### Board Meeting Attendees

**Date:** Feb 3, 2015  
**Location:** Incline Village Library

<table>
<thead>
<tr>
<th>Board Members in Attendance</th>
<th>Forest Service Representatives</th>
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<tbody>
<tr>
<td>X  Randall Osterhuber</td>
<td>X  Joe Flanery</td>
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<td>X  Bob Moore</td>
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<td>X  Jason Oelkers</td>
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<td>X  Mark Bunge</td>
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<tr>
<td>X  Dave Paradysz</td>
<td>Forecasts</td>
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<tr>
<td>X  Todd Offenbacher</td>
<td>X  Brandon Schwartz</td>
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<tr>
<td>X  Dustin Evans</td>
<td>X  Andy Anderson</td>
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<td>X  Eric Petlock</td>
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<td>X  Chip Morrill</td>
<td>Observers</td>
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<td>X  Holly Okom</td>
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<td>X  Dave Fiore</td>
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<td>X  John Laine</td>
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<td>X  David Bunker</td>
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<tr>
<th>Board Advisors in Attendance</th>
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<tbody>
<tr>
<td>X  Debbie Broback</td>
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<td>X  Cameron Bordner</td>
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<td>X  John Swanson</td>
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Sierra Avalanche Center - Regular Board Meeting
February 3, 2015 – Time 5:30pm
Incline Village Public Library
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 - 5:45 PM
   No Guests.
   Quorum Established.

B. AGENDA AMENDMENTS AND APPROVAL
   Agenda approved no changes or additions.

C. APPROVAL OF MEETING MINUTES
   Moved: Jonathan Laine
   2nd: Dave Paradysz
   Approved.

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.
No public present.

E. PROGRAM REVIEW (30 min) - Executive Director

See Attached Report for details.
- Don and Dustin will work together to develop needs for next year’s Grant.
- Backcountry Basics classes going well.
- Don learned at OR that a phone APP was launched with others, SAC was excluded. Andy gave a quick overview of what this was about, still in development/testing stages.
- Discussion on paying Steve and Travis for their times spent teaching courses.
- Discussion on Membership drive:
  $35:  3 members
  $50:
  $100:
- Logo ware proposal discussion, will follow-up next month.
- NPR ads up and running.
- Sold no tickets for the Northstar Ski days, Don will follow-up on pricing.

F. FOREST SERVICE REPORT - (30 min)

Request that in releases to the media that SAC be recognized.
Brandon Schwartz will now be considered the Lead Forecaster.

1. Forecaster’s Update - Brandon Schwartz and Andy Anderson
   o Observer’s currently not on the calendar due to lack of snowfall.
   o Web site visits are 2nd biggest this month, Facebook page visits doubled in users.

2. TNF Draft Avalanche Forecasting 5 Year Plan – any update?
   o Plan has been presented to the District Ranger, several small corrections necessary.
   o It will be presented to the Forest Leadership Team on Feb 18, after that to the Regional Office. Want strategic plan framework from SAC to be included.

G. PRESIDENT’S COMMENTS (10 min)

Bridgeport AC - Continuing to work with Adrianne Thatcher and Adam Babcock at BAC. To simplify our arrangement in 2015, it has been suggested that SAC invoice BAC quarterly for all costs associated with hosting the website and any administrative fees and
both parties enter into a Memorandum of Understanding, outlining our relationship, duties and indemnification, omitting references to BAC fundraising and SAC handling of funds and bookkeeping.

Strategic Plan discussion – The group will be sending out a survey to all board members, stakeholders and partners. They are hoping for quality input. This plan will dove tail with the USFS 5-year plan.

H. **TREASURER’S REPORT** (10 min) Randall Osterhuber
- Expenditures for the month ran $3586 behind revenues.
- No word on a Bookkeeper.

I. **DIRECTORS REPORTS** (10 min) California State Parks OHV Grant

AEGIS has us a new liability policy. Cost is $1275 as compared to $3357 last year. This does not include D & O; they are currently shopping for that policy now.

J. **NEW BUSINESS** (30 min)
Report from the Strategic Plan Committee. Board retreat.

-Questionnaire will be sent out to all board members, including advisory.
-The USFS 5-year plan will be recirculated.
-Some discussion on a board retreat to focus on the Strategic Plan. No one was in favor of committing a weekend or overnight camp out. A single day will be selected for this spring.

SAC-BAC Quarterly invoicing for web hosting costs and additional fee to cover administrative costs of invoicing.

