



Board Meeting Minutes

Date: December 1, 2015

Location: Incline Library

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

	Justin Broglio	
	Jeremony Jackson	
Program Manager		
X	Don Triplett	

**Sierra Avalanche Center - Regular Board Meeting
Incline Village Library
December 1, 2015 – Time 5:30-5:45pm**

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

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

Introduction of Zach Tolby, National Weather Service Meteorologist
JB Brown
Adrian Babcock - HTNF, Bridgeport RD
Dan Hilbe – HTNF, Bridgeport RD

B. AGENDA AMENDMENTS AND APPROVAL

Motion to Approve: Todd O.
Second: John Laine

C. APPROVAL OF MEETING MINUTES

Motion to Approve: John Laine
Second: Jason Oelkers

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.

Adrian- Dan is a new hire, will be OHV Lead. New to Bridgeport from South Dakota. Not much on the ground experience has taught some avy awareness classes.

- Will keep the website alive, up date weekly.
- Will make observations once a week.
- Will do 3 education events (will have Duncan Lee actually teach the classes).
- Funded by the USFS (Regional avalanche earmark).
- No CSP Grant money this year, will re-apply next spring.

E. CORRESPONDENCE (10 min)

Included in Executive Director Report

F. PROGRAM REVIEW (30 min) - Executive Director

ED Report Attached.

Base Camp Pizza – Pizza Cart discussion, gross money is large.

- E-mail blast, made \$6,000 so far (900 e-mail addresses)
- Pop-up blocker discussion- will run the pop-up for the next 4 weeks using correct language to encourage donations. This will be a trail.
- E-mailed Give Back Tahoe link to SAC Boar.
- Discussion of Rack Cards for Hotels/Resorts in Truckee, cards will display where to get SKI-DAY tickets; Board chose to keep it “evergreen”. Question came up of whether tickets can be purchased day of, Don will get clarification.
- PSA discussion, Jason needs it. Don and Jason will work out the details.
- Discussion on need to update SAC Ski Days PSA.
- Reminder to all in attendance, by signing up to Amazon Smite SAC can receive .5% of all purchases, no cost.

G. FOREST SERVICE REPORT –(30 min)

- Holly has signed the revised Collection Agreement, gone to the District for execution.
- LTBMU money will not be available this year due to last year’s very poor ski season and very little in Permit fees collected from Diamond Pk or Homewood.
- Currently \$3900 in Collection Agreement.
- The current snowpack is fairly “quiet”. Some isolated areas of facets, snow pack very shallow.

H. PRESIDENT’S COMMENTS (10 min)

- Back Country Ball set-up at 4:30p Saturday.

- Auction items to Don by noon Wednesday.
- Todd's Tahoe Adventure Film Festival December 11, needs 4 volunteers to work the raffle. Holly, John L., Dave P.
- Film festival at the Presidio (Sports Basement). All proceeds to SAC.

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

New fiscal year now setup: now Oct 1 to Sept 30.

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

Secretary Report-

- State Fund Audit info. Apparently the audit has been completed; the results have gone to State Fund's accounting.
- Randall has responded to at least 30 items they have requested.
- Todd asked for a "brain storming session" for items that a potential donator could see if \$10-20,000 donated.

The Board came up with the following list, in no particular order:

Fund Forecaster
 Match SAC raised funds.
 Sno-mo courses
 KBYG Courses
 Fund SLT Observer

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

NAC Weather station map page set up for \$1,000 and annual subscription of \$200 to \$500 annually, depending on number of users. Discussion continued from last month.

Vote:

For: ALL Against: None

Funding for SAC Avalanche Series including BC Basics, KBYG and Going Deeper, total approximate cost \$1520.

Vote:

For: ALL Against: None

Discussion and vote on a Not to Exceed \$1000 budget for Executive Director to access for purchase of SAC promotional items. Executive Director directed to bring to the Board when \$1,000 is expended.

Vote:
For: ALL Against: None

Note: During Budget development add a SWAG Budget item.

Marketing Sub- Committee to assist Executive Director.

Mark Bunge
Dave Bunker
Jason Oelkers

Vote:
For: ALL Against: None

Overall Goal: To reduce radio advertising. Radio Marketing Budget 2015-16 season proposed \$10,000. Minutes show the radio advertising budget has been \$7500 for the past 2 seasons.

- If it snows, reduce radio time.
- Limit markets to one station in Reno and one in Sacramento area.
- Talk with NPR about using SAC forecast as content rather than an advertisement.

Discussion regarding addition of a second field observer in South Lake Tahoe -Brandon and Andy will recruit and select person.

Vote:
For: ALL Against: None

The second field observer is approved, budget of \$15,000 for 100 observations.

Vote:
For: ALL Against: None

Discussion and approval of Forecasters annual equipment/clothing allowance.

\$500/ yr / forecaster = \$1500.

Vote:
For: 8 Against: 1

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

Discussion on Advisory Board roles.

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



November 2015 Board Report

Correspondence & Updates -

- Flex fit caps - Out to shop partners for Sale
- Far West Skiing presentations- Good Great connections, More to come, Squaw team, Northstar.
- Channel 2 News interview at TMS posted to FB
- RGJ video story
- **SKI Day Overview**
 - Heavenly 250, Kirkwood 250, Northstar 250 - Good all season no holidays Waiting structure
 - Sugar Bowl 250 tix good all season no holiday \$60. 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 in process 25 tix to downhill and XC with option to provide more
 - Sierra at Tahoe - Dustin reaching out to contact
- **Patagonia** KBYG Series up and running: Nov 12, Dec 10, Jan 21
- **TTCF Give Back Tahoe** set to run 12/1 to 12/31
- CSP OHV Grant reports and payment requests sent in! G12-\$39,107.68 G13-\$36,581
- **West Shore Parking Agency Mtg - Next mtg 12/18**
- Far West Skiing KBYG went great. Lots of interest in program
- KUNR radio story
- RGJ Video story weekly with forecaster?
- KBYG - Far West, CNISSE, Patagonia, Granite Chief, TMS, KTKE training, SNC team,
- Non profit of the year presentations made to Rubicon Pizza, Fireside Pizza, looking for Camp in South Lake

Fundraising Work and Events

- **Amazon Smile set up and live.** Use it to sign in and a portion of all available purchases go to SAC Request made to interns to support research to maximize potential. Will release newsletter.
- **Ebay Gives -** Will release in Dec newsletter

Upcoming Events ~

BC Ball 12/5 at Sugar Bowl. Your presence is required... 6p doors, 7p dinner, 8p show. See you there! 4:30 please. Let me know if you can make this happen.

Opportunities / Updates:

- Clif Family Foundation - Apy awareness education funding- Will write this in Jan.
- Avatech - Trade Pro subscriptions for 5 staff and option for tour level for board for sponsorship and revenue at 10% of all upgrades through portal (\$12 per upgrade)
- Global Email to all emails and Newsletter targeting membership/donation.
- Pop up blocker going into action.

Discussion topics for Board Meeting and Direction Needed!

- KBYG Landing page needed for education platform disbursement in education

- Marketing Plan Budget for advertising

Table 1

KTKE - Daily read (\$2500 in kind)	\$2500.00
KXJZ & KXPR 2wks Dec and 1wk/mo for 3 months	\$8000.00
KUNR (8x week 15 sec live read 1wk/mo for 3 months)	\$810.00
KTHX - (20x wk 30 sec read, 1wk/mo for 3 months)	\$1020.00
Yearly Subtotal	\$12330.00