



# Skiwi Ski & Social Club

## SKI COMMITTEE JOB DESCRIPTION

### **Job Description Overview:**

The Ski Committee is responsible for planning, assembling, selling, and running any ski trip or ski event. After putting together the initial plans, receiving price quotes, and building a budget, they recommend the upcoming seasons' ski trip destinations, dates and prices to the Skiwi Board. Once discussed and approved, the Ski Committee pays initial deposits, identifies trip leaders, provides pertinent trip information to the leaders, and generates the initial advertisement flyer for the Publicity staff. From that point, it is the trip leaders' responsibility to handle the day-to-day activities, with assistance provided by the Ski Committee, when needed. This job description will cover all trip aspects, components, decisions and timing, up to the Trip Leader hand-off. From that point on, the Trip Leader Job Description should be referenced.

### **Overview of Time Schedule:**

- Late April / Early May – solicit bids from tour operators and destinations
- Early / Late May – receive bids from tour operators and destinations
- Late May / Early June – initial determination of where and when to go on trips; discuss recommendations, calendar placement of events and preliminary budgets at Skiwi Board meeting.
- June / July Board Meeting – present final recommendations and budgets for approval by board; finalize contracts; write check request to make necessary trip deposits;
- July General Meeting – create trip flyers and submit to publicity staff for publication on Skiwi website & Facebook page, and distribution on Constant Contact & Meet-Up; have copies of trip flyers available for the membership.
- August Board Meeting – early sign ups open to board members wanting to participate on December (anywhere) or January Europe trip.
- August General Meeting – sign ups open to general membership wanting to participate on December (anywhere) or January Europe trip. Implement Signup Lottery if deemed necessary.
- September Board Meeting - early sign ups open to board members wanting to participate on January (domestic) and later trips
- September General Meeting – sign ups open to general membership wanting to participate on January (domestic) and later trips. Implement Signup Lottery if deemed necessary.

### **Outline of Job Description & Responsibilities:**

#### **I. Trip Planning Considerations**

Whether booking through an agent or putting a trip together yourself, the initial trip planning should be done by the ski committee. Each type of trip: weekend, western weeklong, or European 12-day, has many of the same factors to consider before seeking bids:

##### **1. Choosing a Destination**

- a) Ski terrain variety (enough for the length of stay)
- b) Appealing town and surroundings

- c) Popular enough to sell, while being affordable
  - d) Altitude at mountain and lodging
2. **Trip Timing**
- a) Avoid holidays (such as Presidents week)
  - b) Work around club race weekends, when practical
  - c) For better chances of good snow – not too early or too late season
  - d) Consider historic weather cycles (such as: Whitefish is typically most foggy in January)
  - e) Space out trips on the calendar so people are more likely to attend multiple trips
  - f) Being flexible when requesting availability and pricing can reduce trip cost
3. **Lodging**
- a) Location
    - a. Ski in/out, Slope side, or in Town, close to Transit
  - b) Type
    - a. Condo
      - i. At least as many bathrooms as bedrooms
      - ii. Bedding configurations to accommodate singles and couples
    - b. Hotel
      - i. Refrigerator and microwave
      - ii. Breakfast included
  - c) Amenities
    - a. Baggage handling
    - b. Hot tubs & pool (preferably outdoors)
    - c. Ski storage
    - d. Proximity to restaurants, bars and entertainment
    - e. Shuttle service
  - d) Cancellation and attrition policies
4. **Airlines**
- a) Departure times, layovers, overall travel time
  - b) Checked baggage included/fee
  - c) Cancellation and attrition policies
5. **Buses**
- a) Seating and luggage capacity
  - b) Overall length of trip
  - c) Bathroom
  - d) Okay to have food and drinks onboard
6. **Lift Tickets**
- (1) Usually best to buy group, multi-day passes for domestic trips
  - (2) Europe trips, sometimes better for individuals to buy daily
    - (a) Must research for each destination
    - (b) Usually not much discounting, and multi-day are often consecutive days
      - (i) Better to have flexibility each day, to choose:
        - 1. Day off or partial-day
        - 2. Local area ticket or Multiple inter-connected area ticket
7. **Local Transportation**
- (1) Public or provided by lodging supplier
    - (a) Hours of operation