K. **CLOSED SESSION** (30 min)
Report from the Executive Search Committee.
L. ADJOURNMENT - Next Meeting Date March 3, 5:30pm Incline Library
January 2015 Board Report

Highlights & Correspondence -
- OR Show in Salt Lake – Collective Ad pitch to Industry from CAIC, UAC, NWAC, SAC
- Good press in local papers - Moonshine Ink “Avalanche Anxiety”, RGJ “Near Fatal Injury warns of dangers in backcountry”, Sierra Sun - “Avy training at Mt Rose, BC Basics announcement, SAC launches membership Drive, & Ski Days, Sierra Outdoors “Halfway to History”, Powder Magazine “Membership Drive” ~ Thanks David for helping out on announcements
- OR Show ~ Great interaction with Avy Centers and AIARE: working toward collective ad campaign and industry messaging, continued networking with companies to establish relationships

California State Parks Grant
G12 grant
- G12 report and tracking ready for submission
G13 Grant
- Classes set to run - We need snow!
- Michael’s Power sports presentation scheduled and run with no participants, Spoke with John G more about early in season connection and ready to go when the snow flies
- Auburn Extreme Power sports rider appreciation day needs snow to go.
- Presented to avalanche center collective and AIARE in Utah for messaging, posters, canvased OR show with ‘Get the’ message and talked with industry about adopting marketing materials for all BC gear sold. ISMA needs to be approached as a collective group.
- Tracking and reporting for Aug 1 to 12/31/14 and G12 (last year) grant revised and tracked for submission, have questions for Walt, waiting to hear back from budget changes and expense adjustment
- New tracking forms released by grant administration for use. Reformattting for submission this week.

Fundraising Work and Events
- Events - BC Basics kicked off and running. Decent turn out in SLT 1/16 - 40 ppl, Truckee 1/31 30pp
- Sunnyvale Fish Taco night 1/14 $235 and 1/28 $172
- Steep and Deep Squaw Valley - 30 people, other events happening, no snow 1/7
- Fireside Pizza - Big Brothers, Big Sisters avy awareness presentation 1/28
- REI trails day outreach - presence and outreach 1/10
- Alpenglow Demo Day at Alpine - Presence and outreach 1/10
- Great Basin Outdoor School - Avy awareness presentation to educators 1/14
- New Moon Beer Tasting 1/23
- Tahoe Backcountry Ski Patrol - Avy center talk at Avalanche course 1/25
- Northstar Ski Days 1/27-29 - Goose egg
Upcoming Events –
- BS Basics - Reno and Tahoe City - Will need some door help and raffle sales at each event. Please let me know if you can help out. I have interns on board as well
- Tahoe Sports Hub - Presentation on Feb 7th at shop. On snow at Sugar Bowl 8th for BC demo day with Tahoe Sports Hub.
- SAC Ski Days - Heavenly 2/3-5, Sugar Bowl 2/8-13,
- REI shop presentation Reno 2/10, Roseville 2/18
- Bruce Tremper at Tahoe Art Cinema, on snow day as SAC benefit through Alpenglow

Opportunities:
- Collective Ad campaign with CAID, UAC, NWAC & SAC
- Conversations with Bay area groups - Search and Rescue, TBSP. Starting to connect and ask for fundraising.
- Affiliate Marketing: If we monetize our website through product connections we can launch a web marketing program with google ad words that can create an income stream
  - Use google ad words account to bring traffic to our site. Land on new page to advertise partnership and fundraising for SAC by buying gear from Affiliate sponsor
  - Need a new landing page for this where we share the concept and provide the link.
- Potential areas for growth on web. Personal connection for public to understand SAC -
  - Adding a human perspective: Day in the life of a forecaster, bio and gear selection, safety equipment, etc, background
  - Blog posts about center, snowpack, and happenings,
  - How do we operate and what are needs are, what are we working on,
  - Add perspective of board members to bio with gear choices to create connection and links

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<td>Auburn Ski Club</td>
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Total $121975.00
Look Ahead:
- **OHV Preliminary Grant application due 3/2/15**
- **Ski Day Fundraising**
  - Low numbers on ski days earn $25,000, Catastrophic numbers are $0
- **Snowmobile Avy classes feb 13-14 and march 20-21 Snow necessary**

Discussion topics for Board Meeting
- Marketing budget and targets: Ski days - local radio, NPR, print, social media running currently. Should we move ahead with more? **Review budget to date**
- Equipment to be purchased with Grant money: projector and screen for outreach and presentations. Projector $550-$650 Screen $150.

Meeting Notes -