



## Board Meeting Attendees

Date: Feb 3, 2015

Location: Incline Village Library

Board Members in Attendance		Forest Service Representatives	
X	Randall Osterhuber	X	Joe Flanery
X	Bob Moore		
	Jason Oelkers		
X	Mark Bunge		
X	Dave Paradysz	<b>Forecasters</b>	
	Todd Offenbacher	X	Brandon Schwartz
X	Dustin Evans	X	Andy Anderson
X	Eric Petlock		
X	Chip Morrill	<b>Observers</b>	
	Holly Okom		Steve Reynaud
X	Dave Fiore		Travis Feist
X	John Laine		
	David Bunker		
Board Advisors in Attendance			
X	Debbie Broback		
	Cameron Bordner		
	John Swanson		

	Larry Heywood	
	Justin Broglio	
	Jeremony Jackson	
<b>Program Manager</b>		
x	Don Triplett	

**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

2<sup>nd</sup>: 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 2<sup>nd</sup> 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 Adrienne 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 dovetail 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

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### 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. Reformatting 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 30ppl
  - Sunnyside 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
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**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 Feb7 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 add 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

Resort	# of Tix	Dates	Price	Total
Northstar	250	Jan 27 to 29	\$102.00	\$25500.00
Heavenly	250	Feb 3 to 5th	\$95.00	\$23750.00
Sugar Bowl	500	Feb 8-13	\$45.00	\$22500.00
Tahoe Donner xc	25	March 1 to 6	\$20.00	\$500.00
Tahoe Donner Downhill	25	March 1 to 6	\$25.00	\$625.00
Kirkwood	250	March 3 to 5th	\$80.00	\$20000.00
Homewood	260	Sun-Fri March 8 to close (April 5)	\$35.00	\$9100.00
Bear Valley ?	100	March 27th	\$30.00	\$3000.00
Squaw /Alpine	250	Unknown	\$45.00	\$11250.00
Mt Rose	150	March 21-22	\$35.00	\$5250.00
Auburn Ski Club	50	Feb 21-22,	\$10.00	\$500.00
			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 -**