



## Board Meeting Attendees

**Date:** February 11, 2014

**Location:** South Lake Tahoe

| <b>Board Members in Attendance</b>  |                    | <b>Forest Service Representatives</b> |                  |
|-------------------------------------|--------------------|---------------------------------------|------------------|
| X                                   | Randall Osterhuber | X                                     | Denny Hogan      |
| X                                   | Bob Moore          | X                                     | Joe Flannery     |
|                                     | Jason Oelkers      |                                       |                  |
| X                                   | Mark Bunge         |                                       |                  |
| X                                   | Dave Paradysz      | <b>Forecasters</b>                    |                  |
| X                                   | Todd Offenbacher   | X                                     | Brandon Schwartz |
| X                                   | David Bunker       | X                                     | Andy Anderson    |
| X                                   | Don Triplat        |                                       |                  |
| X                                   | Chip Morrill       | <b>Observers</b>                      |                  |
| X                                   | Holly Yocum        |                                       | Steve Reynaud    |
|                                     | Dave Fiore         | x                                     | Travis Feist     |
| X                                   | John Laine         |                                       |                  |
|                                     |                    |                                       |                  |
|                                     |                    |                                       |                  |
| <b>Board Advisors in Attendance</b> |                    |                                       |                  |
|                                     | Debbie Broback     |                                       |                  |
|                                     | Cameron Bordner    |                                       |                  |
|                                     | John Swanson       |                                       |                  |

|   |                        |               |
|---|------------------------|---------------|
|   | Larry Heywood          |               |
|   | Justin Broglio         |               |
|   |                        |               |
|   |                        |               |
|   | <b>Program Manager</b> | <b>Guests</b> |
| X | Jenny Hatch            | Dave Riechel  |
|   |                        | Adrian        |
|   |                        | Adam Babcock  |



**Sierra Avalanche Center - Regular Board Meeting**

February 11, 2014 – Time: 5:30pm

Location – South Lake Tahoe

**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** (2 min)

Motion: Todd O. 2<sup>nd</sup>: Dave P.

C. **APPROVAL OF November MEETING MINUTES** (2 min)

Motion: Todd O. 2<sup>nd</sup>: Mark Bunge

D. **INTRODUCTIONS** – Dave Bunker, prospective board member. Currently a free lance Reporter/Editor.

Motion: Accept Dave for the board by Don T.

2<sup>nd</sup>: Randall

Vote: All ayes

Welcomed Dave to the Board.

**E. PUBLIC COMMENT (5 min)**

Introduction of Adrian Thatcher and Adam Babcock from the Bridgeport Ranger District. Adam is the new forecaster hired for Bridgeport Avalanche Information Center (new name). Currently his tasks are:

-Develop a web site

-Look at education prospects for snowmobilers and what they can offer.

-They are initiating forecasting in the Sonora Pass area only

-Developing a relationship with the MWTC.

He is currently funded by the California State Park Grant.

**F. CORRESPONDENCE (10 min)**

See Jenny's report

**G. FOREST SERVICE REPORT – Dennis Hogan (30 min)**

\$9596 of SAC funds spent to date (Collection Agreement)

\$19,967 of LTBMU funding spent

No R-4 money spent yet.

R-5 money spent, \$5147.

On budget.

Discussion on Denny's new position with the National Avalanche Center. Goal at this time is to move SAC to a type 1 Center. Others in the state "may" be satellites to SAC.

**Forecasters**

As of today snowpack pits are 240cm to ground. Snowpack stating to “firm” up. The Problem Areas have been wind drifting and moisture in the snow pack.

The NWS has now elevated avalanche warnings to be on par with other warnings they issue as special bulletins.

WEB site traffic during the storm was up to 4500 visits per day. Prior to storm series it was about 400 hits per day.

Discussion on the first snowmobile education course. Very successful with good response from the participants. Weather was challenging with mixed snow/rain. Suggested student ratio is 2 instructors, 8 students. Brandon and Justin B. were the instructors.

