



Board Meeting Attendees

Date: April 1, 2014

Location: Lake Tahoe Community College, SLT

Board Members in Attendance		Forest Service Representatives	
	Randall Osterhuber	X	Denny Hogan
X	Bob Moore		
	Jason Oelkers		
X	Mark Bunge		
	Dave Paradysz	Forecasters	
X	Todd Offenbacher		Brandon Schwartz
X	Dave Bunker	X	Andy Anderson
X	Don Triplet		
X	Chip Morrill	Observers	
	Holly Okom		Steve Reynaud
	Dave Fiore	X	Travis Feist
X	John Laine		
Board Advisors in Attendance			
	Debbie Broback		
	Cameron Bordner		

	John Swanson	
	Larry Heywood	
	Justin Broglio	
	Program Manager	Guests
X	Jenny Hatch	Dave Reichel



Sierra Avalanche Center - Regular Board Meeting
 April 1, 2014 – Time: 5:30pm
 Location – Lake Tahoe Community College

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

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

B. **AGENDA AMENDMENTS AND APPROVAL** (2 min)

Motion: Todd O. 2nd: Chip M.

C. **APPROVAL OF November MEETING MINUTES** (2 min)

Motion: John L. 2nd: Mark B.

D. **INTRODUCTIONS** – Dave Reichel

E. **PUBLIC COMMENT** (5 min)

Lake Tahoe Community College is planning a California Avalanche Workshop for next fall. Tentative Oct 18, 1 day Workshop, SAC will assist on marketing and workshop details. SAC will also be involved in the program.

F. CORRESPONDENCE (10 min)

Included in Program Manager's Report.

G. FOREST SERVICE REPORT – Dennis Hogan (30 min)

Working 100% for the NAC. As part of his NAC duties spent the day with Andy & Travis in the field.

We had a discussion on single forecaster centers along with oversight and direction needed from a fully staffed center.

Joe Flannery will be detailed into Denny's position for 120 days starting May 31.

On budget.

CSP money being spent as budgeted, no SAC money spent.

An ESAC representative would like to attend one of our meetings, Denny will make the arrangements.

Forecasters

Andy- Normal operations.

-April 19th will be the last forecast

-Not much instability is being found.

-3 skier triggered avalanches Carson Pass area, Echo Pk area and Stephens Pk. area on March 31.

-Brandon involved in the recent Castle Peak S&R.

-Discussion on the retaining the "Compass Rose", keep it or remove it from the forecasts.

-Waiting on the Beacon checker boxes.

-ISSW in Baniff Sept 29 – Oct 2. Travis and Steve will apply to the Norm Wilson Fund to sponsor them.

-Travis has acquired a personal snowmobile and would like to be more involved in the snowmobile instruction.

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

Expenses for the year have outpaced income. Currently running **\$33,334.42** in the red for the year. This is primarily due to the poor snow year and dismal ski day results.

I. Secretary's Report

Working to get the Snowmobiles registered in the State of CA. This has become a process with multiple steps, currently waiting for the Bureau of Equalization to respond certifying Tax Exempt status.

J. Program Manager

See attached.

K. COMMITTEE REPORTS (20 min)

a. President's Report – Don Triplett

-USFS will complete their portion of the end of year report by April 19. SAC non-profit will complete theirs and the two will be combined.

-Some summer projects for the web site have been identified; Don and Andy will deal with them. Some of the items:

-iphone app

-Registration capability

-On-line store of registrants

-AD banner announcements

-Auto glossary

-Nicer presentation of the weather page

-Don still working on a Diamond Peak contact.

-Snowmobile PSA editing, will be sent out for comments.

-Preparing a second PSA for SAC ski days.

-Has been in contact with proponents of a Central Oregon Avalanche Center. They were looking for information.

-Met with Stephanie – She is available to us for consultation.

-Contacted by a Producer from the weather channel, they want to do a show on “How to survive an avalanche entrapment”. Discussion item. SAC will not participate, fear of too much drama vs. realistic with the probability of not getting the “avoidance and education” message across. Will refer them to Utah.

