



## Board Meeting Minutes

**Date:** Nov 3, 2015

**Location:** Incline Library

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

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

**Sierra Avalanche Center - Regular Board Meeting  
Incline Village Library  
November 3, 2015 – Time 5:30pm**

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

- A. **CALL TO ORDER** - Establish quorum/Introduction of guests – 6:00 PM

Introduction of Zach Tolby, National Weather Service Meteorologist

- B. **AGENDA AMENDMENTS AND APPROVAL**

Motion to Approve: John Laine

Second: Mark Bunge

**APPROVAL OF MEETING MINUTES**

Motion to Approve: Dave Fiore

Second: Dustin Evans

**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 Executive Director Report

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

ED Report Attached.

-Discussion on lift ticket sales, where best to advertise, last month \$7500 budgeted for advertisement.

- Don will look at different accesses to younger groups.
- Focus will be after the Holidays and “pre-storms”.
- Don will bring more info for follow-up in December.
- Suggestion to check the feasibility of partnering with Reno Resorts/ Casinos for sales, Ericc Petlock will check and report back.

-Don asked for a budget for stickers, etc. \$1,000.

-Don signed agreements with BCA and Voille for items, value of \$2100.

-Moment Ski donating skis for raffle at Ball (Topo-map version) and Todd’s Venture Film Festival.

\*Need items (SWAG) for the Ball, Don has some major items but need more items for silent raffle. Discussion on different Board members approaching the same shops, **Don developed a spread sheet to use when donations are secured and has mailed out.**

-Continued discussion on membership gifts for joining at different levels.

**G. FOREST SERVICE REPORT –(30 min)**

Forecaster’s Update – Brandon Schwartz and Andy Anderson

Andy-

-Steve Reynaud hired as the Seasonal Forecaster. This will be a 40 hr/ week through March position. The Board congratulated the Forest Service for making a excellent selection.

-ESAC has made some changes, they will not be associated with the Forest Service this season.

-Bridgeport’s status is unknown. They have not filled the Forecaster position, funding is unknown.

-Discussion on the New Map-Based Weather Produce from Snowbound Solutions as described in the October TAR. Cost will be annually \$500 with a \$1,000 setup cost. Andy felt this will be a good tool.

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

- Congratulations to Steve Reynaud.
- Moonshine Ink Article submitted, should be in next month's edition.
- Emphasized need for silent auction items.
- Discussion on hitting up shops for silent auction items.
- Will attend the Vail Epic Awards reception Nov 11 at Harrah's South Lake Tahoe. SAC also invited the the Awards Reception for North Tahoe.

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

Randall absent, Dustin presented the report.  
SAC -\$7,000 from last year.

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

Secretary Report-

- State Fund Audit info accepted by their auditors.
  - Paid last payment for 2015 of \$659.
- Follow up from Oct meeting, SAC has Insurance coverage for all courses, will need to have students sign the waiver.

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

Funding for SnoMo classes in absence of CSP Grant funding. Each SnoMo session is estimated to cost \$1900. 2 courses proposed.  
Discussion – Dave and Holly will work on language encouraging enrollees to "donate" \$200 to SAC.

**Vote:**

**For: ALL Against: None**

SAC purchase of of projector and screen for education presentations. 80" Screen \$100-\$120. Projector \$600-\$1200. Not to exceed \$1300.

**Vote:**

**For: ALL Against: None**

Human powered signage approved by the Humboldt-Toiyabe for the Tamarack Peak trailhead, will have beacon checker attached. Production cost \$150 and hardware to erect sign.

**Vote:**

**For: ALL Against: None**

Order 1,000 SAC stickers for \$600.

**Vote:**

**For: ALL Against: None**

Flexi-hats order 200 for \$9.98 each. \$2,000 required up front.

**Vote:**

**For: ALL Against: None**

Avatech SP1 Probe purchase to receive second at no charge. Cost of SP1 Probe?  
-Discussion on the merits of this system.

