# Board Meeting Minutes

**Date:** December 1, 2015  
**Location:** Incline Library

<table>
<thead>
<tr>
<th>Board Members in Attendance</th>
<th>Forest Service Representatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>X Holly Okom - President</td>
<td>Joe Flanery</td>
</tr>
<tr>
<td>Mark Bunge – Vice President</td>
<td></td>
</tr>
<tr>
<td>X Randall Osterhuber- CFO</td>
<td></td>
</tr>
<tr>
<td>X Dustin Evans – Assist CFO</td>
<td></td>
</tr>
<tr>
<td>X Bob Moore - Secretary</td>
<td></td>
</tr>
<tr>
<td>X Todd Offenbacher</td>
<td>X Brandon Schwartz</td>
</tr>
<tr>
<td>Eric Petlock</td>
<td>X Andy Anderson</td>
</tr>
<tr>
<td>X Jason Oelkers</td>
<td>X Steve Reynaud</td>
</tr>
<tr>
<td></td>
<td><strong>Forecasters</strong></td>
</tr>
<tr>
<td></td>
<td>Dave Paradysz</td>
</tr>
<tr>
<td>X Dave Fiore</td>
<td>Travis Feist</td>
</tr>
<tr>
<td>X John Laine</td>
<td></td>
</tr>
<tr>
<td>X David Bunker</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Board Advisors in Attendance</th>
<th>Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debbie Broback</td>
<td>Zach Tolby - NWS</td>
</tr>
<tr>
<td>Cameron Bordner</td>
<td>Adrian Babcock</td>
</tr>
<tr>
<td>John Swanson</td>
<td>Dan Hilbe</td>
</tr>
<tr>
<td>Larry Heywood</td>
<td>JB Brown</td>
</tr>
</tbody>
</table>
Sierra Avalanche Center - Regular Board Meeting
Incline Village Library
December 1, 2015 – Time 5:3045pm

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, update 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.
Note: During Budget development add a SWAG Budget item.

Marketing Sub- Committee to assist Executive Director.

Mark Bunge
Dave Bunker
Jason Oelkers

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.

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

Discussion and approval of Forecasters annual equipment/clothing allowance.
$500/yr/forecaster = $1500.
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. Less7% 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, SNO team,
- Non profit of the year presentations made to Rubicon Pizza, Fireside Pizza, looking Camp in South Lake

Fundraising Work and Events
- Amazon Smile set up and live. Use it to sign in and a portion of allavailable purchase
  - 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. Sign 4:30 please. Let me know if you can make this happen.

Opportunities / Updates:
- Clif Family Foundation - Any 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 donations.
- Pop up blocker going into action.

Discussion topics for Board Meeting and Direction Needed!
- KBYG Landing page needed for education platform disbursement in educatio
- Marketing Plan Budget for advertising

**Table 1**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTKK - Daily read ($2500 in kind)</td>
<td>$2500.00</td>
</tr>
<tr>
<td>KXJZ &amp; KXPR 2wks Dec and 1wk/mo for 3 months</td>
<td>$8000.00</td>
</tr>
<tr>
<td>KUNR (8x week 15 sec live read 1wk/mo for 3 months)</td>
<td>$810.00</td>
</tr>
<tr>
<td>KTHX - (20x wk 30 sec read, 1wk/mo for 3 months)</td>
<td>$1020.00</td>
</tr>
<tr>
<td><strong>Yearly Subtotal</strong></td>
<td><strong>$12330.00</strong></td>
</tr>
</tbody>
</table>