

Agenda – September Meeting Sept 21, 2026 / 6pm

Location: MWP CHALET or Online <https://meet.google.com/hmt-hphf-hsa>

Targeted end time 7:30 pm

1. Procedural Items
 - a. Call to order
 - b. Roll call and introduction of guests
 - c. *Action*: Approval of Board minutes from July 20 (**SEE page 2**)
2. Updates – Action generally not needed unless noted
 - a. President (Metzger)
 - b. Treasurer (Popovich)
 1. August financials – **attached to email**
 2. Oct 5 budget meeting
 3. Contingencies in case of limited snow
 4. Budget request to Town (Handrick) (**SEE pages 3-4**)
 - c. ED Report (Trantow) – **attached to email**
 - d. Revenue collection and enhancement initiatives (Colianni)
 - e. Fundraising Committee/Capital Campaign (Johns) (**SEE pages 5-8**)
 1. August Event
 2. Capital Campaign
 3. Annual Ask
 - f. Update on Tubing Hill Recommendation Report (Handrick/Aldridge) -- **attached to email**
3. New Business – *potential action items*
 - a. Logo options (Johns)
 - b. Raffle concepts (Handrick) (**SEE pages 9-10**)
4. Next meeting: Monday, November 16
5. Adjournment

Minutes – July Meeting

July 20, 2026 / 6pm Location: Tower House

Procedural Items

The meeting was called to order at 6pm by President Metzger

Board members present: Johns, Schoville, Aldridge, Kraly, Metzger, Colianni, Handrick, Popovich. A quorum was present.

Approval of Board minutes from May 21 - **Motion by Aldridge, second by Johns to approve. Motion carried.**

Park Update

Executive Director announced fee for Tower House usage was set at \$600.

Popovich presented the financial report – no corrections were requested.

Fundraising Committee provided details on the August 29th annual fundraiser.

New Business

Musical festival - concept was presented by Popovich. No action needed at this time.

Land Stewardship establishment resolution - **Motion by Kraly, second by Aldridge to approve the resolution as presented. Motion carried.**

- a. Well development - **Motion by Johns, second by Schoville to proceed this year with the development of the well for snow making. Motion carried.**
- b. Town budget request - Handrick updated Board on timeline for getting budget request to Town and requested list of chalet upgrade needs. ED Trantow will provide itemized list that was utilized for tourism grant application.
- c. Tubing Hill recommendations – Jason DeVries, Jon Hollander and Handrick will do on-site review of recommendations and incorporate staff input into document.

PORTFOLIO REVIEW (there were no portfolio items requested to be discussed – no action was taken on any item)

ADJOURNMENT – Motion by Handrick, second by Schoville to adjourn. Motion carried.

MINOCQUA
WINTER PARK
 EST. 1979

Budget Request: Town of Minocqua 2027 Budget
Minocqua Winter Park Foundation Fiscal Year 2026-2027

Good afternoon:

Under Section 2.1, Sub 2 of our management agreement (shown below), we are asked to communicate with the Town regarding insurance and facility improvement assistance. The purpose of this letter is to outline our request for the upcoming fiscal year (FY).

2. Financial assistance to FOUNDATION for property and liability insurance and facility maintenance/improvements will be negotiated annually at the Town of Minocqua budget meetings.

Minocqua Winter Park is a Town of Minocqua Park. As stated in the management agreement, the Town wishes to, *“provide the community and area visitors with a high-quality Town park that offers multi-sport four season recreational opportunities.”*

We ask the Town to provide funding to help ensure that goal. The Foundation recognizes the fiscal restraints under which the Town finds itself. For that reason, our request is extremely modest.

Below are two options we are proposing to the town. Obviously, we would agree to the Town moving to approve both options.

OPTION 1 – Insurance and Fire Detection. The liability insurance for the upcoming FY is expected to be \$10,195. While we acknowledge the Town only owns 40 acres of this Town park, a significant portion of the liability exposure is on Town-owned land.

Specifically, 100% of the parking lot and nearly 100% of the tubing operation is on Town land. Furthermore, nearly 100% of skiers, bikers, and snowshoers begin and end their trek on Town property (a small percentage may park elsewhere and ski/bike/hike into the park).

In addition, we spent \$1,132 in the current FY on fire detection and fire equipment inspection for the Town’s chalet. We have \$1,200 budgeted for this item for the upcoming FY.

Our Option 1 request is that the town contribute \$2,500 (approximately 25%) toward the cost of insurance liability coverage plus \$1,200 in reimbursement for fire detection.

MWP Budget Request, Continued...

OPTION 2 – Chalet Maintenance/Improvements. Option 1, if granted, could be funded using general purpose Town revenue. If the Town would prefer to dedicate PRAT revenue to this Town park, Option 2 would be an appropriate use of PRAT funds for recreational infrastructure.

