Sierra Avalanche Center Board Meeting Tuesday, May 2, 2023 - 6:00 pm Parasol Foundation 948 Incline Way, Incline Village, NV



	Board of Directors		Forecasters
х	Chris King - President		Brandon Schwartz
х	Mark Bunge - Treasurer	х	Andy Anderson
	Zach Tolby - Secretary	х	Steve Reynaud
х	Jonathan Laine		
	Todd Offenbacher		SAC Staff
х	Jason Oelkers	х	David Reichel - Executive Director
	David Fiore	х	Travis Feist - Education Coordinator
	David Bunker		Jason Bilek - Observer
х	Peter Stanton		
V	Tasha Thomas		Advisory Board/Public
х	Murph - via phone	Х	Todd Wold
х	Sara Davidson		
х	Kerry Stendell		

- A. CALL TO ORDER 6:05 Quorum established
- B. AGENDA AMENDMENTS AND APPROVAL Approved without amendment
- C. APPROVAL OF APRIL MEETING MINUTES Approved without amendment

D. <u>PRESIDENT'S COMMENTS – Chris King</u>

Awesome season, last forecast April 30.

3 items:

- Get scheduled forecasters
- Applaud David Fieori ask Chris details
- Catch up on annual reports

E. FOREST SERVICE UPDATE – Andy Anderson

- Thanks for support to extend into the off season to continue forecasting April 30
- Snowiest winter in decades very successful winter
- We have had zero fatalities, but a lot of skier traffic, complex terrain.
- Big thanks to observers lots of effort to make this season successful.
- Online users up this season more than 1million page views Andy to attach for board
- The way that users have switched from website to Instagram
- Andy met influencers in backcountry and feedback was positive about our social media presence.
- Over 700 Observations, 125 observers, 108 guide services, rest public
- Public observations have improved over the year
- Largest number of high danger forecasts this year, and no Extreme days
- Review of snowpack data spreadsheets, bar graphs, color, average of 8 inches a day through season.

F. <u>ED REPORT – David Reichel</u>

- 1. See ED Report in May meeting folder
- 2. California OHV will hear back next week
- 3. Lots of fundraising successful
 - Splitboard money? TBD
 - 0 ?
 - o Shredit showdown \$?
 - o Tahoe Sporthub \$5,500
 - O Mt Rose \$6600 Thanks to Mike F
 - o Palisades \$10,000
 - 4. Budget items last payroll

5. ISSW Registration - book before June 16 early bird (Side Conversation - Backcountry Ball - SB???)

G. <u>EC REPORT – Travis Feist</u>

- 1. See EC Report in May meeting folder
- 2. Nevada videos are done shared examples
- 3. 2 snowmo skills days went well
- 4. Chip Morals staff Eldorado skill trainings 5 attendees
- 5. Last education Beacon and Eggs
- 6. Next event is the Bill foster Event Mike Ferri 70+ people Tahoe Art House, break for an hour and host a social hour after.
- 7. Working on next year schedule
- 8. Time to submit for nevada OHV Grant
- 9. Working on 2024 additional Youth education
 - o Focus on Freeride teams and High schools

- 10. Done shooting the NV video series. Editing should be done soon.
- 11. Snomo class certifications sent out. Getting comments from students for CA OHV grant.
- 12. Travis shared positive feedback from student and request for more women's-focused class "Best thing I did this winter."
- 13. Bill Foster workshop. Palisades not helping with space. Will probably use Tahoe Art Haus (only \$300 for nonprofits). Mike Ferrari is still taking the lead on organizing it. Travis supporting.
- 14. Going to pull off the snomo training for staff with Duncan.
- 15. Also doing in-house training for El Dorado NF. Chip Morrell is contact there (former SAC board member).
- 16. Beacon & eggs at Alpine Meadows. Travis has it covered but will take help if any volunteers want to join.
- 17. Discuss potential intro classes for next year we used to offer 1-day intro classes. Should we bring them back? They've had trouble with Level 1 students not being great riders and holding the group back. Could partner with Lake Tahoe Snowmobilers during their ride days. Travis envisions 4 days 2 general, 2 women-specific 2 instructors per day at roughly \$750 per instructor per day. Funding could come from CA OHV, NV OHV, or possibly Polaris (Murph to pursue). Mark suggested

- starting with 2 days to see if there is interest and instructor availability. Travis will explore options.
- 18. Tried to expand kids' programs this year but weather got in the way. Travis asked folks to refer school contact to him for next year. Sara has connections at her kids' school and the resort freeride teams. We have insurance for it.

H. <u>COMMITTEE REPORTS</u>

- 1. FINANCE Mark Bunge
 - O See balance sheet and P&L in May meeting folder.
 - Working with CPA with draft of tax returns
 - Discovered during a Mark Bunge Audit, we were not issuing 1099 2019, 2020,
 2021. Anytime we recruit vendor help we need to send out a 1099
 - Mark to work on draft policies and procedures
 - Budget to actuals in meeting folder
 - o Reminder budget year is September to
 - o Running surplus of \$40k
 - \$35k going to Forest service for forecaster salary
 - O We are ahead \$50k YOY
 - We under budgeted a few categories that will need review at end of year

- Will provide a budget to actual next month. Big transaction this month was \$128k check from CA OHV grant.
- Currently have \$48,460 in checking, \$156,151 in savings (thanks to CA OHV check), and 825,509 in Fidelity reserve account. Will discuss with Finance Committee whether to move \$56,000 from savings to Fidelity reserve and make recommendation at May meeting.
- O So far we are running a \$64k surplus with \$404k in income vs \$340k expenses. This is due to lower expenses, not higher income.
- We are close to our income targets from individual donors and foundation/ nonprofit gifts, but well short of targets on corporate donations (\$50k budgeted, \$9k actual), and event income (\$22k budgeted, \$10k actual).
- O There are still some potential sponsors out there who might come through, but need board and David to finish strong with sponsor outreach.

2. STRATEGIC PLANNING - Peter Stanton

- Working to get Strategic planning committee to finalize mission statement, operational plan to get ready for the next season.
- 3. SOCIAL MEDIA/MARKETING Tasha Thomas
 - O Update need to pull data for year end.
- 4. DEVELOPMENT no update.
- 5. EDUCATION
 - o 2023/2024 JB Memorial Scholarships
 - Keep budget between \$15,000 to \$18,000 for worthy applicants
 - Course providers seeing reduction in course participants across the board, canceling courses.
 - Solidify Plan and budget for Youth Education
 - Is this part of our strategic plan? What is the goal? Outreach
 - This year we had 3 events Adventure Risk and Heavenly Kids Can we grow?
 - Several others canceled due to weather
 - Target Freeride Teams 1 day Intro course taught in-house
 - Target high school students 1 day Intro course taught in house
 - Committee to decide on donating ISSW entry to Instructors.
- I. MOVE TO CLOSED SESSION

NEXT MEETING: September ??? at Parasol Foundation