



Board Meeting Attendees

Date: January 6, 2015

Location: Incline Library

Board Members in Attendance		Forest Service Representatives	
X	Randall Osterhuber	X	Joe Flanery
X	Bob Moore		
X	Jason Oelkers		
X	Mark Bunge		
X	Dave Paradysz	Forecasters	
X	Todd Offenbacher	X	Brandon Schwartz
X	Eric Petlock	X	Andy Anderson
X	Chip Morrill	Observers	
X	Holly Yocum		Steve Reynaud
	Dave Fiore		Travis Feist
	Jonathon Laine		
X	David Bunker		
Board Advisors in Attendance			
	Debbie Broback		
	Cameron Bordner		
	John Swanson		
	Larry Heywood		
	Justin Broglio		

	Jeremy Jacobsen	
Executive Director		Guests
X	Don Triplat	Dustin Evans

**Sierra Avalanche Center - Regular Board Meeting
January 6, 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 - 5:50 PM

B. **AGENDA AMENDMENTS AND APPROVAL**

Motion: Bob M. **Second:** Holly Y.

C. **APPROVAL OF MEETING MINUTES**

No quorum last meeting, meeting notes from December informational only.

D. **PUBLIC COMMENT –**

Dustin Evans introduced himself as a prospective board member. He is a lifelong South Lake Tahoe resident with a strong background in snowmobiling and skiing.

E. **PROGRAM REVIEW (30 min)** – Interim Executive Director

See attached report dated 12/31/14.

*Don needs hours submission for CSP Grant time.

G12 grant to be completed within the next week for submission.

S/B Backcountry ball netted \$3500 for SAC.

Don is in need for more raffle gear for up-coming events.

Projector and screen discussion. Don and Randall will move forward to research and purchase a projector and screen.

F. FOREST SERVICE REPORT -(30 min)

1. Forecaster's Update - Brandon Schwartz and Andy Anderson

-Brandon has completed the annual servicing of the snowmobiles.

-Green Sticker Registration complete

-Monitoring the snowpack and facet development. Forecasters are being very careful on the wording of daily advisories.

-All beacon checker signs (from last years CSP Grant) installed and operational.

-Web site visits are double from last year.

2. TNF 5-year Plan

-In Staff review in the TRD Office.

-SAC will provide of letter of support when requested for submittal to the Supervisor's Office and Regional Office. The Board emphasized the importance of partnerships such as this one to the Forest Service.

-SAC will schedule a more in-depth discussion of this plan at a future meeting.

F. PRESIDENT'S COMMENTS (10 min)

-Holly continuing to work with Bridgeport Avalanche Center on an M.O.U. Details to be worked out revolve around fiscal concerns.

H. TREASURER'S REPORT (10 min) Randall Osterhuber

SAC had income of \$11,849. Expenses were \$8,000+

May not need to make a deposit to the USFS Collection Agreement this year.

I. DIRECTORS REPORTS (15 min)

-California State Parks Grant. Discussion on the avalanche safety classes, the beacon testing signs, and the scheduled classes. (10 minute discussion)

-Eric Petlock gave a summary of the Sugar Bowl Homeowner's meeting. 9 in attendance, they had a lively discussion with good questions. They may schedule a follow-up in February.

J. NEW BUSINESS (45 min)

Consider formation of a board committee (3-5 board members) to help develop a Strategic Plan used for grant applications. Mark B. will head the group, suggested membership is: Dave Fiore, Jonathan Laine, Jason Oelkers and Advisory Board member Justin Broglio.

Consider formation of a separate board committee (3 board members) to research the financial statements and reports required by foundations. No Discussion.

Request individual board member to research “1% For The Planet” and “Charity.org” and assist Executive Director for the purpose of increasing donation opportunities. Need to learn how to use these programs. Other similar programs include: e-bay give-back, amazon smiles.

Discuss hiring Peggy Rickets as the SAC bookkeeper.

-Est. costs of \$600/yr.

-Associated with a CPA for Tax purposes, may be a big savings over the current Tax Preparer.

-Randall is researching the actual costs and services provided.

K. CLOSED SESSION (30 min)

-Discussion Dustin Evans SAC Board applicant.

-Hiring Committee discussed progress.

