

Sierra Avalanche Center Board Meeting

Tuesday, May 2, 2023 - 6:00 pm

**Parasol Foundation
948 Incline Way, Incline Village, NV**



	Board of Directors		Forecasters
x	Chris King - President		Brandon Schwartz
x	Mark Bunge - Treasurer	x	Andy Anderson
	Zach Tolby - Secretary	x	Steve Reynaud
x	Jonathan Laine		
	Todd Offenbacher		SAC Staff
x	Jason Oelkers	x	David Reichel - Executive Director
	David Fiore	x	Travis Feist - Education Coordinator
	David Bunker		Jason Bilek - Observer
x	Peter Stanton		
V	Tasha Thomas		Advisory Board/Public
x	Murph - via phone	X	Todd Wold
x	Sara Davidson		
x	Kerry Stendell		

- A. CALL TO ORDER - 6:05 - Quorum established
- B. AGENDA AMENDMENTS AND APPROVAL - Approved without amendment
- C. APPROVAL OF APRIL MEETING MINUTES - Approved without amendment
- D. PRESIDENT'S COMMENTS – Chris King
 - Awesome season, last forecast April 30.
 - 3 items:
 - Get scheduled forecasters
 - Applaud David Fieori – ask Chris details
 - Catch up on annual reports
- E. FOREST SERVICE UPDATE – Andy Anderson
 - Thanks for support to extend into the off season to continue forecasting – April 30
 - Snowiest winter in decades – very successful winter
 - We have had zero fatalities, but a lot of skier traffic, complex terrain.
 - Big thanks to observers – lots of effort to make this season successful.
 - Online users up this season – more than 1million page views – Andy to attach for board
 - The way that users have switched from website to Instagram
 - Andy met influencers in backcountry and feedback was positive about our social media presence.
 - Over 700 Observations, 125 observers, 108 guide services, rest public
 - Public observations have improved over the year
 - Largest number of high danger forecasts this year, and no Extreme days
 - Review of snowpack data - spreadsheets, bar graphs, color, average of 8 inches a day through season.
- F. ED REPORT – David Reichel
 1. See ED Report in May meeting folder
 2. California OHV - will hear back next week
 3. Lots of fundraising successful
 - Splitboard money? TBD
 - ?
 - Shredit showdown \$?
 - Tahoe Sporthub \$5,500
 - Mt Rose \$6600 - Thanks to Mike F
 - Palisades \$10,000
 4. Budget items - last payroll

- Working to get Strategic planning committee to finalize mission statement, operational plan to get ready for the next season.
- 3. SOCIAL MEDIA/MARKETING - Tasha Thomas
 - Update - need to pull data for year end.
- 4. DEVELOPMENT - no update.
- 5. EDUCATION -
 - 2023/2024 JB Memorial Scholarships
 - Keep budget between \$15,000 to \$18,000 for worthy applicants
 - Course providers seeing reduction in course participants across the board, canceling courses.
 - Solidify Plan and budget for Youth Education
 - Is this part of our strategic plan? What is the goal? Outreach
 - This year we had 3 events – Adventure Risk and Heavenly Kids - Can we grow?
 - Several others canceled due to weather
 - Target Freeride Teams – 1 day Intro course – taught in-house
 - Target high school students - 1 day Intro course – taught in house
 - Committee to decide on donating ISSW entry to Instructors.

I. MOVE TO CLOSED SESSION

NEXT MEETING: September ??? at Parasol Foundation