We have identified multiple chalet upgrades which are needed. \$56,000 is the total estimated cost of the projects on our short-term list.

Our OPTION 2 proposal is that the Town allocate \$8,000 for chalet upgrades. We would then match the amount of town funds for chalet upgrades with our own dollars. In other words, an \$8,000 contribution from the Town would result in \$16,000 in upgrades to the chalet.

Regardless of the dollar amount, we would propose that your Director of Public Works Mark Pertile would collaborate with our Executive Director Mike Trantow on the setting of priorities for chalet upgrades including detail on which specific upgrades/projects Town resources would be used for.

Summary

In summary, we respectfully ask the Town Board of Supervisors to consider the following options:

OPTION 1 - \$2,500 partial reimbursement for liability insurance and \$1,200 reimbursement for fire detection from general purpose revenue.

OPTION 2 – \$8,000 in PRAT revenue for improvements to the Town's chalet with a matching contribution from the Foundation.

We would be more than happy to answer any questions you may have.

Sincerely,

Chad Metzger

Chad Metzger, MWP President

Joe Handrick

Joe Handrick, MWP Secretary

Submitted electronically, 9/15/2026

Revised to reflect updated insurance information, 9/18/2026

Minocqua Winter Park Fundraising Committee Report 9/21/2026

August 29 Patron Appreciation & Park Vision Fundraiser

Approximately 100 guests (78 registered; 14 walk-in) attended the event, which attracted new guests as well as familiar faces. The event took place at Norwood Pines Supper Club, and offered a full appetizer buffet, an open bar, 13-15 silent auction items, and vision boards illustrating prospective future Park projects.

Attendees: 93+
 # Donors: 60 (apx)
 # Sponsors: 2 (Redman Realty & Lakeland Fitness & Golf)
 # Basket Sponsors: 15 (see list, next page)
 Basket Total Value: \$3,045

Marketing:

Save the Date email (curated list of 483 emails; 186 opened)	July 12, 2026
Printed Invitation to 294 known addresses	July 31, 2026
Support Our Mission email (152 opened)	August 13, 2026
RSVP Today email (205 opened)	August 20, 2026
We've Got a Match email (136 opened)	August 27, 2026
Many Thanks email (159 opened)	August 31, 2026
Total 1,118 "touches" (18 address returns) + MANY sponsor/basket donor touches	

Current Statement of Activity (donations to September 30,2026):

Revenue			
	Donations		
		Donations	25,985.46
		Sponsorships	3000
	Total Revenue		28,985.46
	Cost of Revenue		
		Venue/Food	4579.20
		Bar	284.54
		Vision Posters	279.50
		Invitations/Postage	481.48
	Total Cost of Revenue		5624.72
	Gross Profit		23,360.74
	Add Match		23,360.74
	Gross Revenue		46,721.48
	Net Revenue		\$46,721.48

Basket Donors:

Eagle Wings Sportswear
Wildberry Market
Bushel & Crate Farm Market
In the Pines Signs
Lakeland Disposal
Lori's Flower Cottage
Natural Northern
Wendy Kraly
Joe Handrick
Ann Marie's
Stoney Creek Home & Garden
Bassett Jewelers
Sallet's Northwoods Outfitters
Redman Realty
Northwoods Zip Line Adventure Tours

Round-up of In Review Comments:

Printed invitation great
Invitation could have been larger with another way to register besides QR code
Lots of opportunities to give: online and invite
Get nonprofit indicia for mailings
Vision boards great
Use donation "thermometer" on-site/online to incentivize donors
Slideshow great; no background music needed; include all events held throughout year
Continue to utilize Google Sheets for event tracking
Streamline on-site process for donations/basket winners
Hand out pre-printed thank-you notes day of event
Charge for drinks; offer two drink tickets
Too small of a venue; change venue or rent more space at Norwood Pines?
Charge guests for the cost of venue
List is stale: need to focus on capturing more information from our visitors/daily passes

Capital Campaign

See attached Timeline & Donor Interview Lists

Annual Appeals

Will begin soliciting to our "Home" list and Acquisitions list in October via email.
There will be 5-8 emails between October through December.
Testing our lists before doing a spring appeal in March through May.
BLA providing us (free of charge) with appeal "cadence" and suggested content utilizing the new AI tool, "Wyze" and our Case Statement.

