

**March 16, 2025**  
**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 March 16, 2025, at the hour of 6:03pm (CDT) 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	2028	X	
2	Douglas Bernero	Secretary / Director	2028	X	
3	Julie Smith	Director/Ecological, Bylaws and Records chairs	2028	X	
4	George Paynter	Director, term expiring	2025		X
5	Bill Urbanski	Director, term expiring	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	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	

The 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.

A motion was made by Shannon Brumund to approve minutes from November 3, 2024 Board meeting held on Zoom. The motion was seconded by Denis Dean. Motion carried unanimously.

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

As reported previously, the Club ran a \$3,634 loss for 2024 due to 5 newsletters published during the year. This offsets previous years that were more profitable when fewer newsletters were published.

Scott described details of the financials he sent to the BOD in January. Scott filed tax returns for the Club and also sent 1099-MISC forms for the Club. Scott estimates that about \$7,000 is needed to produce each newsletter. Mailing rates may be going up. US postal rates are lower per unit than Canada or Denmark. The club may want to plan for distributing newsletter electronically in the near future. Revenues will increase now that dues have been increased.

Doug Bernero asked about planning for electronically sending newsletter. Lower costs would result and some members would prefer to get an electronic version only. Shannon suggested the idea of reduced dues to receive electronic magazine. Alan was concerned about limited accessibility with electronic access only. Julie thinks we should plan for this as a transition to having only an electronic magazine. Tom Shea suggested we survey the membership about acceptance of the idea. Justin agreed with surveying the opinion of members. Justin is also concerned with our newsletter and website volunteers having the capabilities to make this happen. Tom and Scott mentioned we need to be ready and know what work needs to happen and what it will cost. Doug mentioned that the reduced cost of sending electronically might help us pay for the cost of the work to allow us to send electronically. Scott mentioned we should involve our current webmaster to estimate the cost of setup and the maintenance costs. Alan mentioned the ease of creating pdf files of the magazine. Tom Shea and agreed, but the challenge is to limit accessibility to paying members. Kathryn has been pursuing website designers resulting from discussion within the Membership Subcommittee. This capability could be added to the construction or upgrade of the club website.

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

**Membership—Justin Sutton:** About 1,035 primary members. Membership is down slightly due to access issues with database and weren't able to send out renewal emails. Numbers should increase with renewal reminders that are getting sent. Seeking to reduce returned newsletters due to inaccurate addresses printed by printer.

**Newsletter/Magazine Report – Tom Shea:** Issue 144 just mailed. Postal service lag times seem to be increasing.

Tom has been working with volunteer Rebecca Adelman who is helping to proofread the magazine. She has taken steps to create a style guide to develop consistency in the magazine. This finished product will be published on the club website and in a future issue of the magazine. This guide will also allow consistency when magazine editors change. Guide would offer guidance on when to use "K" vs "C" from the lore from old newsletters written by founder Jack Longacre. Other guidelines will be included to develop consistency in the writing included in the magazine.

Tom wants to encourage contributions of stories, photos, etc. as volume falls off after events of the convention.

**Awards –Shelly Binford:** Shelly not able to attend. No current awards update

**Merc Report—Shannon Brumund:** Square website capability set up for Merc. Fees are lower, picture quality is better and it is easier to change merchandise info on the website. Shannon wants a highlighted magazine item about Merc with comments requesting pre-ordering items for pick-up at the Bishop convention. Sales picked up November and December around Christmas, since then not much sales, patches and stickers mostly. Surges happen after recent magazine issues get mailed. Shannon is not planning to drive to California, so Merc display items will be very limited for convention.

**Records Chair— Julie Smith:** Julie is distributing summit registers out of the storage locker. Rhode Island logbooks to Mike Baer. Indiana registers were given to John Mitchler who knows someone to store them locally. Julie is developing a spreadsheet to keep track of who is the keeper of summit logbooks. She will continue to find keepers for state logbooks still in the locker, John Mitchler has contacts who may be willing to do this.

Also in the locker, there are highpointing books provided by Dave Covill and others. These will be taken to the convention to give to attendees as prizes or giveaways, etc.

**Webmaster Report—Justin Sutton reporting for Ashraf Hossain:** Ashraf has been very responsive to posting content to existing website when asked.