-Don will discuss with them of purchasing the software and providing the probe at no cost. **Don will send e-mail with results.**

Budget for radio marketing: KTKE \$2500- Contract approved for season  
NPR - KXJZ & KUOP Last year: 1 wk per month 52x per week \$1430/mo.  
includes online banners 2wks/mo.

Reno Radio: The X- \$25 each per :60 second spot / \$17 each per :30 second spot... (effectively \$12.50 & \$8.50 with 1 for 1 match on purchase) ED suggests a minimum of 4 per day (6a-7p), 4 days per week.

Funding for SAC Avalanche Series, including BC Basics, KBYG and goping Deeper approx \$1500.

-Discussion These SAC courses cost \$125 for night courses and \$250 day time. 5 scheduled. Audiences limited to Ski Teams & Freeride Teams. AIRE Level instructors. Randall, Travis and Steve will customize courses for SAC use.

- L. **CLOSED SESSION** (30 min)  
ED Annual Review format.

Advisory Board changes.

M. **ADJOURNMENT** - Next Meeting December 1, 2015 Incline Village, NV



October 2015 Board Report

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**Correspondence & Updates -**

**• SKI Day Overview**

- Vail EPIC Promise reception night Invitation- This usually means we are receiving the grant. Heavenly/Kirkwood reception on Nov 11 5:30 to 7:30 The summit Room 16th Floor Harrah's and Northstar Nov 10. 5 to 7 Truckee Tavern
  - Dave P is going but we need another board member to attend in slt. I am out of town. Holly John Swanson and I are going to the Truckee reception.
- Sugar Bowl 250 tix good all season no holiday \$60, hosted on their website portal from us to provide code that triggers discount ticket Less 7% processing fee
- Homewood 200 tix for sale at \$50, Good all season no holidays
- Squaw Alpine request sent No response yet.
- Mt. Rose request made by Bob Moore
- Tahoe Donner Email Sent

- Auburn ski Club No contact as of 10/30.
- Sierra at Tahoe - Dustin reaching out to contact
- **Patagonia** avy awareness. Nov 12 date set for early season, membership perks outlined below, Dec. 10 and Jan 21 scheduled. Waiting for education curriculum to create content and flyers. Good series
- **TTCF** Board Governance Training. Four weeks, four topics. Did anyone go??? Please report in meeting. This is important stuff that we have requested from TTCF for development of board and organization skill set.
- Sponsor Partnership docs sent to industry contacts- for donation and banner ad sales. Pending
- **West Shore Parking Agency Mtg** - Good intro with agencies, SAC asked to support group with ideas and public dissemination of information through social channels as needed. Short term compromise and long term solution needed. FS addressing winter recreation plan starting this year. This will be a pivotal process for all. TRPA, State Parks, CHP, USFS, El Dorado Sheriff and Fire all willing to look for solutions. Next meeting with maps and clarity of specific target problems and short term solutions. Need input for possible compromise in short term.

### **California State Parks Grant**

G12 & G13 Audit report progress: Report and tracking edited and ready for submission. Specific numbers to be determined based on response from Grant admin after review of audit report.

### **Fundraising Work and Events**

- **Amazon Smile set up and live.** Use it to sign in and a portion of all available purchases will go to SAC Request made to interns to support research to maximize potential. Will release in November newsletter.
- **Ebay Gives** - Set up and ready to roll Will release in November newsletter
- **Benevity.org** set up- Matching funds donation from corporate employers
- **BC Ball** Dec 5th Sugar Bowl Points North Heli Kevin Quinn to present. Have donations lined up through industry. (Sugar Bowl pass, Points North Heli Trip, High Sierra Snowcat Yurt stay, TMS avy education seat). Need board to reach out and explore options for trips, wine, art, dinner, etc....
  - **This is where you become a pivotal player in the success of our fundraising!**

### **Upcoming Events ~**

Check the website and stay informed or watch FB till your eyes bleed. Too many to list right now.