- (b) Free? Or is it best to pre-purchase group transit passes?
- (2) May be needed to get to/from mountain
- (3) May be needed to get to/from town and/or bars, restaurants and evening entertainment
- (4) Important for non-skiers or those with a day off from skiing

## II. Solicit Bids/Quotes

1. Each component of one-day, weekend, train and bus trips are booked/contracted directly by the Ski Committee
  - (1) The majority of the components requiring advanced bookings are listed in section “I” (above).
  - (2) Search and research for each of these components through any available sources:
    - (a) Our club’s past events and experience.
    - (b) Information gathered and contacts met at the annual MDSC Travel Show.
    - (c) Information gathered and contacts met at the MTS – Mountain Travel Symposium.
    - (d) On-line searches
    - (e) Word-of-mouth from our members’ experience, and where other clubs have been.
    - (f) Use on-line satellite and street view images (such as Google Earth) to inspect properties, areas, find lodging & other establishments, and get a general “Lay of the land.”
  - (3) Directly contact and request quote/bids from suppliers that represent each component needed for the particular trip.
    - (a) Best to pursue more than one bid for each component
    - (b) Initial contact can be via phone call or e-mail, but should be followed up with e-mail
    - (c) Best to detail your requirements in an e-mail
      - (i) Can be duplicated to send to each supplier
      - (ii) Provides for a “Paper trail” that may be important to have in later dealings with supplier
      - (iii) Any later changes that are requested by you, and agreed to by supplier need to be on an e-mail, if not revised in the contract.
2. Bigger and longer Western and European trips, involving air travel, are usually booked through a Group Travel Agent or Tour Operator. However, it can, and has been done directly by the Ski Committee.
  - (1) If booking with an Agent/Tour Operator:
    - (a) Search and research for a reputable, competitively priced, congenial agent using:
      - (i) Our club’s past events and experience.
      - (ii) Information gathered and contacts met at the annual MDSC Travel Show.
      - (iii) Information gathered and contacts met at the MTS – Mountain Travel Symposium.
      - (iv) On-line searches
      - (v) Networking from other clubs’ experience.
    - (b) Contact agents to request a trip bid:
      - (i) Make sure you keep in mind all of Trip Planning Considerations from section “I” above.
        1. Specify the “Must haves.”
        2. Leave the others as variables for the agent, but make sure they know it is a variable (such as: request range of trip dates, rather than a specific week)

- (ii) Could pursue another agent for a competing bid.
  - 1. However, be aware that suppliers sometimes “Lock up” components, making it difficult (or impossible) to secure same trip from another agent
  - 2. Don’t, if you know you already have a bid for a great trip at a great price
    - a. Based on previous years’ bids
    - b. Based on other clubs past or currently advertised trips
- (iii) Initial contact can be phone call, but should be followed up with e-mail
- (iv) Best to detail your requirements in an e-mail
  - 1. Can be duplicated to send to each agent
  - 2. Provides for a “Paper trail” that may be important to have in later dealings with agent
  - 3. Any later changes that are requested by you, and agreed to by agent need to be on an e-mail, if not revised in the contract.