L. NEW BUSINESS

Bill Foster Memorial Workshop - Larry H.

Discussion of the Pro worker Development workshop – April 8

This year:

-Squaw donation of the facility and coffee service.

-SAC obligated \$3,000 (not likely this will be used)

-AAA obligated \$1,000

-No charge to participants

-Open to all Avalanche Professional workers, including educators.

Speakers have been scheduled, all local.

Larry would like to hand this workshop off to SAC to coordinate in the future.

ADJOURNMENT - Next Meeting Date – April 1st – Incline Village Library
5:30p.

CLOSED SESSION



To: Board of Directors of Sierra Avalanche Center

From: Jenny Hatch, Program Manager

Re: March Board Report

Date: April 1, 2014

Background:

The following report details the work and accomplishments of the Program Manager during the month of March.

Discussion-

Correspondence

SAC Peoples -

So we are moving on the installation of our BCA Beacon Checker. I've attached a photograph of what they look like in Utah. I've discussed this with most of you, but our intention was to work together with SAC, the USFS, and potentially CA State Parks (depending on location) and install this at the Jake's trailhead. I'm currently working with Goal Zero to have them donate the solar units to power the device, as well as a local electrician buddy that will help us install it. Where SAC would come in, hopefully, is a USFS liaison to make the correct connections and get the green light for installation. Is this a possibility? I'll keep working on my end - please let me know your thoughts!

Thanks,

BM

Brendan Madigan

Alpenglow Sports

530.583.6917

www.alpenglowsports.com

Hi Jenny,

I was hoping we could set up a call to discuss how our organizations could work together. Catchafire connects nonprofit organizations with skilled professionals to take on volunteer projects in areas such as fundraising, marketing, and technology. You can get a better understanding of how we work here.

We're currently launching in California and have been working with organizations such as the Ella Baker Center for Human Rights, Cause Justa :: Just Cause, YWCA San Francisco & Marin, and Tutorpedia.

Do you have time to speak this week?

Thanks,

Taj

Taj Finger

Partnership Manager

www.catchafire.org

P: (646) 205-4220

Hi Jenny,

My name is Lanie and I'm the Clearance Supervisor for a new TV show for the Weather Network which involves extreme weather and acts of nature caught on tape. My researcher came across this footage on YouTube and wanted to know if we could license it from the Sierra Avalanche Center. <http://www.youtube.com/watch?v=ngWVIGvtSIE>

Please let me know whom I would speak to about this.

thanks,

Lanie Albin

Clearance Supervisor

OK, Now What?

OKLanie@gmail.com

+1 818- 480-6511

Hi All

The Sierra Avalanche Center is again hosting the Bill Foster Sierra Avalanche Center Professional Development Workshop. This year the Workshop will feature presentations from local avalanche

professionals. This will be a one day workshop focusing on topics of interest to ski area avalanche control personnel as well as other local professional avalanche workers. The plan is to provide presentations and discussions of interesting, timely, problematic and/or controversial topics of interest to Sierra avalanche control programs and workers.

DATE AND TIME

Tuesday April 8, 2014.

8:30 to 4:00

LOCATION

Village at Squaw Valley

Palisades Room, East end of the Village

SIGNUP

Please sign up by April 1st at

<http://www.sierraavalanchecenter.org/sac-pro-workshop>

There should be plenty of room for several attendees from each ski area.

There is no fee to attend.

PARTICIPATION

We still have room in the schedule for additional presentations. If you have or know of possible presentation let me know.