Minocqua Winter Park Foundation Capital Campaign Timeline

Phase I: Capacity-Building , Sustainability & Donor Identification

Present – September 2026

Our immediate goals are to:

- Identify the Donor Interviewees that will inform BLA's Readiness Assessment; (75%)
- Fully staff the Park to build and maintain the Campaign's infrastructure (to November 2026); (50%)
- Develop CRM and Donor tracking tools to manage Campaign donations (75%);
- Establish consistent marketing/communications with Home and Acquisition Lists (50%)
- Build and maintain strong volunteer base (GM to execute once onboard); (20%)
- Build Sponsorships to inform larger Capital; (20%)
- Send letters out to Interviewee list (early August), phone calls mid-August (completed)
- August 29 "Patron Appreciation" gathering and soft launch (Norwood Pines); (completed)
- Set Donor Interviews for early September; (40%)
- Drive Up Days – Establish Name Capture Capability/identify additional donor prospects (80%)
- Readiness Assessment Review and Campaign Training with BLK late September/October

Phase II: Campaign Training, Campaign Kickoff on Hitting the Campaign Trail

October 2026 – October 2029

- Campaign Materials Created
- Set Naming Opportunities
- Donor Interviews Conducted (Executive Committee + BOD Members as assigned)
- Continue name capture opportunities to identify additional donor prospects
- Track outreach
- Possible opening up of larger public campaign (if 60% Campaign goal has been reached)

Phase III: Infrastructure Realization & Program Expansion

November 2029 –

This Phase will recognize donors through the build-out of winter season infrastructure (snowmaking, chalet) while continuing an emphasis on fundraising for expanding programming.

Total Capital Campaign: \$9.905 million (4-5 year timeline)

Campaign Budget

Snowmaking		
Well drilled/Pump	\$60,000	
Two-year operations	\$170,000	
Infrastructure	\$500,000	
Equipment	\$1.3 miiion	
Snowmaking Total		\$2.03 million
+ Chalet upgrades/land purchase		<u>\$ 200,000</u>
Total Capital Campaign through 2028?		\$2,230,000

Campaign 2029-2032?

Chalet Rebuild	\$7.25 million
Endowment Funded	\$500,000
Program Expansion	<u>\$125,000</u>
TOTAL CAMPAIGN	\$9.905 million

(Revised 09/17/26)

Raffle Program

This proposal is to

- Conduct one annual raffle (Class A raffle)
- Conduct multiple 50/50 raffles throughout the year (Class B raffle)

Annual Raffle (CLASS A)

A Class A raffle license costs \$50.

One example of a Class A raffle is a “single container” raffle. Those are the kind where the members sell tickets throughout the year and put all the tickets into a single container and draw the winner on a prescribed day. These tickets are usually low cost and the organization sells thousands of them.

The other type of Class A raffle is a calendar raffle. With this type, the organization typically sells a smaller number of tickets (in this case the ticket would actually be a printed calendar – each calendar is given a specific number 1-100) but at a higher price for each ticket. This is a better option for a smaller organization that does not have a huge number of volunteers who would be out selling tickets.

This proposal is for MWP to conduct an annual calendar raffle.

Here is a sample process:

- 100 calendars would be printed in late summer.
- The 12-month calendar would run from December 2027 through November 2028.
- Each page would feature an awesome MWP photo.
- We would also, to the extent possible, include upcoming dates for things such as races, drive up days, our annual meeting, and other events (e.g. Beefarama, holidays, the Birkie).
- Printing would be done by mid-August. We could have them at our annual august event, at Krazy Day, at Beefarama, etc. A marketing effort to members/friends to purchase one could be done via email.

Below is a sample grid showing how much we would make based on 2 price points (\$50 each, \$100 each) with a variety of prizes. The Grand Prize would be drawn at the August fundraiser.

<u>Month</u>	<u>Prize</u>	if calendar is sold at \$100 each	if calendar is sold at \$50 each
dec	cash	300	150
jan	trigs gift card	200	100
feb	cash	300	150
mrc	ski shop gift card	200	100
apr	cash	300	150
may	save more gift card	200	100
jun	cash	300	150
july	Other gift card	200	100
aug	grand prize cash	1000	500
Prizes:		\$ (3,000)	\$ (1,500)
Calendar Cost:		\$ (1,000)	\$ (1,000)
Revenue:		\$ 10,000	\$ 5,000
PROFIT:		\$ 6,000	\$ 2,500

50/50 Raffles (CLASS B)

A class B raffle is the type where you sell tickets and draw winners on the same day. This includes 50/50 raffles and bucket raffles (where you buy tickets and put them into individual buckets, each bucket is for a different basket or prize).

The easiest type to administer is a 50/50 raffle. For every dollar in tickets you sell, the winner gets 50 cents and the organization keeps 50 cents.

We could hold up to 365 per year, so basically any time we have a nice crowd gathered we would be able to conduct a 50/50 (or bucket raffle). That would include:

- Our annual meeting
- Our annual fundraiser
- Krazy Day and Beefarama
- Races at the park
- Park events (concerts, dog races, etc)

Origin of the T-Bar...

