



## Board Meeting Attendees

Date: Jan 5, 2016

Location: Incline

<b>Board Members in Attendance</b>		<b>Forest Service Representatives</b>	
X	Holly Okom - President	X	Joe Flanery
X	Mark Bunge – Vice President		
X	Randall Osterhuber- CFO		
	Dustin Evans – Assist CFO		
X	Bob Moore - Secretary	<b>Forecasters</b>	
X	Todd Offenbacher	X	Brandon Schwartz
	Eric Petlock	X	Andy Anderson
X	Jason Oelkers	X	Steve Reynaud
		<b>Observers</b>	
		x	Dave Reichel
	Dave Fiore		Travis Feist
X	John Laine		
X	David Bunker		
<b>Board Advisors in Attendance</b>		<b>Guests</b>	
X	Debbie Broback	Neal Morrision - TNSAR	
	Cameron Bordner		
	John Swanson		
	Larry Heywood		

	Justin Broglio	
	Jeremony Jackson	
<b>Program Manager</b>		
	Don Triplett	

**Sierra Avalanche Center - Regular Board Meeting  
Incline Village Library  
January 5, 2016 – Time 5:30pm**

**AGENDA** – Items may not be heard in the order they are listed

A. **CALL TO ORDER** - Establish quorum/Introduction of guests - 5:45 PM

**B. AGENDA AMENDMENTS AND APPROVAL**

Motion: Todd Second: Jason O. Approval: All

**C. APPROVAL OF MEETING MINUTES**

Motion: John L. Second: Todd O. Approval:

D. **PUBLIC COMMENT** - *Any member of the public may address the Board of Directors on any matter that is not listed on the agenda. Comments will be limited to 5 minutes. Should discussion be required the item will be placed on a future board agenda.*

None.

**E. CORRESPONDENCE (10 min)**

Included in the ED Report

**F. PROGRAM REVIEW (30 min) - Executive Director**

See attached report.

**G. FOREST SERVICE REPORT -(10 min)**

Forecaster's Update - Brandon Schwartz and Andy Anderson

The snowpack has transitioned from early season pack to winter.

Andy reported: he is working with the permitted Outfitter-Guide permittee's to get more observations.

- Facebook hits are up over 70% from last year.
- 230,000 page views since Nov. 1.

Joe Reported: Don and Joe will have a sit down meeting to discuss who applies for the CSP Grant, which entity will be the most effective on winning the Grant and administration.

- Discussion on year end funds. Enough funds will be left to cover salary for the fall ISSW for the forecasters, approximately \$2600.
- Some comments on FACEBOOK not appropriate as representing the USFS.
- Tahoe Alliance is a new group, wants to ensure that SAC's involvement revolves around issues for safety of the Forecasters accessing the trailheads.

**H. PRESIDENT'S COMMENTS (10 min)**

- Dave P. now officially relocated to Keystone working for Vail Corp.
- A big Thanks to Todd for the Film Festival donation.

**I. TREASURER'S REPORT - Randall Osterhuber (10 min)**

- Randall reported that the Book keeper will not be doing our work anymore. She will be focusing her efforts on her full time accounts. Dustin will be handling these duties for the remainder of the season. The Board will re-evaluate at the end of the season.

**J. DIRECTORS REPORTS (15 min)**

- Todd led a discussion on the need for a tangible target of donations.
- Update on Workman's Comp Insurance. As of 1/11/2016 it is in effect.

**K. Marketing Committee Report**

- \$12,000 has been saved in advertising by re-directing the focus.
- They reviewed market tactics with Don.
- Out of radio and more emphasis on Social Media.
- Will use different outlets for different events, picking which will be most effective.
- Discussion on advertising on OPEN SNOW.

**L. SUB-COMMITTEES**

- Discussion on using more "Groups" such as the advertising Committee to work on a focus project, and then dissolve when completed.
- This can include special events, focus fund raising, etc.

**K. NEW BUSINESS (45 min)**

New Board Members – Discussed in Closed Session

**L. Forecast pop-up ad discussion.**

- End date? Reinstitute in spring? Removal of pop-up during forecasted danger above Considerable?
- board Discussion; pull down until the end of February. Re-evaluate then. Provide a specific goal, make shorter and to the point. Look at pop-up header v. screen block.

**M. CLOSED SESSION (30 min)**

**ADJOURNMENT - Next Meeting February 2, 2016 Incline Village, NV**



## December 2015 Board Report

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### Correspondence & Updates –

*Items discussed by the Board are noted below.*

- Sugar Bowl Tix sold out
- Homewood Live 36 thus far
- Vail Live 250 sold and second round of 250 up on site. ***Update: 490 sold. Discussion on asking for an additional 250, this will be the final 250 Vail obligated.***
- Awesome fundraising Start Season kick off \$ 23,976 as of 12/30 at 11:45am
- BC Ball \$ 9,288 Profit before hourly expenses to ED.