**Bylaws—Julie Smith:** Discussion of changes and additions later in the meeting

**Foundation Liaison Document—Jane Bertrand, HP Foundation:** After considerable discussion and changes, the Foundation has changed HPF to HPC Liaison document to read as follows:

The Foundation shall make a \$1,200.00 support payment to the A to Z magazine annually, by February 28 of each year. The cost will be revisited bi-annually, beginning in January 2027, based on the calculated per-page cost of printing and publishing, rounded up to the next even one hundred dollars, and this information will get passed from the Club Treasurer to the Foundation representatives by the end of January such that the correct amount can be transferred to the Club's Newsletter account by February 28th.

Justin Sutton made a motion to accept this change. Seconded by Alan Ritter. Motion carried unanimously. A clean copy of the revised Liaison document will be forwarded once it is approved by the Foundation and will be included as part of these final meeting minutes.

**Convention Liaison—Shelly Binford:** Not attending this meeting, no update from Shelly.

**Election Chair—Denis Dean:** Only three BOD members were nominated with 5 openings for 2025. The three nominees were **Shannon Brumund, Julie Smith** and **Doug Bernero** have won seats on the Board through 2028. No election will be held. Bylaws call for President to nominate two individuals to fill the other open Board seats. Shannon recommends asking the nominees from the 2024 election not elected to the Board having the next two highest vote totals. They are **James Graham** and **Krutee Laad**. Those two indicated that they are willing to serve.

Denis Dean made a motion that James Graham and Krutee Laad be accepted to fill the remaining two open Board positions for 2025. Julie Smith seconded the motion. Motion carried unanimously. James Graham and Krutee Laad are elected to the Board of Directors for 2025 for terms through 2028.

**Ecological Chair—Julie Smith:** Working with Dave to ensure standards are carried out for CA convention.

**Trademark Registration—Shannon Brumund:**

Shannon believes that the seven trademarks have been approved. "Apex to Zenith," Apex to Zenith logo, "Highpointers Club," Highpointers Club logo, "Highpointers," "Highpointers Foundation," and the Highpointers Foundation logo. Trademarks must be published in "The Gazette" and a certain time must pass before final approval. Shannon will confirm with Rob Wells who has been the Club's representative on trademarking. Rob will be paid for his efforts. After the waiting period, there should be a document from the US Patent and Trademark Office that makes the trademarks officially held by the Club and Foundation.

**Discussion of Bylaws Changes—Julie Smith:**

**Records Chair.** Traditionally included records of completions and highpointing statistics. Also included management of physical Club properties held in storage locker. Change in bylaws would be to separate these roles into Records Chair and Storage Chair. Shannon would like to maintain records chair with possibility of a separate Storage Sub-chair helping the Records Chair. Terry Bird currently keeps highpoints records.

Alan Ritter is willing to be Records Chair overseeing Records Sub-Chair and Storage Sub-Chair. No bylaws change is needed. ***Records chair will remain one position in bylaws.***

**Liaison Chair.** Proposed to be eliminated. Oversees state liaisons with private property access. The Foundation is now in touch with these state highpoint owners, and is funding certain improvements. ***Liaison Chair will be eliminated in bylaws.***

**Ex-Officio Members.** *Any committee member serving the club will be an Ex-Officio member in bylaws.*

Doug Bernero made motion was made to accept the changes to the bylaws in italics above. Seconded by Alan Ritter. Motion passed unanimously and by more than 2/3 of the Board members.

Julie Smith will produce a copy of the bylaws reflecting these changes to be included with these minutes.

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

Convention registration heavy online, light online. Attendees pursuing Whitney climbing permits have not reported a great deal of success in the permit lottery. Julie Smith reports there is availability on the mountaineering route when hiring guiding service.

Reservations at Creekside Inn, Best Western and Comfort Inn are getting booked. All arrangements are in good shape right now. T-shirts design and production will take place locally in California. Whitney Portal owner will give discounts to convention attendees.

Waivers can be filled out online or using a page from the magazine. Waivers will be available at the convention.

Paty Matiskella reminds Whitney permit lottery entrants may have another opportunity for unclaimed permits on April 22.

**West Virginia 2026 Convention Update—Shannon:** No new detailed information vs. last meeting, but arrangements are quite advanced for convention to be held in July 2026.

**Membership Subcommittee—Justin Sutton:** New subcommittee was suggested at last BOD meeting and was formed and met via Zoom in January. Core members are Justin Sutton, Kathryn Bertine, Doug Bernero and Paty Matiskella. Shannon Brumund and Scott Brumund also participated in the first call. Our initial discussion was focused on the goals and mission of where membership for the club should go. Later we agreed on a mission statement of: *The Highpointers Club explores, preserves and celebrates the 50 Highpoints of the United States. We seek to attract new members interested in reaching our U.S. and other global highpoints. We invite travelers, hikers, and climbers of all generations, abilities and backgrounds to join our club and share their Highpoint adventures, goals and experiences.*

This mission seeks to include all those pursuing visiting any number of highpoints and not just 48 and 50 completers. Also trying to invite all ages, families, individuals and backgrounds.

