

June 8, 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 was held on Zoom, starting on June 8, 2025, at the hour of 6:00pm (CDT) Shannon Brumund, President presiding.

Douglas Bernero, Secretary, kept the record of the meeting. The President called the 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	2028	X	
2	Denis Dean	Vice President / Director/Election Chair 2025	2027	X	
3	Scott Brumund	Treasurer/Director	2026	X	
4	Douglas Bernero	Secretary / Director	2028	X	
5	Julie Smith	Director/Ecological, Bylaws and Records chairs	2028	X	
6	Shelly Binford	Director /Awards and Convention Liaison	2026		X
7	Kathryn Bertine	Director	2026		X
8	Thomas Shea	Director / Newsletter Editor	2026	X	
9	Alan Ritter	Director/Past President	2027	X	
10	Justin Sutton	Director/ Membership Chair	2027	X	
11	Paty Matiskella	Director	2027		X
12	David Walsh	Director	2027	X	
13	James Graham	Director	2028	X	
14	Krutee Laad	Director	2028		X
15	Gary Szelc	Director, (elected this meeting)	2026	X	
	George Paynter	Director, term expiring	2025		X
	Bill Urbanski	Director, term expiring	2025		X
	Tom Martin	Director/resigned Spring '25	resigned		X

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

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

The meeting was called to order at 6:00pm CDT. President Shannon Brumund opened the meeting by reviewing Board members attending the meeting. Secretary Douglas Bernero determined that 10 voting directors were present on Zoom and 5 absent constituting a quorum. The meeting having been duly convened, the Board was ready to proceed with business. The meeting was recorded on audio and on Otter AI.

A motion was made by Shannon Brumund to approve minutes from March 16, 2025 Board meeting held on Zoom. The motion was seconded by Doug Bernero. Motion carried unanimously.

A motion was made by Shannon Brumund to appoint Gary Szelc to the Board to replace Tom Martin's term after his resignation. Term is through 2026. The motion was seconded by Denis Dean. Motion carried unanimously.

Treasurer's Report—Scott Brumund, Treasurer:

I don't have a lot to report, other than I kind of screwed up the guys from California because an unexpected \$1,000 charge showed up on the credit card. And I said, No, that's not us, and it was Tim led buying T shirts. So, we worked that out.

Also looking for a place that will allow us to get a CD for the club, the places that have high rates somewhere, scenario, 4% only do it for individuals and not for corporations. So that's the only thing I'm kind of running into right now.

Update of Committee Chair Reports:

Membership—Justin Sutton: Membership is pretty steady from last issue to the current one. About a 17 primary members reduction, not many at all. We did have, we did have a little lapse of you, like year to year from last convention of this one. I think some of it could be knowing that the convention is less accessible to a lot of people this year. Being out west might have a little bit of that also, but yeah, we got some ideas. Try moving back up and get it back where it's supposed to be.

One volunteer will try to help you with data entry. He's also willing to try to help us on the retention stuff we do. It will be good to have him on board.

Newsletter/Magazine Report – Tom Shea: Issue 145 just mailed, so you should be receiving it hopefully, sooner rather than later.

I did put a few requests for input into this issue, because we sort of slowed down in terms of both member updates, Terry bird indicated that he hadn't received a lot of 48 and 50 Completer notifications. And I think sometimes that's just due to timing. But you know, anything we can do both from your perspectives, to send things that you've got of interest, as well as to just encourage others to continue to send in content that would help. Shannon asked about soliciting for content from Facebook. Tom mentioned that working with Justin, there have been some contributions from social media, pictures and trip updates mostly. The more of that stuff we get, the better.

Shannon likes to ask people when they order 48 or 50 state completion plaques, they should write into the newsletter. Some have responded.

Tom has been working with Rebecca Adelman, a communications professor. In this issue, have an Apex to Zenith style guide, which is designed to help people with questions like, how many words should it be? How should I put it? How if I'm going to send you something, what should it look like? And so hopefully that will help people, if, because you're right, Scott, some people send seven pages, and some people send a sentence, and there's the optimal size, which this style guide outlines for people.

