



## Board Meeting Attendees

Date: October 7, 2014

Location: Incline Village Library

| <b>Board Members in Attendance</b>  |                    | <b>Forest Service Representatives</b> |                  |
|-------------------------------------|--------------------|---------------------------------------|------------------|
| X                                   | Randall Osterhuber |                                       | Joe Flanery      |
| X                                   | Bob Moore          |                                       |                  |
| X                                   | Jason Oelkers      |                                       |                  |
|                                     | Mark Bunge         |                                       |                  |
|                                     | Dave Paradysz      | <b>Forecasters</b>                    |                  |
| X                                   | Todd Offenbacher   | X                                     | Brandon Schwartz |
| X                                   | David Bunker       | X                                     | Andy Anderson    |
|                                     | Jonathon Laine     |                                       |                  |
| X                                   | Chip Morrill       | <b>Observers</b>                      |                  |
| X                                   | Holly Yocum        |                                       | Steve Reynaud    |
|                                     | Dave Fiore         | X                                     | Travis Feist     |
|                                     |                    |                                       |                  |
|                                     |                    |                                       |                  |
|                                     |                    |                                       |                  |
| <b>Board Advisors in Attendance</b> |                    | <b>Visitors</b>                       |                  |
| X                                   | Debbie Broback     | Greg McKay – Tahoe Sierra Sno-Mo Club |                  |
|                                     | Cameron Bordner    |                                       |                  |
|                                     | John Swanson       |                                       |                  |

|                        |                |  |
|------------------------|----------------|--|
|                        | Larry Heywood  |  |
|                        | Justin Broglio |  |
|                        |                |  |
|                        |                |  |
| <b>Program Manager</b> |                |  |
| X                      | Don Triplat    |  |
|                        |                |  |
|                        |                |  |



**Sierra Avalanche Center - Regular Board Meeting**  
**October 7, 2014 – Time 5:30pm**  
**Washoe County Library**  
**845 Alder Ave Incline Village, NV 89451**

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

A. **CALL TO ORDER** - Establish quorum/Introduction of guests - 5:30 PM  
 Greg McKay introduced.

**B. AGENDA AMENDMENTS AND APPROVAL**

Motion: Jason O. Second: Todd O.

**C. APPROVAL OF MEETING MINUTES**

Motion: Jason Second: Todd O.

**D. PUBLIC COMMENT** - Greg led a discussion about his club and clubs in the Basin.

- They will be putting a link to SAC on their web site.

**E. CORRESPONDENCE** (10 min)

**F. PROGRAM REVIEW** (60 min) - Executive Director, Don Triplat

- Powder Magazine article. The magazine would like to start an Avalanche Blog. Don asked them what they can do for us, great exposure for SAC. They want comments with content. Board had a discussion of different ideas.
- Don asked the Board whether condolences are appropriate to post on the web page and Facebook.
- Board discussed this; consensus is that it is appropriate in a “neutral” tone, for those incidents within the local area.
- Don asked all to send him their current best contact e-mail address.
- Membership Drive- Discussion on swag for different levels.

Levels Agreed on:

|        |                  |
|--------|------------------|
| \$35   | Sticker          |
| \$50   | Hat & Sticker    |
| \$100  | Hoodie           |
| \$250  | Fleece with Logo |
| \$500+ | Undecided        |

- Sponsorship Level discussion. Board discussed adding another level. Don will refine the discussion and send out.

-Discussion on linking to website; \$1,000 or more donation

-Discussion on supplies needed for event. Don authorized to purchase a folding table.

Discussion on web site Banner advertising; no decision.

Discussion of having Andy develop an on-line ticket sales window. Will use current version, with modifications to make more “user” friendly.

Discussion of moving forward to find an intern to help Don. Todd will assist.

**G. FOREST SERVICE REPORT** –(20 min)

No Forest Service representative.

- a. Forecaster’s Update – Brandon Schwartz and Andy Anderson – Gave update to ISSW. They made good contacts within the community, presentations were good.

ISSW update including AvaTech SP1 probe. Holly asked Don to research Grant opportunities, Don will check to see if CSP Money can be used. He has several avenues to pursue.