The annual convention was agreed to be the greatest positive for the club, and it does generate some publicity and new membership interest.

The Club website was identified as a weakness for the club, and as the prime point of contact for attracting new members thinking of joining the club. Social media is also important. Volunteers have been lacking to provide Club social media updates.

The club has solid member retention and renewals of membership, but new member growth must be pursued to replace departing members at a minimum. We realize there is concern about growing to be too large, but the committee believes pursuing a net growth in membership is desirable.

Kathryn Bertine researched options on redeveloping the club website. She had no guidelines on what the budget might be, but that will obviously be defined later if this project is approved. Google answers that cost of a new website is typically \$2,000-\$10,000. Three web engineers responded or will respond. Current webmaster Ashraf will also submit a proposal. Two current proposals include a basic website and extra cost for additional features. Website examples to follow included Arizona Trail, Colorado Trail and Appalachian Trail websites.

Dave Covill asked what platform new website would use. The current website is Wordpress platform. Proposals also indicated Wordpress platform. Kathryn asked what a potential budget might be for the project. Scott mentioned that the club could afford something under \$10,000. Critical capabilities for the site would be to join, volunteer, donate and about. Julie wants to know the costs and benefits that we are seeking for the new website. Running the Merc through the website should be included. Breakdown of website capabilities are detailed in the proposals. Tom Shea believes we need an integrated plan that includes communicating the existence of the website, running the Merc sales, and combining magazine content with the website. Katherine wants to run more of these questions through the Membership Subcommittee.

The Membership Subcommittee will meet to provide more detail about a proposed website and integrating marketing, Merc and magazine capabilities.

#### **48 and 50 Completer Certificates—Postponed to next meeting**

**Electronic Record Storage—Shannon Brumund:** Google drive had technical difficulties in retaining electronic documents. Shannon asked for suggestions on better solutions. Justin mentioned Google Workspace with an additional cost. Scott Brumund suggested Microsoft 365 for \$72 a year, Google Workspace is similar. With these costs, we may be able to use those companies videoconferencing services rather than the Club's Zoom account. Dave mentioned non-profit organizations get a discount on Zoom.

Shannon suggested making a decision on these options at the next Board meeting.

#### **National Air Defense Radar Museum Donation—Tom Martin:**

Tom Martin requests a sponsorship to NADRM located at the Ohio highpoint. The Club already has an exhibit at the museum as written in Club Magazine in 2023. Tom met with the Board of Trustees for NADRM. Museum items were moved into a 3 story building on site. The site has been identified for Highpointers exhibit on first floor near entrance. Tom believes this serves as best museum site for Highpointers as Jack Longacre envisioned. Foundation has made improvements at the OH HP and museum exhibit was placed in the NADRM museum. Memo of understanding has been signed to move the Highpointers exhibit into the new museum. Sponsorship requested is to support the museum. Club benefits include Club logo on NADRM website and link to club website. The museum is being used by appointment only right now.

Dave Covill mentioned that Tom asked the Foundation to contribute as well. Dave suggested a joint Club/Foundation joint contribution. Justin Sutton supports the sponsorship of the museum by the club. Scott Brumund relates his experience with the Highpointers Club kiosk at the American Alpine Club Museum in Golden, CO. The AAC developed the museum but Scott relates that they cannot afford to run it. Scott questions how viable the NADRM is to fund an operating museum. Tom doesn't know NADRM membership but reports much has been spent to establish the museum. Tom states that the brick sponsorship program has been successful. Shannon suggests that Tom get more information on the operating budget for the museum going forward. Tom states no deadline currently exists for sponsoring the NADRM museum. Tom agreed to get more information on NADRM and the viability of the club. Dave Covill confirmed that the American Alpine Club and Colorado Mountain Club in Golden, CO needed to move to a smaller facility and museum doesn't exist as it once did. This item will be discussed at the next meeting as more information is provided to Board members.

## ADJOURNMENT

It was moved, seconded and unanimously carried to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 8:29pm CST.

Subsequent to meeting adjournment, the next Board was scheduled to be on Zoom, for June 8, 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 March 16, 2025.

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Shannon Brumund, President

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Date

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Douglas Bernero, Secretary

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Date