

**Sierra Avalanche Center Board Meeting**  
**Tuesday, November 1, 2022 - 6:00 pm**  
**Google Meet**



	<b>Board of Directors</b>		<b>Forecasters</b>
✓	Chris King - President	✓	Brandon Schwartz
✓	Mark Bunge - Treasurer	✓	Andy Anderson
	Zach Tolby - Secretary	✓	Steve Reynaud
	Jonathan Laine		
	Todd Offenbacher		<b>SAC Staff</b>
✓	Jason Oelkers	✓	David Reichel - Executive Director
✓	David Fiore	✓	Travis Feist - Education Coordinator
	David Bunker		Jason Bilek - Observer
✓	Peter Stanton		
✓	Tasha Thomas		<b>Advisory Board/Public</b>
✓	Sara Davidson	✓	Elizabeth Moore FS
✓	Kerry Stendell		Neil Morse
		✓	Murph (potential new board member)
		✓	Holly Yocum
		✓	Dan Dixon
			Todd Wold (Lake Tahoe Snowmobilers)

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 - Tasha Thomas brought up goal to vote on approving Murph as member of the board - CK indicated that will be voted on during closed session

C. APPROVAL OF SEPTEMBER MEETING MINUTES - Tasha Thomas moved to approve, Sara Davidson seconded, followed by unanimous approval of remaining board members

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. It's snowing!

2. JB Scholarship closing in a few days.

3. Going to propose one of the biggest budgets in the history of SAC

F. FOREST SERVICE UPDATE (5 min) – Brandon Schwartz

1. Brandon is the first back on.

2. Working on beacon check signs - many are up and functioning, but some still need more batteries but will get all of them done once Steve is back on.

3. FS meeting today: Some interesting things going on in FS hiring that could make hiring a temp person challenging; also talking about how data is being processed and consumed with new services like OnX. The goal is to not get too far ahead of the national standard and keeping data dissemination standardized across the board. David Reichel responded that we are pretty far along to sharing our data with OnX, though we are the last group to do so (because we requested a written agreement). Murph - question regarding what standardization means, with response from Brandon regarding how data is presented to the public across avalanche centers. OnX is working with other avalanche centers, but may be overstating the amount of cooperation they are getting from others, e.g. CAIC isn't necessarily agreeing to give them everything. It is time to form a working group at a national level to manage this (Brandon). We may need to consider backing out of our agreement with OnX even if we lose a little money (Mark). We need to make sure that we are internally aligned (Peter). **Bottom line: Brandon is asking SAC to slow down or put on the brakes for now with OnX. Andy in agreement with Brandon - need to do some more information gathering to determine the best path forward so that SAC is on board**

**with whatever the NAC determines will be the information processing/gathering/dissemination protocol and software going forward.**

4. Close to being fully operational on time, once all staff is back.
5. Question about observer contracts - what is the status of those? TBD.

G. ED REPORT (20 min) – David Reichel

- Epic Promise answers coming up shortly.
- Grant process will consume a week of work in next month or so.
- G22 project agreement is about a month late, but David is in communication with the person who will be forwarding that shortly. Agreed by State Parks and SAC
- TMS SAC event in Truckee around \$3K raised.
- Shoreline event early November.
- SAC donor event 11/18
- Granite Chief event rescheduled for 12/9.
- Alibi Event went really well in Incline
- 2023 CAW at North Tahoe Event Center
- Ski Days - **could use help** - have not done them during his tenure due to Covid. Jonathan connected to Sally Jones at Tahoe Donner. Reached out to Paul at Diamond Peak (Bunker connection), but going up the chain. Ski days are down from pre-pandemic, so would be good to revitalize this program. Pre-pandemic, we had Sugar Bowl, Diamond Peak, Homewood (not as much lately), Palisades (now just a check), Heavenly. Chris King to take Sugar Bowl. Kerry Stendell to check with Tahoe Donner.
- Gifts (\*note - need to confirm)
  - Alpenglow sent \$1K
  - International Alpine Guides \$1200
  - Blackbird Guides credits
  - LT Snowmobilers \$2,000
  - Flylow skis and outerwear kit
  - Jones Solutions split board and an outerwear kit
  - Martis Camp Foundation Grant \$3K
  - Manitou Fund sent grant for \$10K, pending
- Newsletter forthcoming
- Swag
  - Beanies, hats, etc. lined up ready to go
- Data visualization project coming along with Giant Rabbit, pretty close to being unveiled
  - Getting the word out with pro skiers and other professionals in the space

H. EC REPORT (10 min) – Travis Feist

- Not too much to cover.
- First few events went well

- Some minor video/playback issues to be resolved, but the overall programs went well.
- **Travis asked for some assistance with iPad playing videos on a loop for next event.**
- Kids programs are going well, word is spreading.
- Continuing Ed confirmed for board December 17, 18, 2022
  - Rescue and skiing day 1
  - Wilderness medicine and skiing on day 2
  - Travis to send out formal information soon
- Two scripts for state of the snowpack in progress. Next project is to work on a couple of dry runs and to share for feedback.
- OHV Videographer available this week to pick up on making video content.
- Forecasting start date still not known (Brandon).