#### **H. TREASURER’S REPORT – Randall Osterhuber (10 min)**

Financials will not be published in the minutes, but summary available to all Board Directors upon request.

Randall has prepared a draft budget estimating \$144,000 to support SAC.

Contractors have been sent 1099 by the Accountant.

Pay Pal wants some detailed info about SAC, initially worried this may be a scam, but on second look appears to be legitimate.

Discussion about a dedicated SAC phone number and physical address in Truckee...

Right now expenditures are running much more than income.

#### **I. PROGRAM MANAGER REPORT**

Jenny gave a summary of the attached report, correspondence and ski days’ scenario.

#### **J. COMMITTEE REPORTS (20 min)**

##### **a. President’s Report – Don Triplett**

1. Insurance Discussion - SAC now has liability insurance for teaching the courses, the snowmobiles, Observer’s and Workman’s Comp for the Observer’s.

2. OR show report. Don, Holly, Jenny were able to make contacts for: Equipment Donations and protocols for asking for donations, contacts were made with other Avy Centers and shared how each does business with USFS, some minor differences here. Discussion on jointly working together on a national level to leverage donations.
3. Continuing discussions with TNSAR on educational opportunities.
4. Steep and Deep Seminar scheduled for March 15 at Squaw Valley. Don still looking for speakers.
5. Organizational Changes: Marc S. continuing on big picture marketing (hopefully SAC will get a slot on KCRA Snow-Zone show), Julie P. doing Facebook and Google ads.
6. Don will be investigating the Google non-profit program for ads.
7. These changes have allowed Jenny to focus more on the ski days and looking for grants.
8. Facebook page discussion- problems with the way it was initially set up. Andy will take lead in fixing it. We want to integrate Facebook and Web page to look like each other.

## **K. NEW BUSINESS**

**Continuing Insurance Discussion:** Bob will fill out application for D & O insurance through AEGIS; if competitive we will change next fall.

Jenny will be looking into a Grant from Nevada State Parks to see how it will work with our program.

**ADJOURNMENT** - Next Meeting Date – March 4<sup>th</sup> – Truckee Ranger District 5:30pm.

**CLOSED SESSION**



To: Board of Directors of Sierra Avalanche Center  
From: Jenny Hatch, Program Manager  
Re: January Board Report  
Date: January 5, 2014

---

**Background:**

The following report details the work and accomplishments of the Program Manager during the month of January.

**Discussion-**

**Correspondence**

2/3/2014

Hey Andy & Brandon, I'm the new avalanche forecaster / education specialist for the Bridgeport Winter Recreation Area. While I have spent some time in maritime climates in Alaska and Washington, most of my experience is in continental and intermountain climates in Colorado, Montana, and Utah. I'd love to get out skiing with you guys and start to get to know this area and snowpack. Let me know if there's a good time this week for me to come up and tour w/you. Have a great day, Adam Babcock 970-406-8161  
I was compiling web resources for a project and found your site. Thank you for putting together this page - <http://www.sierraavalanchecenter.org/education>

2/3/2014

I couldn't get these links to work:  
<http://www.ltcc.edu/academics.asp?scatID=5&catID=127>  
<http://www.kirkwood.com/site/expedition-kirkwood/avalanche-education>  
<http://highsierra.com/sst/pages/courses.htm>

I also would suggest you consider adding the websites below to your list. I always search for area codes and zip codes maps and location information and these two are my favorite references. Hope this helps!