L. ADJOURNMENT - Next Meeting Date Feb 3 5:30pm Incline Library

December 2014 Board Report

Date: Dec 31, 2014

Highlights & Correspondence -

•Executive Director

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Member donations going well. December Donations \$8,615

FB posts and increased following

RGJ article on SAC in print and video

No report on Giving Campaigns yet: TTCF and Parasol

California State Parks Grant

G12 grant

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Time tracking is complete, expenses and receipts are categorized and just need canceled checks to verify expenses and can re write final report and submit. Will work with Randall

to gather needed documentation.

G13 Grant

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Snowmobile classes are posted and Andy emailed they are filled.

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Need to confirm class locations and access to trailheads

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Shop presentations are set for Auburn Power Sports field day 2/7 at Cisco Grove trailhead, Safety presentation before customer appreciation ride. Have John Clausen, Arva, on board for this to help out. Michaels Powersports in Reno evening presentation 1/15 Duncan and I are going to present, another presentation scheduled for DuPont power in Quincy on 1/30 but no communication from Duff DuPont. Will check back. Also interest from Sierra Mountain Sports in SLT for a shop presentation but no date set.

Fundraising Work and Events

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Events - BC Ball - Good press in Sierra Sun with full page article and pictures. Great event for

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community with follow up on social media. 140 tix sold this year with conflict from other events (TNSAR, CATT, and Christmas parties) We should do this on a Saturday night to allow out of town guests to have access. Silent auction was ok with most prizes selling at the reserve price and not above. About \$3500 earned with all expenses out including my time .

Alpenglow Winter Film Series with Chris Davenport - Raised \$2376

SAC Ski Day planning - Tickets are live for Northstar, Heavenly, Kirkwood, Homewood, Tahoe Donner, Waiting for confirmation on Mt. Rose, Squaw/alpine, and working on Auburn ski club. Sugar bowl should be up soon with link to their website and code for discount.

Upcoming Events ~

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Winter Trails Day - On snow needed Saturday Jan 10th at Tahoe Donner from 11am to 3pm for booth at Winter Trails Day. This is a big event and we should have a good showing to connect with REI folks. The head of education programs from Seattle, Rebecca Bear, is going to be on hand along with Jason Flesher and Erin Harrington who operate from Sacramento the Outdoor education programs for REI. I have been in contact with them and will be there later in the day to touch base.

Same Day Alpenglow BC Demo, which I committed to help before the winter Trails Day.

I will try to split time this day but need help at TD to manage. I have an email out to our volunteer team and will coordinate. Please make an effort to help out on one or both events.

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Steep And Deep Jan9th Squaw Valley 7pm

BC Basics SLT College 1/16

Training at Great Basin Outdoor School for educators

Sunny side fish tacos night fundraiser

Opportunities:

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New Moon Natural Foods Monthly Beer Tasting Friday 1/23 6pm \$10 donation 100% profit to SAC, Contact Kevin at New Moon. Looking to January or February

Sunnyside Fish Tacos - Jan 14th and 1/28 for fundraiser.

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

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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

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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 -

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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

Talking with Tahoe Backcountry Ski Patrol and Sierra Mountaineering group about events and connecting with them and supporters to build community involvement and future events to support SAC forecasting program. These folks along with Marin SAR use our site but we have not connected with them.

Larry moving forward with Professional Avalanche Workshop in Spring wants same budget as before \$3000? to bring in keynote speaker.

Look Ahead:

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Backcountry Basics

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South Lake Tahoe ~ Jan 16, 2015 7pm LTCC Student Center, One College dr

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Truckee Jan 31, 7pm TDPRD Community Arts Center

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Reno ~ Feb 6 7pm Patagonia Outlet Store

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Tahoe City ~ Tahoe Art Haus and Cinema 7pm

Lots of events on the schedule. Check the SAC calendar on google!

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Sugar Bowl on snow event Feb 8th. Will have on snow demo with Tahoe Sports Hub will need volunteers

National Trails Day with REI on 1/10 at Tahoe Donner Cross Country - Need volunteer to work with Intern, Tent on snow and information campaign.

Steep and Deep Squaw Valley 1/9

OR Show in SLC Jan 20-23

Discussion topics for Board Meeting

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Marketing budget and targets: Ski days - local radio, NPR, print, social media, KQED \$6000 confirm. Will present budget outline.

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We need a projector and screen for outreach and presentations. Projector \$550-\$650 Screen \$150.

Ski Day Ticket pricing

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Homewood - market \$79 Ex. ed \$35 SAC -

Sugar Bowl \$45

Northstar \$102

Heavenly \$95

Kirkwood \$80

Tahoe Donner downhill \$25

Tahoe Donner XC \$20