Scott suggested that requests be made for unusual experiences on hikes and climbs.

Awards –Shelly Binford: Shelly not able to attend. Shannon stated we would have awards for this year's convention.

Merc Report—Shannon Brumund: Current business, people mostly are ordering awards plus a few odds or ends. I'll see if that changes because I think a lot of people would buy stuff at the convention and then not buy as much stuff. So, I'll see if that changes with it being a convention with a lower attendance.

When I order the plaques, they ship directly to whoever ordered it. So, I haven't had much ordering in advance of the convention. It is usually late summer, early fall, that I get those orders, because I think people do things over the summer, and then they're ready to order.

Records Chair— Alan Ritter: No update from new records chair Alan or former records chair Julie Smith.

Webmaster Report—Justin Sutton reporting with Ashraf Hossain: Most of webmaster comments will be presented in website redesign proposal later in meeting.

Bylaws—Julie Smith: Bylaws update was included with minutes of March 16, 2025 BOD meeting.

Foundation Liaison Document—Jane Bertrand, HP Foundation: After considerable discussion and changes, the Foundation Liaison Document has been double signed and ratified by the Club and Foundation.

Convention Liaison—Shelly Binford: No current update, planned conventions are now on track.

Ecological Chair—Julie Smith: Working with Dave to ensure standards are carried out for CA convention. Shelly was provided standards to provide to Alex DeLaTorre for West Virginia convention planning.

Trademark Registration—Shannon Brumund:

Shannon states that five of the seven trademarks have been approved. "Apex to Zenith," Apex to Zenith logo, "Highpointers Club," Highpointers Club logo and "Highpointers." "Highpointers Foundation," and the Highpointers Foundation logo are still in process. Rob Wells has not yet been paid for the effort, but he will be when the foundation trademarks are completed. The fees will not be substantial by legal industry standards. The process began in Oct. 2023. Doug Bernero requested that as Secretary, he would collect any documentation that the trademarks have been recorded by the US Patent and Trademark Office. Alan Ritter suggested that we find out the guidelines for using a "TM" superscript with the trademarked phrases and logos. Tom and Justin also want "TM" guidelines for website and magazine as well. Shannon will ask Rob for guidance on the "TM" usage for the club names and logos.

National Air Defense Radar Museum Donation Discussion: Dave Covill stated that Foundation funded the museum with \$500. Scott Brumund believes that Foundation is for donations and not the club. Foundation is better at researching the worthiness of organizations receiving donations. Dave stated the Foundation believes the donation is extremely worthwhile to provide some museum presence and publicity for the club. The Board generally believes that donations are the domain of the Foundation and not for the Club. Alan Ritter stated Jack Longacre's historic goal of establishing a museum near Taum Sauk highpoint in Missouri. That seems more unlikely than ever, and NADRM in Ohio provides some Highpointers display there. James Graham commented that establishing a dedicated club museum in today's digital age is more impractical than ever.

The Club Board declined to present a motion to donate to the NADRM museum.

California 2025 Convention Update—Denis Dean, Dave Covill:

We are up to just about 100 registrants. I think that comes out to like 80 or 85% online, 15 to 20% via mail. Lot of people interested in climbing Whitney. I've heard several able to get permits and access. So, there's going to be quite a few summits that week. We estimate a total turnout of around 150 people. Speaker Lucy Westlake is preparing her presentation.

Shannon was contacted by a CBS news producer, and she wants to come out to the convention and record before and after the convention for CBS Sunday Morning. So, we may have a high pointers segment on CBS News. She wanted to do a segment at Charles Mound in September as well. I directed her to the owners. But the owners of

Charles Mound are a little bit private, so I don't know what they're going to want to do. And I told them we would support what they wanted.

Julie Smith and Doug Bernero offered recommendations on how to get Mt. Whitney permits with either a private guide or standard trail routes.

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

48 and 50 Completer Certificates—Shannon Brumund

Discussion took place about the providing 48 and 50 state highpoint completion certificates for individuals informing the merc that they had reached either milestone. The idea of printing and mailing was discussed, but generally board members believed that digital certificates were a better option emailed to completers in a .pdf format. The merc would provide a printed copy at the conventions if completers requested that they pick it up in person there. There would be no charge for these services.