Travis thanked the Board and the Norm Wilson fund for sponsoring him. Roby Wilson wants to get back involved. Travis will be getting more involved with AIRE for snow mobile training.

**H.PRESIDENT'S COMMENTS** (10 min)

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

Randall has developed a draft budget. Board reviewed. Randall will mail out revised version

**J. DIRECTORS REPORTS** (10 min)

No reports.

**K.NEW BUSINESS** (30 min)

David Bunker will be leading SAC Media Relations with movement towards expert columns and feature or in-depth coverage in the future. Any board members interested in assisting, contact Dave direct.

**L.CLOSED SESSION**

No session

**M.ADJOURNMENT - Next Meeting Date – Nov 4th 5:30pm Incline Library**



## Partners and Corporate Sponsorship

Sierra Avalanche Center (SAC) is a 501(c)(3) not for profit organization dedicated to inform and educate the public about backcountry avalanche conditions in the greater Lake Tahoe area. Our avalanche center is a partnership between the non profit and the USFS. SAC is the primary funding source and the USFS facilitates operations, provides system support, and some funding. SAC's fund raising contributes 2/3 of the yearly budget, which comes from the generous support of corporate partners, ski resorts, foundations, and individuals who share our passion for providing education and safety advisories for snow sports enthusiasts. We actively pursue grants and corporate contributions to develop advocacy programs to reach our community and inform target user groups. We also seek out partners to develop new programs that achieve specific and mutually-beneficial goals to grow industry awareness.

SAC has a wide reach into California and Northern Nevada serving a wide population base across the region. Our financial supporters range from San Diego to San Francisco to Reno Nevada. Web analytics show we have visitors from all over the country and have become a trusted site for information on snow pack and weather. Our top visitation markets are Sacramento, San Francisco, and Reno reaching 500,000 visits during the season and an average 3,100 daily visits. Our web traffic has grown 17% yearly and has more potential to grow with an expanding backcountry user base and our targeted program expansion into the snowmobile community making our site a valuable marketing tool for sponsors.

**Community Outreach Programs** ~ SAC promotes avalanche awareness programs to engage users to develop skills to recognize and avoid avalanche hazards. We advocate for avalanche education and continued skill development to develop a safe backcountry community. Our programs include: Backcountry Bail, Steep and Deep, Snowmobile Avalanche Education, How to Read the Forecast presentation, Ivy Awareness talks to local ski clubs, ski teams, and retail shops, and on snow events with our local retail shops and resort partners. If you have interest in hosting or creating an event please contact us for details.

### Sponsorship Opportunities

**Extreme ~ \$10,000 and above** Receive logo placement in the highest category and special recognition for support that fuels the daily avalanche advisory. Your logo and web link are on the top of the Sponsors page and rotate on all SAC web page headers including the daily avalanche advisory. Receive a week of banner ad space during the season and special recognition through social media and web posting of events.

**High ~ \$3,000 and above** Receive logo placement with a link to your website rotating on all of our web page headers including the daily avalanche advisory in addition to listing on the top of the Sponsors Page. You will receive marketing and promotion through programs, events, and social media posts through the season. SAC will co host an in house presentation at your shop or location to promote basic ivy awareness and education. Please contact us to work out details.

**Considerable ~ \$1,000 to \$2,999** Receive logo placement with a link to your website on our Sponsors page and promotion through marketing and social media associated with an event or program you support to raise funds for SAC programs.

**Moderate ~ \$500 to \$999** Receive logo placement on our sponsors page and promotion through marketing and social media associated with an event or program you support to raise funds for SAC programs.

**Low ~ \$100 to \$499** Receive logo placement on our Sponsors page.

Sponsorship links renew each year in October and remain active until September of the following year. Any new sponsors can be added during the season.

There are a number of ways to help contribute to the success of our programs. For more information on opportunities to reach the backcountry community please contact Donny Tripliat ~ [don@sierraavalanchecenter.org](mailto:don@sierraavalanchecenter.org) or by phone at (530) 412-3773.