Larry Heywood

Snow and Ski Safety Consultant

P.O. Box 222

610 Park Ave

Homewood, CA 96141

O: (530) 525 1077

C: (530) 320 6589

Snowmobile Avalanche Awareness Program:

California State Parks Grant 2013/2014

Deliverable Update-

1. **Modify existing snowmobiler avalanche education curriculum developed by sister avalanche centers in the Western US and adapt it for the Sierra Nevada.**
Completed and submitted in first quarterly report.
2. **Implement at least three snowmobiler avalanche certification training courses during the 2013/2014 winter season.**
Completed successfully! Program Manager has attached course evaluation feedback received to date.
3. **Install at least three interpretative signs and safety equipment check stations at popular snowmobile trailheads throughout the Yuba Pass to Ebetts Pass region that SAC covers.**
Signage has been developed and Beacon checkers have been received via ARVA. Signs were not installed due to lack of snow this season. They will be installed at the beginning of next season
4. **Advertise our program through the development of Public Service Announcements for television and radio, social media, via our website and attending community events.**
Sierra Avalanche Center staff has advertised this program via radio (NPR and KTKE), social media and via an e-news letter to existing members. A PSA is in draft form and a poster is being developed currently. In addition, the SAC Program Manager has attended the California Nevada Snowmobile Association Convention and been in correspondence with regional clubs and manufacturers to broaden the campaign's reach and effectiveness.

Tracking Expenses-

See attached budget of expenses to date.

Grant Proposals Submitted In March:

California State Parks Off-Highway Vehicle Program 2014/2015-

A Pre-proposal to California State Parks was submitted on March 1st. Final notice of awards will be made by July 4th, 2014. The following deliverables and budget were proposed:

- Implement 2 snowmobile avalanche education courses during the 2014/2015 winter season.
- Install 2 additional interpretative sign kiosks at popular California Trail heads (Blackwood Canyon Snow park and trail head near Bassets on Hwy 49)
- Create an informational video to highlight topics covered in the course and show the importance of taking an avalanche course with real world application to promote and publicize the importance of this information share with the snowmobile community
- Create Snowmobile specific educational content on SAC’s web page that links our program with the National Avalanche Center’s Snowmobile avalanche awareness website
- Advertise our program and raise awareness through;
 - Continuing to air the PSA developed in 2013/2014 throughout the winter and in high exposure during peak holiday weekends to reach a larger audience on cable networks and radio stations appealing to our core audiences in the Bay Area, Tahoe, Truckee
 - Attend at least 2 Snowmobile club events and present at least 2 basic awareness presentations at local snowmobile shops
 - Distribute outreach materials to all regionally based California clubs
 - Implement social media campaign and Google Ad words campaigns to promote classes and promote avalanche awareness with our target audience
 - Work directly with snowmobile distributors to ensure that this safety message is disseminated to all customers.
- Implement a weekly snowmobile patrol to directly interact with snowmobilers while they are riding in avalanche terrain and collect snow pack data in areas frequented by snowmobiles.
- Create and disseminate a daily avalanche forecast that not only details the specific avalanche hazards and the location of these hazards on any giving day but also serves as a daily educational tool for the community.

Nevada State Parks Recreation Grant 2014/2015-

A proposal was also submitted to NV State Parks on March 7th. Recipients will be notified by June 2014. The SAC Program Manager is slated to give a presentation to the selection committee on April 3rd. The following deliverables and budget were proposed:

Description	Total	Grant Req.	Match
H <input type="text"/> DIRECT EXPENSES			
S <input type="text"/> Program Expenses			
X <input type="text"/> Staff	30,400.00	20,240.00	10,160.00
Y <input type="text"/> Contracts	0.00	0.00	0.00

<input checked="" type="checkbox"/>	Materials / Supplies	7,875.00	6,750.00	1,125.00
<input checked="" type="checkbox"/>	Equipment Use Expenses	2,000.00	1,500.00	500.00
<input type="checkbox"/>	Equipment Purchases	0.00	0.00	0.00
<input checked="" type="checkbox"/>	Others	14,000.00	9,750.00	4,250.00
<input type="checkbox"/>	Total Program Expenses	54,275.00	38,240.00	16,035.00
<input type="checkbox"/>	TOTAL DIRECT EXPENSES	54,275.00	38,240.00	16,035.00
<input type="checkbox"/>	INDIRECT EXPENSES			
<input type="checkbox"/>	Indirect Costs			
<input checked="" type="checkbox"/>	Indirect Costs	5,736.00	5,736.00	0.00
<input type="checkbox"/>	Total Indirect Costs	5,736.00	5,736.00	0.00
<input type="checkbox"/>	TOTAL INDIRECT EXPENSES	5,736.00	5,736.00	0.00
<input type="checkbox"/>	TOTAL EXPENDITURES	60,011.00	43,976.00	16,035.00