### **Opportunities / Updates:**

- Your local network of business and industry are the way into a good relationship!!! Explore them.
- Clif Family Foundation - Avy awareness education funding- Will write this as soon as I have free time.
- Patagonia membership perks -\$50 Thank you and sticker, \$100 hat & t-shirt delivered by SAC, \$250 Messenger bag (\$50 our cost +logo), \$500 Adze jacket (\$70 our cost + logo) fleece-lined Polartec® Windbloc® stretch-woven fabric with breathable and stretchy side panels for insulated protection without overheating, \$1000 donor Down Sweater (\$115 our cost+logo).
  - Suggested run of 25 messenger bags to start, higher value donation will receive contact email to ask about size, color. Order placed, shipped to W&T for logo next day and then sent to donor. Gives us personal contact with higher donors and works for Patagonia.
  - Supplies: Shirts good. Hats good,
  - Stickers: Last order 500 for \$290 quote. Need approval or revolving budget approved.

- Merchandise program in local stores? Have been selling hats in Backcountry all summer. They are on the second run of 25 now. \$20 each.
  - **Request budget** to purchase flex fit hats and sell at local shop partners for \$30. cost \$9.98 +shipping and tax. Would like to purchase 100 hats for season outreach.
- **Avatech - Buy 1 get one donated SP2 probe:** Software pro platform donated to center for use with 5 subscriptions for all forecasters and observers.
  - Rec platform is free to public and can see points of data from all users
  - Working on program to offer users upgrade potential through web with income returning to SAC. Offered Banner ad space in package for sponsorship to bring in software sales.
    - Waiting to hear back. Will touch base again.
- Far West masters racing program KBYG program. Doug Fulton contact at Diamond Peak.
- Global Email to all supporters updating SAC progress and needs for season with goals for fundraising.

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

- Budget for marketing outlay decided:
  - KTKE \$2500- Contract approved for season
  - NPR - KXJZ & KUOP Last year: 1 wk per month 52x per week \$1430/mo. includes online banners 2wks/mo.
  - Reno Radio: The X- \$25 each per :60 second spot / \$17 each per :30 second spot... (effectively \$12.50 & \$8.50 with 1 for 1 match on purchase)
  - KUNR - 50,000 in Metro Reno listening, \$25 per 15 second spot for Run of schedule message 5a-10p, \$45 drive time & \$35 Day time, Purchase 3 get 1 free, \$500 minimum contract,
    - Non profit underwriting can not name a for profit business in spot. Can not say discount or free...
  - Submitted article request to RGJ and KUNR news

My suggestion for frequency is a minimum of 4 per day (6a-7p), 4 days per week...all based on your budget, of course...

- Google ads: Free and ready to rock again this year with Xtrophy
- Sticker and merchandise needs: Have hats at local shop. Second round of 25.
- Merchandise? Store fronts online.
- **kBYG Staffing budget voted \$120 for eve course, \$250 for day time.?**
- Discrete Clothing Merchandise. Beanies cost \$10.50 to \$14.50 + embroidery, minimum purchase 100 units per color and style.
- Cirque Beanie and face mask- Online store front, we purchase up front and they house our inventory & fulfill orders Waiting on details from Cirque for meeting.
- KBYG education and BC Basics program presenters fee committed. \$120 to 150 evening rate for presentation \$250-300 day rate for schedule exclusion. Must be AIARE instructor or similar level of credential and use SAC based program or KBYG.
- **Priorities for ED during season -s Strategic Plan finalized and put into action.**

### **Notes**

KBYG Landing page needed for education platform disbursement. Official page in progress by UAC for national platform. Could be landing page for TTCF newsletter and avy education needs. Incorporate into SAC page as link.

Determine Banner ad space Home, Advisory, Observations: Rotation one ad per page load.



Limit of 6 rotations: SAC Resort partners=1, Moment Ski fundraiser = 1 slot, 4 open slots for industry. \$300/ mo or \$1200 for season. Initial introductory offer.

Voile interested, Response from DPS, BD, and Jones to start.