



Board Meeting Attendees

Date: January 7, 2014

Location: Incline Library

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

	Larry Heywood	
	Justin Broglio	
	Program Manager	Guests
X	Jenny Hatch	Jim Plehn



Sierra Avalanche Center - Regular Board Meeting

January 7, 2014 – Time: 5:30pm

Location – Incline Village Library

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** (2 min)

Motion: Todd O. 2nd: Dave P.

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

Motion: Mark B. 2nd: Dave P.

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

Jim Plehn was introduced. He represents a film production company interested in the making the book "A Wall of White" into a feature film. His role would be as a technical specialist if the film were to happen.

He provided a handout and gave a presentation on the production and what they want from SAC. They want a 501(c) to run donation money through for start up funding for the production.

Board had a discussion on the merits of the film. Some money would be made from a percentage of the donations.

SAC made no commitment.

E. CORRESPONDENCE (10 min)

Jenny had received a request from Liftopia for a blog. Apparently Liftopia asks each of its partners to develop a blog for a month, SAC was asked to do February. Jenny will provide more details to Don T. prior to implementation.

F. Board Membership Changes

Jerome has requested to step down from a Board member position due to conflicts with his work schedule. He will move to the advisory board. He expressed an interest to stay involved with SAC. The Board thanked him for his service and contributions.

David Bunker has expressed interest in joining the board. He was unable to attend this meeting due to illness. He will attend the next meeting for introductions and election.

Jenny will make the appropriate changes on the roster.

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

Denny announced he will be taking a detail to work with the National Avalanche Center. His duties will include coordinating and evaluating the avalanche centers across the nation and coordinating the avalanche artillery program. He will still be the SAC representative and be available.

Denny thanked SAC from prompt payment of the Collection Agreement bill.

Board had a discussion on moving forward in teaching avy courses for the snowmobile community. The need for a special use permit came up. due to illness Denny rendered the opinion that SAC would need one for teaching the avy courses and he will help through the process. SAC needs to apply for one soon. The costs associated are: \$103 application fee, approximate 3% fee for gross revenue and an annual insurance policy.

Discussion continued with the fact that the revenue collected by the USFS could come back to SAC due to the Type Code on the permit.

Some of the discussion topics included: Offer for free? Offer both free and paid classes? Not a money maker for SAC, object will be to break even. Will need a contract instructor(s). Forecasters will not be able to participate in the actual instruction if fee charged.

Concensuses was to move forward with the permit process.

Forecasters

Snowpack continuing to diminish, Andy showed his damaged skis. Avalanche danger currently in isolated pockets or gullies. Outlook for a major storm is not good.

Board thanked the forecasters for the high quality postings on the web site.

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

Financials will not be published in the minutes, but summary available to all Board Directors upon request.

Jenny will provide Randall of the expense/income figures of the Ball.

Expenditures as expected for this time of year:

*This does not include cash income from recent events not yet deposited.

I. PROGRAM MANAGER REPORT

Jenny gave a summary of the attached report and ski days scenario.

Jenny reviewed a revised marketing plan for ski days that had not been distributed earlier.

Ski day banners placement has been arranged in Truckee and So Tahoe. 4 spots in Truckee. 1 spot in So. Tahoe.

She will prepare a Thank You letter to Squaw Valley for the Gold Pass that was awarded in December. SAC raised \$7,861 in the drawing.

J. COMMITTEE REPORTS (20 min)

a. President's Report – Don Triplett

Don, Jenny and Holly will be attending the Outdoor Retailer show in Salt Lake city this month. The purpose will be to make contacts of potential sponsors and attend a Board Presidents forecasters meeting scheduled with the show.

SAC has been approached by the Squaw Valley Patrol to partner in the sponsorship of the annual Steep and Deep seminars held at Squaw Valley. SAC will be partnering with the Patrol and Marketing Departments. The revenues made have historically been presented to applicants for avalanche education as a scholarship. This would continue.

Snowmobile Update: Reno Polaris interested in working with SAC to gain new machines with a clear title. May cost SAC about \$5,000 to upgrade.

Marketing Proposal: Briefed the board on the on-going efforts to contract with a marketing firm to help promote SAC activities. Currently have 2 proposals under consideration. This will be costly. Board discussion: cost too high, need someone like this and we need to refine the proposed tasks. This will be a big step.

Don and Bob will continue pushing forward to refine SAC needs.

K. NEW BUSINESS

Insurance Discussion: Bob still pursuing a new insurance carrier. AGIS in Truckee has been slow to respond with a quote. Current insurance renewed. Our needs will be increasing with the Special Use Permit requirements. *Bob will be meeting with AGIS to go over our needs and if the broker feels the current policy is adequate beyond the Director's insurance.

L. **ADJOURNMENT** - Next Meeting Date – February 4, 2014 LTBMU
Conference Room, So. Lake Tahoe



To: Board of Directors of Sierra Avalanche Center
From: Jenny Hatch, Program Manager
Re: December Board Report
Date: January 3, 2014

Background:

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

Discussion-

Correspondence

None at this time

California State Parks Grant

The Snowmobile Avalanche Awareness Course has been postponed due to lack of snow. All three course registrations are full. The SAC Program Manager intends to begin a Snowmobile Avalanche Awareness Outreach Campaign in January (see marketing plan for more info).

