 at the Lodge at the Canaan Valley Resort State Park near Davis, WV.** It promises to be a very family-friendly event that will provide fun for all ages, and will feature a return to our more recent model of hosting club events at an all-inclusive resort, with the Watermelon Feast being held at the summit of Spruce Knob itself. I plan to announce a rate in Bishop next year and open registration immediately after the California 2025 Konvention.

While we continue to lay the groundwork for this amazing event, we have a few requests for the club at large regarding the Konvention:

1. We plan to put the **design and color of the Konvention T-shirts** up for a vote, either on the Club's Facebook page or in a future issue of Apex to Zenith. **If you have any ideas for a design that you would like to submit, please e-mail me at [wv2026konvention@protonmail.com](mailto:wv2026konvention@protonmail.com).** Once we have a sufficient number of designs to consider, we will open both the design and color up for a vote.
2. If possible, we would like to offer **classes and seminars** on Friday during the Konvention for those who are interested. We have had some classes in the past. However, we will need definite commitments from teachers as we will need to reserve the room spaces and advertise to the club before the Konvention. **Please e-mail me at [wv2026konvention@protonmail.com](mailto:wv2026konvention@protonmail.com) if you are interested.**
3. Of course, we are also looking for a **speaker** for the banquet that was as good as Paul Horsted was in South Dakota this year. **Please e-mail me at [wv2026konvention@protonmail.com](mailto:wv2026konvention@protonmail.com) with any ideas.**

Please keep on the lookout in future issues for further updates. Until then, I hope everyone has a Merry Christmas and Happy New Year, and I look forward to seeing y'all in Bishop next September

Alex De La Torre

\* \* \*

Scott Brumund expressed a concern that the all-in cost of speaker and equipment be considered.

**Honorary members discussion—Scott Brumund:** A list of honorary members to be dropped was sent to board. Scott proposing a motion to drop the recipients on this list and to add Lorrie Krantz (Jack Longacre's daughter) as a lifetime member. Seconded by Alan Ritter. Motion passed unanimously.

**Advertising—Shannon Brumund:** Four or five groups have wanted to advertise in magazine, an author wanted to advertise his book and longtime club member Don Holmes wanted to advertise his book in the magazine. The current policy is to not advertise.

Alan Ritter suggested that accepting advertising should be profitable to the club. Dave Covill mentioned that advertising used to appear in the newsletter when John Mitchler was editor, but there was never a charge. The ads were considered "public service announcements."

Tom Shea had several suggested options:

1. Promoted books be sold through the Merc.
2. Advertisements be sold to appear in the magazine
3. Publish book or service reviews in the magazine with a QR code link with revenue sharing with club
4. Accept promotional products from businesses as awards to members

Eric Lichtenstein shared his thoughts as former editor about making enough money to initiate advertising or revenue sharing. Tom Shea believes editor should have discretion about which books or services to highlight in the magazine that adds value to the members. John Mitchler is concerned that you cannot refuse advertising if you are selling ads. Shannon is concerned that the club needs to benefit more than the advertiser does from advertising products or services in the newsletter. There were several comments supporting editorial decision about what books or products to promote or review as an unpaid public service to the club. Comments are generally in opposition to accepting paid advertising in the newsletter or revenue sharing with vendors publicized by the club.

**Membership Goals—Doug Bernero, Justin Sutton:** Doug Bernero raised the question: does the Board have a goal with club membership? Grow the club, maintain club membership flat, or decrease club size? Justin agreed that club membership has remained consistently flat. Denis Dean believes that membership should remain flat. Julie Smith thinks that we may be able to grow at a small rate. Alan Ritter expressed the need to backfill membership with younger replacements for club members that get older or leave the club. Tom Shea thinks growing the club is positive especially by attracting families and younger new members. Scott Brumund suggested ways to attract more members that we are not currently doing. Kathryn Bertine suggested tabling the topic for the next Board meeting.

After the meeting via email, Justin Sutton and Doug Bernero suggested that a Membership subcommittee be formed to address this topic and make a recommendation to the entire Board of Directors. There is no definite next step on this idea as of November 2024 but it is a future action item.

**48 and 50 Completer Certificates—Scott Brumund:** Certificates can be produced very inexpensively, but mailing is about \$10. Scott suggested handing them out to recent completers attending the convention. Justin suggested emailing .pdf copies as a cheaper alternative. No decision was made about a consistent distribution of completion certificates.

**Bylaws Changes—Julie Smith:** Julie would like to resend proposed changes to the bylaws hoping to vote to approve changes at the next meeting.

**QR Code stickers—Dave Covill:** Stickers have been produced and have QR code for Club and Foundation. Currently there is no strategy to place the stickers at logical places like highpoint markers or trailheads. Shannon understood that Stony Burk wanted to place the stickers at a few locations. Dave wants suggestions from the Board as to how and where to place more stickers.

**ADJOURNMENT**

It was moved, seconded and unanimously carried to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 8:26pm CST.

Next Board meeting to be on Zoom, scheduled for March 16, 2025 at 6pm CDT.

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 November 3, 2024 .

\_\_\_\_\_  
Shannon Brumund, President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Douglas Bernero, Secretary

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Date