

Sierra Avalanche Center Board Meeting
Tuesday January 3, 2023 - 6:00 pm
Parasol Foundation, Incline Village, NV



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

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

- A. CALL TO ORDER - Establish quorum / Introduction of guests
 - 1. Completed
- B. AGENDA AMENDMENTS AND APPROVAL
 - 1. Agenda approved with no amendments
- C. APPROVAL OF DECEMBER MEETING MINUTES
 - 1. Agenda approved with no amendments

- 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.*
1. None
- E. PRESIDENT'S COMMENTS (5 min) – Chris King
1. Thanks everyone for help with fundraising. Much of the education push has happened already, or on a glide path for the season. Fundraising is ongoing. So Strategic Planning & Social Media/Marketing Committees are where the most work still has to happen moving forward.
 2. Discussion of fundraising pop-up on website – we will keep it up for now.
 3. Please honor your commitments on the fundraising front. Sponsor outreach sheet has been sent out.
- F. FOREST SERVICE UPDATE (5 min) – Brandon Schwartz
1. Brandon - collection agreement is in the final stage. Needs final FS review & signature. Expect to see collection agreement for countersignature shortly (via email) and invoice after that.
 2. Andy - Snow depth so far: we are currently at 182% of typical YTD average, 69% of a total average season. Pretty similar to record winters like 82/83, 10/11, 16/17.
- G. EXECUTIVE DIRECTOR REPORT (20 min) – David Reichel
1. (SEE [ED REPORT](#) IN JAN MEETING FOLDER)
 2. Vail sent their lift tickets later than expected but they are selling well. Only minor troubleshooting so far.
 3. The CA OHV grant report for last season is in. The administrator is reviewing and will respond with questions. There is a new admin moving forward but for this year it's the same person.
 4. Google giving was November/December – got a little over \$30,000, similar to prior years. David did a video call with them saying thanks and doing a presentation. Andy will do an online presentation later in January.
 5. Ski Days - waiting to hear from Diamond Peak. We should remind Holly to check in with Diamond Peak.
 6. David did a radio interview w/ KTKE & a TV hit in Sacramento.
 7. Donors: Tahoe Lab will give \$1,000 in product. They run Tahoe Splitfest, we will be beneficiary from that. Cannablue (south lake dispensary) donated \$2,000. We should reach out to Cody from Tahoe Wellness Center, and ask other cannabis dispensaries for donations since the laws encourage them to do local nonprofit giving. Tahoe Oral Surgery gave \$1,000. Kelson Foundation gave \$5,000.

8. Folks who listen to KTKE – listen to the forecast read to make sure they’re doing the sponsorship right (i.e. not making it sound like Sierra Adventure Vans is sponsoring the forecast).
9. Fundraising – we have a higher fundraising target but are basically on the same giving pace as last year.
10. David was encouraged to do some donor data analysis at the end of the year, things like % new donors, # of donors, average donation amount, etc, and compare to previous years. See if there’s a way to identify efficacy of specific giving campaigns (Chris may be able to help with this).
11. Peter should resend [sponsor outreach signup sheet](#) – better to ask companies now that holidays are over.

H. EDUCATION COORDINATOR REPORT (10 min) – Travis Feist

1. (SEE [EC REPORT](#) IN JAN MEETING FOLDER)
2. State of the snowpack video is now up and distributed on social each week. It posts Thursday evening to reach the early weekend crowds. Board members who have seen it gave positive feedback. Travis asked for any suggestions that people might have to improve it.
3. Classes –All but the last snomo class are open for registration. A bit more back-and-forth with students re: signup issues than in years past. Bear Valley class is not fully enrolling despite special effort to hold that class. Dodov Foundation will help promote it.
4. Heavenly Kids program is Feb 6/7. 40-50 kids per day go through different stations. It was overlapping with USFS program through South Tahoe Education Committee, so Travis changed the curriculum and will be doing larger classes with 8th graders. May need additional SAC help to manage stations.
5. Lake Tahoe Snowmobilers on-snow event is Saturday Jan 21. Need an awareness instructor, hoping Murph can do it. SAC’s usual paid instructors are booked. If we can’t get an instructor, it would be good to have a SAC rep there just for visibility/outreach.
6. Big demand for women’s level 1 class (5 on standby already). Working to find a backup instructor in case Margaret Wheeler can’t make it due to a recent injury.
7. NV OHV – for June grant application, highlight SAC’s snowmobile work – consider options like a Level 1 refresh, rescue practice, etc, but include money for forecast.

- I. COMMITTEE UPDATES (20 min)
 1. Budget/Finance – Mark Bunge
 - a. (SEE [BALANCE SHEET AND P&L](#) IN JAN MEETING FOLDER)
 - b. We have \$118,523 in checking, \$106,104 in savings, \$816,962 in Fidelity reserve.
 - c. We will have several large expenses hitting in the next month or so (~\$85,000 for Forest Service collection agreement, ~\$30,000 for new snowmobiles) but should have enough in cash flow to cover those from checking.
 - d. The board passed an ambitious budget this year, with a target of \$210,000 in individual donations, and \$50,000 in corporate donations. Our fundraising so far is closer to last year's pace, currently at \$108,000 in individual donations, and \$13,000 from corporate sponsors. All board members need to follow through on their fundraising commitments: personal donations, as well as outreach to friends, family, and potential [corporate sponsors](#).
 2. Development – Chris King
 - a. Underscored need to continue to push to hit fundraising goals.
 - b. Todd O - Tahoe Adventure Film Fest is Saturday night. Need help selling raffle tickets and distributing prizes. SAC is raffle beneficiary.
 3. Strategic Planning – Chris King
 - a. Awaiting a preliminary report from Dan Barnett. Peter and Strategic Planning committee will build out the plan from there.
 4. SM/Marketing – None
 5. Education/Outreach – None
- J. ADJOURNMENT - Chris King moved to adjourn the meeting.

Next meeting February 7, 2023