Fundraising Events

Backcountry Ball (Membership Event)

The Backcountry Ball at Sugar Bowl Resort on December 13th was quite successful. An estimated 250 people were in attendance and approximately \$10k was raised. Thank you to everyone that assisted to make the event so successful!

Tahoe Adventure Film Festival

Due to restrictions on conducting a raffle this year, SAC had attendees of TAFF sign-up to our mailing list and raffled off a Heli-trip to Cordova Alaska thanks to the generous efforts of Board Member Todd Offenbacher. Roughly, 486 new contacts were obtained. Board members have divided the data entry efforts so that we can add these new contacts to Salesforce and Constant Contact.

Upcoming events

January 9th- Winter Film Series with Alpenglow Sports at Squaw (1-2 additional volunteers)
January 12th- Winter Trails Day, Tahoe Donner (11am-3pm, 2 volunteers needed)
January 17th-18th (Truckee) and 24th-25th (SLT) Snowmobile Avalanche Courses
January 26-31st Sugar Bowl Resort Ski Day (3-4 volunteers needed)
January 28th-30th Northstar Ski Day

Membership Drive and Major Donor Cultivation

The SAC Membership Drive Kick-off began the first week of November and ran through December 20th. Approximately, \$7,861 was raised during this period from new membership donations.

A system for Major Donor cultivation has also been developed. The SAC Program Manager is available to work with individual Board members to begin the cultivation process. If you have a donor in mind PLEASE reach out to the Program Manager ASAP.

Ski Days

During the month of December, the SAC Program Manager finalized all Ski Days and worked with Liftoptia to develop the cloud store. The cloud store and marketing have gone live as of Dec 30th. Attached is a revenue projection and summary of final ticket numbers, prices and dates.

Recommendations:

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

Sierra Avalanche Center Ski Days - 2014

As of December,
2013

Projected revenue

Best Case Scenario - All Sold							
	Squaw/Alpine	Northstar	Heavenly	Homewood	Kirkwood	Mt. Rose	Sugar Bowl
Ticket Price	\$45	\$60	\$60	\$35	\$60	\$40	\$40
Tickets Sold	300	250	250	260	250	300	500
Gross Revenue	\$13,500	\$15,000	\$15,000	\$9,100	\$15,000	\$12,000	\$20,000
Commission	3%	3%	3%	3%	3%	3%	3%
Commission Paid	\$405.00	\$450.00	\$450.00	\$273.00	\$450.00	\$360.00	\$600.00
Net Revenue	\$13,095.00	\$14,550.00	\$14,550.00	\$8,827.00	\$14,550.00	\$11,640.00	\$19,400.00
for the season	\$100,099.50						

Worst Case Scenario							
	Squaw/Alpine	Northstar	Heavenly	Homewood	Kirkwood	Mt. Rose	Sugar Bowl
Ticket Price	\$45	\$60	\$60	\$35	\$60	\$40	\$40
Tickets Sold	300	170	172	25	50	50	50
Gross Revenue	\$13,500	\$10,200	\$10,320	\$875	\$3,000	\$1,750	\$2,000
Commission	3%	3%	3%	3%	3%	3%	3%
Commission Paid	\$405.00	\$306.00	\$309.60	\$26.25	\$90.00	\$52.50	\$60.00
Net Revenue	Complete	Complete	Projected	Projected	Projected	Projected	Projected
	\$13,095.00	\$9,894.00	\$10,010.40	\$848.75	\$2,910.00	\$1,697.50	\$1,940.00
for the season	\$40,395.65						

Sierra Avalanche Center Ski Days - 2013 (last season results for comparison)



“A WALL OF WHITE ”

Feature Film

GOAL: TO PRODUCE A FEATURE FILM THAT IS AN ACTION-PACKED BOX OFFICE HIT...AND AN EDUCATIONAL FILM ABOUT LIVING AND PLAYING IN THE MOUNTAINS AND BACKCOUNTRY

SEEKING: Start-up funding for Pre-Production Development to include:

- Finding a Fiscal Sponsor for start-up donations 501 (c) (3)
- Consultation costs / Pre-Production Management (\$3,000/mo 20hrs/wk)
- Screenplay rights option (1 year/\$5,000)
- Creating a Treatment (20-30 page description of story/film)
- Finding and working with screenwriter for screenplay
- Designing and Planning the film
- Business plan & Budget development
- Creating prospecting videos (similar to a trailer)
- Contacting Distributors to assess market, potential financial success, target audience, national and international distribution, DVD sales...
- Locating and pitching Executive Producers, Directors and Studios
- Finding and securing major financial backing for the Production stage
- General office, marketing, promotions, press releases and supplies
- Developing marketing strategies for target audience

For information regarding the film and investing, donating, volunteering or casting, please contact

David R. Bush
Producer/ Project Development
831-620-2845
davidrbush@yahoo.com
www.stradaproductions.com
www.wavesstreetstudios.com

Sponsored by:



WAVE STREET STUDIOS



STRADA PRODUCTIONS

