



## Board Meeting Attendees

Date: Oct 8, 2013

Location: Incline Village Library

Board Members in Attendance		Forest Service Representatives	
X	Randall Osterhuber		Denny Hogan
X	Bob Moore		
X	Jason Oelkers		
X	Mark Bunge		
	Dave Paradysz	<b>Forecasters</b>	
	Todd Offenbacher		Brandon Schwartz
	Jeremy Jacobson	X	Andy Anderson
X	Don Triplet		
X	Chip Morrill	<b>Observers</b>	
X	Holly Yocom		Steve Reynaud
X	Dave Fiore		Travis Feist
Board Advisors in Attendance			
	Debbie Broback		
	Cameron Bordner		
	John Swanson		

	Larry Heywood	
	Justin Broglio	
<b>Program Manager</b>		<b>VISITORS</b>
	Jenny Hatch	Mike Ferrari (ferrariski@sbcglobal.net)



**Sierra Avalanche Center - Regular Board Meeting**

October 8, 2013 – Time: 5:30pm

Location – Incline Village Library

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

A. **CALL TO ORDER** - Establish quorum/Introduction of guests – 6:12 PM

B. **AGENDA AMENDMENTS AND APPROVAL** (2 min)

Motion: Mark B. 2<sup>nd</sup>: Jason O. Vote: Yea

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

Motion: Don T. 2<sup>nd</sup>: Mark Vote: Yea

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

Mike Ferrari, Mt Rose Ski Area Patrol Director had some comments:

-Wants a strong SAC presence at the ski day along with a table and raffle.

-He is attending an AAA workshop in Utah; one of the presentations will be on the long range transceiver that can be mounted in a helicopter. After he returns he will give SAC a briefing. From the September minutes *“John Swanson discussed Care Flight’s acquisition of new long-range Barryvox beacon and RECCO receiver. Looking to acquire 2<sup>nd</sup> set to equip helicopters in both Truckee and Gardnerville.”*

-Discussion on a pre-season workshop modeled after Utah and Colorado. ½ day for the Professional Patrollers and ½ day open to the public. Charge public \$30 for the workshop.

**E. CORRESPONDENCE (10 min)**

Andy received the following e-mail in the SAC inbox. After discussion the Board choose to take no action.

----- Forwarded message -----  
From: "Andrew Benton" <[abenton@avantlink.com](mailto:abenton@avantlink.com)>  
Date: Oct 8, 2013 9:36 AM  
Subject: Advertising Inquiry  
To: <[sac@sierraavalanchecenter.org](mailto:sac@sierraavalanchecenter.org)>  
Cc:

Hello SAC,

First off, thank you very much for what you do. As a backcountry enthusiast, I sincerely appreciate what you guys do to get us forecasts.

My name is Andy Benton and I work with AvantLink. We are an affiliate marketing network that have several merchants in the skiing/backcountry/snow sport industry and I am curious if you have ever considered using affiliate marketing to add additional revenue for your organization. We currently already have the Utah Avalanche center in our network and they have produced several sales through their site. If you are unfamiliar with affiliate marketing, we operate on a CPA model where you (as an affiliate/publisher) get paid a commission on sales that are driven through your site.

We have several merchants that I think would do well in your site.

- Tahoe Mountain Sports
- Backcountry.com
- Sierra Trading Post

We also offer several [robust advertising tools](#) that drive conversions.

If you are interested, please check out our website or feel free to contact me. If you would like to join the network, please follow the link below to expedite your application process.

<http://www.avantlink.com/invite/andybenton>

Thank you and have a great day,

--

**Andy Benton**

Account Representative

[abenton@avantlink.com](mailto:abenton@avantlink.com)

[AvantLink.com](http://AvantLink.com) | [AvantLink.ca](http://AvantLink.ca)

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

Denny not available- out of town.

Don has the Ops Plan and will sign. No significant changes.

a. Forecasters' Update – Andy Anderson

Cal State OHV grant -- Andy is working on signs; needs board input on design. Andy given direction by the Board to move forward with getting the signs manufactured and the materials for the mounting. Will pay Andy and Brandon to install.

Updated internet site. Andy asked Board to check out and send comments to him.

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

**No Report this month, nothing has changed.**

**H. COMMITTEE REPORTS (20 min)**

a. President's Report – Don Triplett

b. Discussion about adding John Laine to the Board. Randall introduced him last month with a short bio in last month's minutes. He desires to join us.