### **III. Review & Evaluate Bids, and Calculate Trip Budget:**

- 1. The Ski Committee should review, compare and evaluate all initial bids
  - (1) Make sure all requested content, details and components are included
  - (2) Consider all aspects versus cost, perceived value and desired content
- 2. Recontact each agent/supplier regarding any missing/unclear elements or modifications
  - (1) Something will likely always be either missing or nebulous
  - (2) If cost or features are undesirable, suggest modifications to alter initial bid
- 3. Reevaluate these revised bids
- 4. Formulate a trip budget. This should include all costs, and calculate a trip selling price:
  - (1) If from agent – total package price
  - (2) Agent provided compensation if participant threshold is met.
  - (3) If booked directly – Lodging, Transportation (air & bus) and Lifts (if included)
  - (4) Tips: Bus driver, luggage porter, dining staff (if not already built into contract)
  - (5) Miscellaneous expenses to cover unanticipated costs, such as:
    - (a) Trip attrition fees
    - (b) Trip overruns
    - (c) Slight Government tax, fuel surcharge, or currency exchange rate increases
      - (i) Note that we usually include a disclaimer stating that these increases may be charged to the trip participants (but we try not to).
    - (d) If miscellaneous funds remain at trip time, these funds could subsidize a group activity
  - (6) Trip leaders’ compensation
  - (7) Total Trip Expenses
  - (8) Number of anticipated participants, and number needed to break even
  - (9) Trip selling price
  - (10) Total anticipated revenue, loss or gain

### **IV. Recommend Trip Plan and Budget to Board for Approval**

- 1. Initial trip plans for the upcoming season should be discussed during most board meetings
- 2. When section **III** (above) is complete, the recommended trip details and budget should be presented to the Ski Club Board for approval.

- (1) Efforts should be made to bring the Ski Committees recommendations to the board for discussion and approval at a board meeting.
- (2) However, if timing is critical, and a great bid is in jeopardy of being lost, the committee will do this step via e-mail communications with the board.

#### **V. Finalize Contacts and Pay Deposits**

1. Request component supplier or agent deposit funds from the Skiwi Treasurer
2. Sign contracts and return with initial deposits (if due)
3. Contact all non-selected suppliers to dismiss their quoted services or properties.

#### **VI. Select Trip Leaders**

1. It is extremely crucial to select the right co-leaders, as they can make or break a trip - for the enjoyment/safety/success of the participants and club
2. We typically select 2 people to run a trip
  - (1) Responsibility/task sharing should be negotiated and agreed too by the 2 co-leaders
  - (2) At least one of the two should have previous, qualified, successful trip co-leading experience, as judged by the Ski Committee
  - (3) An exception for a particularly small, simple, trip, may necessitate only one trip leader.
  - (4) Final selection by the Ski Committee should consider the following “pecking” order:
    - (a) Past President has 1<sup>st</sup> choice of which trip to co-chair
    - (b) Current year Skiing Chairperson has 2<sup>nd</sup> choice of which trip to lead
    - (c) Ski committee members will next be considered for which trips to co-lead
    - (d) Ski club board members will be given next consideration
    - (e) General membership is then, lastly, considered

#### **VII. Prepare Trip Flyers**

1. Trip flyers should be completed and ready for distribution at the July general meeting. The sooner you can get accurate information out, the better – so if you have something to share earlier, do it.
2. These flyers should also be provided electronically to the Publicity Chair and staff, for inclusion on Website, Constant Contact, Meet-up, Facebook, and what other sources we may be using.
3. Any informational updates should immediately be made to the flyers (phone number / e-mail changes, price changes, etc.), and those updates communicated to the Publicity Chair, for correction in all media.
4. All trip flyers should minimally contain the following:
  - a. Trip destination, dates, price per person (noting, for appropriate trips, that you must be a Skiwi or MDSC member), the Skiwi Logo, and web page address. This info should be displayed in large print and be placed prominently at the top of the page.
  - b. The Trip Leader's name, phone number, and e-mail address to be contacted should the participant desire further trip information. If the trip leader has not yet been chosen, the Skiing Chairperson or a Skiing Committee member's name and phone number may be used instead. Either way, the contact person must be readily accessible via phone and/or e-mail.
  - c. Details about the trip including:

- i. The name of the lodging property, the type of lodging (condo, hotel), the layout of the room (2 bedrooms / 2 bath, 2 beds / 1 bath), and a web address for the property if available.
- ii. The type of transportation from Detroit to the destination (round trip air or Skiwi "party" bus with beer, wine, pop, munchies, etc.).
- iii. Number of day's lift included and to what areas (i.e. 5 of 6 day, multi-area lift to area x, y, and z, etc.) as well as any special or private shuttles that will transport you to those areas.
- iv. Whether all ground transfers between the airport and the destination are included (all our trips historically include transfers) as well as airport taxes, gratuities, etc.
- v. If baggage handling at the lodging property is included as part of the trip - this is a nice option to include and price into any trip.
- vi. Any included meals, parties, and etc.
- vii. Any other extras that may be available for free or at additional cost (specify price).
- viii. A schedule that specifies participant payment amounts and dates, and is structured as follows:
  1. Payments start the date the trip is made available to the participants, typically the General Membership Meeting in August for early trips, and September for trips taking place after late January.
  2. The remaining payments should also be scheduled to coincide with successive General Membership Meetings and the final payment should be scheduled approximately 1 month prior to the trip departure date. The intent is to assure that enough money is coming into the club treasury to make timely payments for all trips without draining the club bank account, while at the same time assuring that enough money has been collected by the participants to cover their expenses should they decide to back out of the trip any time prior to departure – be sure to take into account various lodging and airline drop dates and penalties.
  3. Deposit amount should be proportionate to the total trip price. Best to look back at previous seasons trip pricing.
  4. Trips that take place later in the season generally can afford a more lenient payment schedule. However, keep in mind the items mentioned (in b) above when establishing any schedule.
- d. An informational note prominently displayed and similar to: "This trip opens at the September 21 Skiwi General Meeting. Sign-ups at the meeting will be given priority over mail-ins that may be received prior to the meeting."
- e. Another note should state: "Price subject to change if additional taxes of fuel surcharges are applied" for trips with air travel. Furthermore, "Exchange rate increase" should also be included in this disclaimer statement for international trips.

### **VIII. Trip Leader Information, Pricing Guidelines, and Trip Packets**

1. Each trip leader that doesn't already have all of the following, is to be provided with an information "packet" containing paper or electronic copies of:
  - (1) Skiwi Trip Applications (at least 10 more than will be needed for the trip),
  - (2) Skiwi Deposit Envelopes (for trip leaders to submit money to the Skiwi Treasurer)
  - (3) Skiwi Check Requests (for payments to destination tour op, etc.)

- (4) Membership Applications (for guests that may want to become members)
- (5) Skiwi letterhead and envelopes
- (6) Skiwi Trip Leader Guidelines
- (7) Skiwi Trip Payment Record sheet - example may also be included
- (8) Skiwi Trip / Event Report sheet and instructions - example may also be included
- (9) Trip Sign Up Policy
- (10) Trip Refund Policy
- (11) The trip budget
- (12) Payment amounts and scheduled payment dates to the tour operator, bus company, etc.
- (13) Copies of checks for any deposits made to a tour operator, bus company, and etc., made in advance of the trip leader being assigned to the trip.
- (14) Any additional information provided by the tour operator or destination, i.e. trail maps, town maps, discounts coupons, etc.

**IX. Trip Leader Pre-Meeting/Discussion, as a group or one-on-one. Not necessary for experienced leaders.**

1. Skiwi Trip Leader packets should be distributed at the meeting
2. Minimally, these items should be discussed:
  - (1) Procedures specific to the first sign up night (show up early, members only lottery, etc.) and trip participant deposit requirements.
  - (2) Trip participant cancellation and refund policies.
  - (3) Information contained on the back of the Skiwi Trip Application, make sure trip leaders advise participants to read the back of the application and sign it.
  - (4) Overall responsibilities of a trip leader, and that the Skiing Committee is there to help.
  - (5) How to handle problems and who to contact should something go wrong prior to (payment issues, contract changes, etc.) or during the trip (flight delays or cancellations, etc.).
3. Try to establish a routine schedule of communication between a trip leader(s) and the Skiing Committee – it's suggested that trip leaders contact a Skiing Committee member rather than a Committee member contacting the trip leader(s).