A motion was made by Shannon Brumund that Completion Certificates be provided to 48 and 50 state highpoint completers that notify the merc of such completions. The certificate is emailed in .pdf format. A printed certificate can be provided for convention attendees completers upon request. Motion seconded by Doug Bernero. Motion passed unanimously.

Exact logistics and responsibility of preparing and sending certificates still needs some organization.

Electronic Record Storage—Shannon Brumund: There was discussion about ideas for electronic record storage. Dave mentioned that the foundation has created a document retention plan that we ratified a couple years ago, and we basically simply said we should have, in various locations, all foundation documents. He suggested he could share a copy of the policy. Shannon asked how the records were stored. Dave said it was as simple as having it on the president, secretary and treasurer's computers. Doug Bernero agreed with that approach of holding records on 3 officers computers and sharing all records. Justin suggested Google workplace as a cloud type solution for electronic storage. Jane Bertrand suggested Dropbox as a solution. Justin said that Dropbox works well for static documents, but Google is better for frequently changing documents.

Shannon asked Alan Ritter, as new records chair, to consider some options with electronic storage and have some suggestions over the Summer for consideration at the convention Board meeting.

Membership Subcommittee/Website Redesign—Justin Sutton: Justin states that website is the Club's front door. A better looking website, better design, one that's more accessible to everybody, I just think you might have a lot more use for it. I think it might be something to track members. It might be something that our members would take more advantage of, especially if we put things in there that are more beneficial to them. After publicity from CBS This Morning, we want positive website visits for first-time visitors.

Membership committee believes a newer, fresher, easier to maintain and update website would be beneficial to club growth at this time. The committee is recommending that the club adopt a new website redesign proposal from Raven's Eye Design of Tucson, AZ. This firm's best example for a similar organization is the Arizona Trail website at aztrail.org.

Discussion included questions from Julie Smith about the WordPress platform that the Club now has. The new website will also be WordPress, but a more current version. Dave Covill and Shannon shared that the Foundation website has been updated to a more current version of WordPress, which is cleaner and more modern looking. Tom and Justin discussed concepts to reorganize the content of the website for ease of use and delete content that is no longer needed. Dave commented that the club website was created sometime in 1995-2000. Julie was questioning why we couldn't just modernize the content of the existing website. Justin pointed

out we haven't had the volunteerism to do this work. Paying for a new website will accomplish this work and modernize the entire look and feel.

Shannon wanted assurance that the Merc will work as before so that will be prioritized.

Doug mentioned that the main reason for the new website recommendation from the Membership Subcommittee was to appeal to new members as they are interested in joining the Club.

Julie was concerned that search engine optimization be included in the proposal. Justin said he would ask for that service with the website design.

There were other general questions, but Justin emphasized that the Board needs to make a decision on whether or not to approve the contract to do this. Tom Shea and Shannon believed the Membership Subcommittee had explored the questions already and was making their recommendation based on that. Justin emphasized greater value in getting the work done sooner before the convention and the CBS News publicity.

Julie and Shannon discussed a cost/benefit of paying for the new website vs. paying a designer to modify the old one. The cost of paying \$120 an hour to modify would add up quickly.

A motion was made by Alan Ritter to approve the contract for a new website design by Raven's Eye Design in the amount of \$6,000. Seconded by Denis Dean. Motion carried with 10 votes for and one vote against by Julie Smith.

Shannon will try to contact Scott to issue payment for the new website. Justin will ask Raven's Eye to complete work in advance of the CBS News story and the California convention.

Dave Covill emphasized his approval for modernizing the new website.

Gary shared his enthusiasm to serve on the Board for the remainder of Tom Martin's term. Gary encourages an electronic records storage plan to share records.

ADJOURNMENT

It was moved, seconded and unanimously carried to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 7:37pm CDT.

The next Board is scheduled to be in person on September 20, 2025, time TBD, in Bishop, California.
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 June 8, 2025.

Shannon Brumund, President

Date

Douglas Bernero, Secretary

Date