Motion: Don T.      2<sup>nd</sup>: Randall      Vote: Yea

c. Discussion on clothing, hats, jackets. Jason will follow-up with different vendors for execution of hats and shirts with "membership".

Don will talk with W.T. Graphics to get new logo digitized.

We will order more hats, visors and beanies.

Discussion on placing merchandise in stores.

d. Mark B. will be proofing Jenny's releases to the public.

e. As a follow-up from last month's meeting on a fundraising tactics:

Giving Campaign- Thanksgiving to New Years AVY Bucks. Develop a program for a "SAC" lunch, vendors tack on an extra \$1 per lunch for SAC. Don will follow-up.

Holiday Giving Program. Participating restaurants will add \$1 per meal for SAC. Don will hand this off t Jenny to follow-up and establish program.

f. Follow up to the strategic planning meeting:

Mission Statement Don has done a draft re-write of the mission Statement. Discussion. Desire for 1 concise sentence.

*"To provide snow avalanche safety information for the greater Lake Tahoe area."*

Vision Statement. Short discussion. No draft developed.

Goals. Some discussion, no draft developed, guidelines for the draft: To make forecast product better. Provide more coverage in right places.

g. Discussion on adding a Forecaster in the southern area.

Brandon and Andy will be tasked to work out detains and pros and cons. They will give preliminary report to the Executive Committee prior to the next Board meeting.

h. SAC Media Plan Discussion

-PSA, how to be more effective with it.

-101.5 morning avalanche report

-Banner for SAC ski days- why can we not put one at he Mountain Hardware and CVS centers like other non-profits do? Don will follow-up.

- i. CRM up and running. Andy and Jason working to refine.
- j. Events overview. Holly reports Squaw/Alpine has donated a Gold Pass for a raffle. Discussion on how best to raffle it.

-Jason working on swag for future events.

-Parasol event – Have Jenny attend and also respond to questionnaire.  
Attachment #1

**I. STAFF REPORT (30 min) Program Manager Report - Jenny Hatch**

**NO Report this month**

**J. ADJOURNMENT - Next Meeting Date – November 5, 2013, LTBMU Office,  
So. Lake Tahoe**

**Attachment #1**

----- Forwarded message -----

From: "Megan Weiss" <[meganw@parasol.org](mailto:meganw@parasol.org)>

Date: Oct 2, 2013 1:10 PM

Subject: ANN Conference Information

To: "Megan Weiss" <[meganw@parasol.org](mailto:meganw@parasol.org)>

Cc:

**Please share this information with your colleagues.**

Only 2 Weeks of Early Registration for ANN Reno Conference for Nonprofits November  
7-8

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[ANN RENO CONFERENCE FOR NONPROFITS](#)  
['13 NOVEMBER 7-8](#)

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[View Map](#)

**Attend Event**



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This invitation was sent to [meganm@parasol.org](mailto:meganm@parasol.org) by ANN = Alliance for Nevada Nonprofits the organizer. To stop receiving invitations from this organizer, you can [unsubscribe](#).

Eventbrite | 651 Brannan St. Suite 110 | San Francisco, CA 94107

Event ticketing and online  
registration by

**Eventbrite**™

----- Forwarded message -----

From: **Parasol** <[jeane@parasol.org](mailto:jeane@parasol.org)>

Date: Thu, Oct 10, 2013 at 12:07 PM

Subject: Wish List News from Parasol Tahoe Community Foundation

To: [holly@sierraavalanchecenter.org](mailto:holly@sierraavalanchecenter.org)

Having trouble viewing this email? [Click here](#)



## Information Requested for Wish List

Parasol's annual Wish List will be published in local newspapers as well as listed on our website beginning in November.

In order to be included on the wish list, we need the following information emailed to [jeane@parasol.org](mailto:jeane@parasol.org) no later than 5 p.m. Friday, Nov. 8, 2013. Any submissions after Nov. 8 will not be included in the wish list.

### What to submit

1. Name of your non-profit
2. What a donation for each of the following amounts will provide at your non-profit: \$25, \$50, \$100, \$500 and \$1,000. For example: A donation of \$25 will provide one hour of crisis counseling at . . .
3. How can donations for the above amounts be made to your non-profit? If by check, name to put on check; if by credit card, where to do this (on your website or by calling); if in person, where to drop off.

[Forward this email](#)



This email was sent to [holly@sierraavalanchecenter.org](mailto:holly@sierraavalanchecenter.org) by [jeane@parasol.org](mailto:jeane@parasol.org) |  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).  
Parasol Tahoe Community Foundation | 948 Incline Way | Incline Village | NV | 89451