#### I. COMMITTEE UPDATES (20 min)

- Budget/Finance – Mark Bunge
  - See item J below for separate discussion.
- Development – Peter Stanton
  - Not much to report.
  - In September sent out link to update contacts for shops, athletes, etc. and nobody updated anything. Peter is re-sending and asking everyone to sign up.
    - Asking for pros to give us a shoutout on social media between Thanksgiving and Christmas, or to appear at an event on our behalf
    - Cash, in kind donations, events, promotions (order of desirability)
  - Need to cover outreach that JB was doing last year for 1) cash and 2) in-kind donations (but will also accept offering space for events, point of sale add a dollar at checkout, etc.):
    - Bear Valley
    - ?
  - November 18, 2022 SAC donor party - question to David Reichel as to where things stand
    - Venue is 4H Camp at Stateline - sent them \$1000 fee (\$500 for deposit and \$500 for cleaning and other fees)
    - Caterer is free that evening and happy to do it - \$1500 depending on entrees and how many people - we estimated 100 people
    - Have not sent out invitations. Invite list is basically everyone.
    - **Travis brought up that another event in SLT is on the same night and has been on the calendar for over a month. Travis is concerned that the host is going to be upset if we have a separate event the same night.**

- The goal for the SAC donor event is to say thank you but no real agenda
  - Mark Bunge considered whether we should back out of the event due to the conflict and how soon the event is without invites going out. Discussion ensued:
    - Peter doesn't have the bandwidth to work on the event right now
    - Tasha is available to help
    - Possible to change the date by one day?
    - Considerations: Todd worked hard to get this for us, and we are contracted with the venue. But the board doesn't want conflicting events, and members of the board expressed concern that David Reichel is stuck doing all of the planning.
    - See if we can get another date with the 4H Camp.
- Strategic Planning – Peter Stanton
    - Good turnout at the October 9 session.
    - Will have a plan from Dan Barnett in the next few days for Peter and David to review.
    - Hope to have that for adoption by board at next meeting.
  - SM/Marketing – Tasha Thomas
    - Had a good meeting with committee
      - Weekly video series discussing snow-pack real time with coinciding posts every other day
      - Highlighting storm cycles
      - Information for visitors from other regions
      - Nevada OHV film project to be finished this season
      - Maybe push out some teasers on social media with Duncan on motorized posts (with Murph and Tasha)
      - Contests
      - Flyers regarding motorized avalanche courses
    - Best platform for pushing content
      - instagram?
    - Budget
    - Thursday backcountry tips
    - Professional to check insights on posts

- o Marketing and advertising campaign - how organic do we want the product to look?
- o Looking ahead to 23-24 anniversary year for SAC
- Education/Outreach – Jason Oelkers
  - o Wrapping up scholarship program this week
  - o Follow up meeting on 11/14 to judge, then communicate with winners and non-winners through David Reichel
    - Currently 67 applications
  - o Will post about it on social media

#### J. 2022-2023 BUDGET REVIEW

- Review of last 5 years - surplus each year
  - o We have raised more than we projected except where motorized courses canceled due to drought
  - o We have been coming in under budget on expenses in the last 3 years
- Proposal: spend \$500,000 this year
  - o A lot of the expenses for this year are for anniversary events, one time line-items.
  - o Wages have gone up roughly 10% for staff
- Snowmobiles: 2 snowmobiles coming from Polaris, already snow-checked
  - o In the future, Murph has close ties with Polaris - he is going to reach out to his contacts to see if there is anything we can do given that these machines are already in the pipeline
  - o SAC paying own money for them to avoid the grant restrictions on when SAC can re-sell them
- Discussion will focus on big expenses and changes
  - o Had to cut the end of year snowpack report because there is some work to be done with FS to make sure it work with their protocol.
  - o We have previously approved or are proposing raises for pretty much all of our staff
  - o The collection agreement of \$86K is Bandon's estimate, and we will get the final number shortly.
  - o Payroll taxes are a percentage of our staff salary
  - o Donor appreciation party may be delayed
  - o \$10k for anniversary video - flagged
  - o Paid social media boosting?
  - o Sleds are the biggest items under equipment
  - o In the past we have allotted money for forecaster equipment but not for observers - proposal is \$1K each for David, Travis, and Jason for observer equipment
    - Discussion as to whether to pay on an observation basis, or for equipment

- \$18K for scholarships
- Kerry Stendell brought up CAW expenses
- CPA financial review discussed in addition to tax prep
- Ongoing discussion about line items occurred.
- Budgeting for \$210K in donations this year - aspirational target
  - CAW to be updated \$300-500
- Reminder to board members to reach out to their contacts for donations
- Grants - if weather is uncooperative, and classes have to be canceled, that impact the expense and revenue side - balances out
- Sleds to be sold for \$12K (sounds like Jason Bilek to buy one, and potentially Travis to buy the other)
- Peter Stanton recommended revising support for Strategic Plan upwards
- **A motion to approve the budget was brought by Mark Bunge. David Fiore seconded it. There were no objections, and the budget was unanimously approved.**

K. CLOSED SESSION - CK moved to close the session.

- Tasha Thomas moved to add Murph as an official member of the board of directors.
  - He is a mechanic for MotoGP, a snowmobile mechanic (Missing Digit Motors)
  - He is active in TINSAR
  - Chris spoke in support of Murph joining the board
  - Tasha spoke in support of Murph joining the board (Tasha and Travis brought him in)
  - **A vote was taken, and all members of the board present approved Michael Murphy to join the board of directors of SAC.**

L. ADJOURNMENT - CK moved to adjourn the meeting.

Next meeting December 6, 2022