Present the “Know Before You Go,” basic avalanche awareness presentation to all Middle and High School students in Washoe and Douglas schools (in Lake Tahoe)

- Implement 1 Nevada based snowmobile avalanche education courses during the 2014/2015 winter season.
- Install 1 additional interpretative sign kiosk with beacon checker near Mt. Rose
- Advertise our program and raise awareness
- Create and disseminate a daily avalanche forecast that not only details the specific avalanche hazards and the location of these hazards on any given day but also serves as a daily educational tool for the community.

Item Description	Grant Request	Federal Match	Non-Federal Match	Total
Direct labor costs <u>Salaries or actual costs</u>	Grant Administrator: 40hrs x \$40/hr= \$1600 Ed Coordinator/ Youth presenter: 200 hrs x \$25/hr= \$5,000 Snowmobile Course Instructors: \$40/hr x 15 hrs (1 class): \$1200 Avalanche Forecasters: \$35/hr x 60 hrs= \$2100 Subtotal: \$10,650			\$10,650
<u>Volunteer or donated labor</u> # hrs unskilled labor @\$15/hr = # hrs skilled labor @\$21.79 / hr =			\$21.79/hr x 60hrs = \$1307.40	1307.40
Purchase of Materials List items & cost of each item or group of items	1 interpretative sign with Beacon checker: \$3,000 Educational supplies/giveaways: \$375	\$500	\$500	\$4,375
Vehicle Gas and Maintenance standard is now at .565 per mile.	.565/mile x 400 miles= \$226			\$226
Program Advertisement	\$299		\$1,000	\$1,299
Printing and Postage	\$450			\$450
Totals	\$15,000	\$500	\$2,807.40	\$18,307.40

Parasol Community Grant Fund-

The Program Manager submitted an unrestricted grant request to the Parasol Community Foundation on March 14th. Average grants are in the \$5k range and if awarded can be used for general operations. There was not a budget form required for this grant proposal. Award notification should be made by May 2014. It is the suggestion of the SAC Program Manager that if awarded, these funds be used for Board development/Non-profit due-diligence items; such as, updating the Strategic or Business Plan, bolstering accounting with an annual non-profit audit and development of a Budget to Actual, Board training in fundraising etc. Parasol has expressed an interest in seeing SAC strengthen in these arenas.

Lahontan Community Foundation-

The SAC Program Manager submitted a proposal to the Tahoe Truckee Community Foundation on March 3rd to develop and implement a “Know Before You Go,” youth avalanche awareness program in the Truckee Unified School District. Award notice should be made by May 2014.

If awarded the Lahontan Community Foundation Grant, Sierra Avalanche Center (SAC) intends to present a 50 minute assembly presentation by a local avalanche professional explaining the basics of avalanche knowledge to all Truckee Unified Middle and High School students (4 schools in total).

The goal of the project is to provide young adults with the preliminary knowledge to encourage further education prior to venturing out in to the backcountry. Our larger goal is a ZERO fatality rate from anyone whom SAC has instructed.

The steps to accomplish this project include putting the presentation together and compiling associated collateral/schwag to engage students, working with schools to arrange the assembly, investigating other sponsorship partner opportunities (such as local ski resorts) to possibly assist in a complimentary field component and finally conducting a survey to monitor knowledge attainment.

This project is slated to commence during the fall 2014 and conclude winter 2015. If notice of award is received prior to this time, and still during the school year, SAC staff will begin outreach and planning with the individual schools.

<i>Expense Items</i> List expenses for this project. On a separate page, provide brief descriptions of any items that are not self-explanatory.	Amount	Amount of item to be funded by Foundation grant
Presentation supplies (printed materials, educational prizes/schwag)	3000	2000
Projector	3000	2000
Laptop	2500	1500
Education Coordinator/Instructor (4 schools: 40hrs x \$25/hr)	3000	1000
Grant Administrator (10 hrs x \$40hr)	1000	400

Total Project Expense	\$12,500	\$6900

******A TOTAL OF \$70,876 IN GRANT REQUESTS WERE MADE IN MARCH. OF WHICH, \$10,736 IS SOLELY FOR GENERAL FUND.******

Additional Spring Grant Opportunities:

- Eldorado Community Foundation-Due April 1st (\$3500 mini-grant opportunity).