- West Shore parking issues meetings proceeding and good dialogue happening. SAC is warmly welcomed as a partner is creating a solution.
- Squaw / Alpine donation of \$10k cash in process
- KBYG presentations going well- Sugar Bowl ski team over the holidays, FS doing one per week.
- CSP Grant G12 finalized with program manager for \$38,232.65, a reduction of \$875.30 from staff charges to agree with audit report and not contest findings and cause further delay.
  - G13 grant payment request of \$36,581 is up next. Once cleared checks can take 6 to 8 weeks to arrive.
- Still waiting to hear about Tahoe Donner, Auburn Ski Club, Mt. Rose, Sierra at Tahoe,
- Met with Sugar Bowl (John Monson) they want to continue programs and include 100 Royal Gorge tickets next season to 250 SB tix. Also wants on snow day later in year
- Advertising and promotion in full swing for ski days. Marketing group focused on electronic distribution and promotion as biggest bang for the buck: Google, FB ads, Twitter, Instagram, Print media, posters and flyers and finally Radio ad purchase. (\$35 on FB gets 22K impressions) These are in order of importance and expense.
- Met with TTCTV- Truckee Tahoe Community TV- PSA play on air, edit PSA, create PSA, film KBYG at Granite Chief for promotion, \$100 yearly membership provides access all studio equipment and production capabilities. Willing to trade logo sponsorship as well. Located within Truckee High with ties to entire district and willingness to help SAC get KBYG into schools. ***Board discussion: SAC does not need this, this equipments is free for use by non-profits. Additionally SAC has existing PSA's that are being used.***
- ***Karen Honeywell from TNAR wants to work with SAC on the KBYG program. Don and Karen will need to make contact and work out the details.***

## **Fundraising Work and Events**

- Headed to OR first week of January to meet with CAIC, UAC and NWAC, vendors, industry partners etc.
- Marketing committee met and started plan for advertisement. So far Google is king and needs no support during holidays and good snow.

## **Upcoming Events Needs -**

- Jan 16 at Granite Chief for Raffle ticket sales. Please email Don if you can make it. 7pm show 6 start. Details on web. Need 2-3 people to sell raffle tix
- Jan 21. Patagonia Outlet KBYG Need 2 people to sell raffle tix

- Jan 22-23 Snowmobile Class SLT
- Jan 24 Winter Festival Tahoe Donner XC - Need 2 people to man the booth
- Jan 27 Tahoe Mtn. Sports Airbags debate
- Jan 28 Alpenglow Winter Film Series Benefits SAC - Need 6 people to sell raffle tix.

### **Opportunities / Updates:**

Ready to place rack cards at local shops and hotels. Need help in distribution.

Don headed to OR Show for week of 1/5 to 1/9.

### **Discussion topics for Board Meeting and Direction Needed!**

TTCTV membership \$100 to create partnership to TV station with production capabilities?

## Ski Day outlook for total sales

Resort	Window Price	# of Tix	Dates	Sale Price	Total
<b>Northstar, Heavenly, Kirkwood</b>	87 - 140	500	Season	\$106.00	\$53000.00
<b>Sugar Bowl</b>	\$108.00	250	Season	\$60.00	\$15000.00
<b>Tahoe Donner xc</b>	\$30.00	25	Season	\$20.00	\$500.00
<b>Tahoe Donner Downhill</b>	\$49.00	25	Season	\$10.00	\$250.00
<b>Diamond Peak</b>	64-69		Season		\$0.00
<b>Homewood</b>	\$89.00	250	Season	\$50.00	\$12500.00
<b>Bear Valley</b>	69-74		Season		\$0.00
<b>Squaw /Alpine</b>	\$139.00		Season		\$10000.00
<b>Mt Rose</b>	\$104.00		Season		\$0.00



<b>Resort</b>	<b>Window Price</b>	<b># of Tix</b>	<b>Dates</b>	<b>Sale Price</b>	<b>Total</b>
<b>Auburn Ski Club</b>	\$18.00		Season		\$0.00
				Total	\$91250.00

**Comments:**

***Diamond Peak needs a letter on letterhead in order to consider a ticket donation. Dave F. taking lead on this.***

***Mt Rose has committed, Don is working out the details.***

***Membership has generated \$27,000 to date.***

***Pop-up has generated \$5,500***

Less discount rate from Liftopia 1.5%, Sugar Bowl 7%.