<http://www.allareacodes.com/california.htm>  
<http://www.unitedstateszipcodes.org/ca/>

Thanks,  
Linda

*Possibly spam or phishing.*

2/1/2014

Jenny, Ashley from marketing here at Bear Valley reached out to me to see what we could as Patrol do to help the S.A.C. cause during your presence here at Bear. As I understand there is a possibility of no physical/presence from SAC for your/our event here at Bear. I am willing to man the booth along with another patroller if needed. I am friends with Brandon and I know Andy so If you wanted to get with them and see what it is I can provide while at the booth, that way we can all remain on the same page for what SAC is trying to get out to the public. Regards, Mettle Trent Ski Patrol Director Bear Valley Mountain Resorts P.O. Box 5038 Bear Valley, Ca. 95223 209.753.2301 ext. 168 work 209.753.6421 fax 209.768.7433 mobile www.bearvalley.com  
***No response for bar codes, will need to take Bear Valley down.***

1/23/2014

Hi Jenny,  
Chris from splitboard.com checking in to say hello and touch base on our event this year. Please find the first draft of the event flyer attached. Like years past we plan to have the Friday night avy discussion and Saturday night raffle. This year we are adding a splitboard race and splitboard games at Homewood Resort would should add a lot of fun and draw more people.  
Please let me know your thoughts on the flyer or and any ideas you may have for the event. Also if Andy will be able to help with the Friday night discussion.  
Thanks!  
Chris Gallardo  
***Have them call AGIS to secure their own insurance.***

1/17/2014

Jenny,  
I am co-owner of splitboard binding company and working to dissolve the company. I will have merchandise that I will donate post dissolution which will consist of splitboard bindings, pins, and brackets. Is that something that sierraavalanchecenter would be interested in having donated to it?  
Best,  
Mark Angelos  
310.903.9894  
*\*The Program Manager obtained these donations on 1/20/14. The total value is approximately \$5k. These items can be used for event raffles or via EBay.  
**Dave Bunker will look at this stuff, Andy will help get on e-bay.***

### **California State Parks Grant**

The second quarterly report and invoice will be submitted to CSP in early February. Expenses will include Program Manager administration and outreach time and equipment expenses submitted by FS Forecasters. All classes were postponed due to lack of snow but, are slated to resume in early February now that there is enough snow to complete the field component. The Program Manager has been in correspondence with ARVA and hopes to obtain the beacon checkers for signage in February. In addition, the marketing campaign is now underway. All local dealers, clubs etc. will be contacted, a PSA will be developed and SAC will attend public events such as California Nevada Snowmobile Association Convention in March. Pre-proposals for continuation of this program are due to CSP and Nevada State Parks (a possible expansion to this program) in March.

### **Fundraising Events**

Feb 7-8<sup>th</sup>, Snowmobile Avalanche Awareness Course, SLT  
Feb 14-March 2<sup>nd</sup>, Alpenglow Mountain Festival, Tahoe City

Feb, to be confirmed, Bear Valley Ski Day  
Feb 21-22<sup>nd</sup>, Snowmobile Avalanche Awareness Course, Truckee  
Feb 22<sup>nd</sup>, TAFF, Reno  
March 3-6<sup>th</sup>, Kirkwood Ski Day

### **Membership**

The Program Manager has drafted a Mid-Season E-newsletter to be sent to all existing contacts as soon as review is complete. All new members who join in February will have a chance to win 1 day of heli-skiing in Valdez, Ak with Alaska Snowboarding Guides.

### **Sponsorship**

The Program Manager, Board President and Board Member Holly Yocum attended the Outdoor Retailer Expo in January. Meetings were held with existing sponsors to further develop our partnership; over 30 new contacts were made from a variety of retailers. New opportunities may be possible through the conversations started. For example, Black Diamond is interested in hosting a fundraiser similar to the one they do with UAC for SAC. In addition, SAC participated in a joint meeting amongst other Western State Avalanche Centers and gained great insight on other program successes and operations. The next steps are to compile our list of contacts and reach out in Feb/March for 2014/2015 sponsorship requests.

### **Ski Days**

The Program Manager will provide an up to date spreadsheet of ticket sales at the February 11<sup>th</sup> Board meeting.

### **Recommendations:**

1. That the Board of Directors receives this report for informational purposes