**A comprehensive grants calendar will be provided at the Program Manager End of Season Report in May. There are many fall opportunities that SAC may apply for if so desired.*

Fundraising Events

March 9th-Season Close, Homewood Mountain
 April 6th-Season Close, Alpine/Squaw

Membership

All new members who join in March will have a chance to win 1 day with Alaska Snowboard Guides. To close the season, a final membership drive will be made in April that will advertise a giveaway of a pair of Black Diamond Skis and skins. Any membership donations above \$100 during this season will be entered to win. A full membership report for the 2013/2014 season will be provided with the Program Manager report in May.

Sponsorship

During the month of March the Program Manager sent thank you letters to all 2013/2014 SAC sponsors and began making requests for sponsorship in 2014/2015 based on the contacts made at Outdoor Retailer.

Ski Days

The Program Manager will provide an up to date spreadsheet of ticket sales at the Board meeting. A breakdown of expenses to operate this program will be provided with the SAC Program Manager's End of Season Report in May.

Recommendations:

1. That the Board of Directors receives this report for informational purposes

Sierra Avalanche Center Ski Days - 2014

As of April 4, 2014

Projected revenue 2014 Ski Days

Final Sales Report as of 04/21/13								
	Squaw/Alpine	Northstar	Heavenly	Homewood	Kirkwood	ML. Rose	Sugar Bowl	Sierra at Tahoe
Ticket Price	\$45	\$50	\$50	\$35	\$50	\$35	\$35	\$35
Tickets Sold	300	170	350	48	63	316	324	25
Gross Revenue	\$13,500	\$8,500	\$17,500	\$1,680	\$3,150	\$11,000	\$11,340	\$875
Commission	3%	3%	3%	3%	3%	3%	3%	3%
Commission Paid	\$405.00	\$255.00	\$525.00	\$50.40	\$94.50	\$331.80	\$340.20	\$26.25
	Complete	Complete	Complete	Complete	Complete	Complete	Complete	Complete
Net Revenue	\$13,095.00	\$8,245.00	\$17,175.00	\$1,629.60	\$3,055.50	\$10,728.20	\$10,999.80	\$848.75
for the season	\$40,728.83							

Sierra Avalanche Center Ski Days -

Sales Report as of 4/1/2014

	Squaw/Alpine	Northstar	Heavenly	Homewood	Kirkwood	ML. Rose	Sugar Bowl	Bear Valley
Ticket Price	\$45	\$50	\$50	\$35	\$50	\$35	\$35	\$35
Tickets Sold	75	67	165	115	32	12	31	0 (Donations to be determined)
Gross Revenue	\$3,375	\$4,020	\$8,900	\$4,025	\$1,920	\$420	\$1,085	
Commission	3%	3%	3%	3%	3%	3%	3%	
Commission Paid	\$101.25	\$120.60	\$267.00	\$120.75	\$57.60	\$12.60	\$32.55	
	Projected	Complete	Complete	Complete	Complete	Complete	Complete	Projected
Net Revenue	\$3,273.75	\$3,899.40	\$8,633.00	\$3,904.25	\$1,862.40	\$407.40	\$1,052.45	
Total Revenue for the season	\$24,002.65							



Volunteer Time Sheet

Name _____ Month/Year _____
 Title _____ Total Hours Worked _____
 Approved by _____

Date and Hours Worked

Date	Hours Worked	Description of Task	Date	Hours Worked	Description of Task
1			16		
2			17		
3			18		
4			19		
5			20		
6			21		
7			22		
8			23		
9			24		
10			25		
11			26		
12			27		
13			28		
14			29		
15			30		
			31		

**Summary of
Accomplishments** _____

