



Board Meeting Attendees

Date: September 9, 2014

Location: John Swanson's House

| Board Members in Attendance | | Forest Service Representatives | |
|-------------------------------------|--------------------|---------------------------------------|------------------|
| X | Randall Osterhuber | | Joe Flannery |
| | Bob Moore | | |
| | Jason Oelkers | | |
| X | Mark Bunge | | |
| X | Dave Paradysz | Forecasters | |
| X | Todd Offenbacher | X | Brandon Schwartz |
| X | David Bunker | | Andy Anderson |
| | Chip Morrill | | |
| X | Holly Yocum | Observers | |
| X | Dave Fiore | X | Steve Reynaud |
| X | John Laine | | Travis Feist |
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| Board Advisors in Attendance | | | |
| X | Debbie Broback | | |
| | Cameron Bordner | | |
| X | John Swanson | | |
| | Larry Heywood | | |
| | Justin Broglio | | |
| | Jeremy Jacobson | | |
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| Executive Director | | | |
| X | Don Triplat | | |

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**Sierra Avalanche Center - Regular Board Meeting
September 9, 2014 – Time: 5:30pm
John Swanson's
11580 Alpine View Court, Truckee 96161**

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

CALL TO ORDER - Establish quorum – 6:45 PM

Quorum established. John Swanson thanked for hosting the meeting in his home.

AGENDA AMENDMENTS AND APPROVAL

Motion: John L.
2nd: Todd.

APPROVAL OF MEETING MINUTES : June 2014

Motion: Todd.
2nd: John L.

CORRESPONDENCE: NONE

EXECUTIVE DIRECTOR REPORT (DON)

Donny requested guidance and direction from board on his role as ED – what is/is not his responsibility.

He will begin sending monthly reports a week ahead of board meetings (ideally) or at least the Friday before.

Fundraising:

Jeremy Jacobson introduced Don to Ironman organizers. Applied for Ironman grant to cover observer program.

TTCF and Lake Tahoe Education Fund both have grant cycles closing at the end of Sept. Pursing funding for Know Before You Go programs with local freeride teams. Forest Service and South Lake org have existing relationships w/ schools. Want to fill void in winter outdoor ed, SAC may partner.

Discussing backcountry ball w/ John Monson. Confirmed for Dec 12. Daron Rahlves and Grant Barta are presenting.

Lake Mary dinner is this Sunday. 5:30-9. Sugar Bowl/Royal Gorge pass to raffle.

500 Sugar Bowl tickets for this year. Same rules as last year. Dates TBD, probably March.

Tahoe Donner event Jan 10. Donny doing booth.

Looking for ski days at XC ski areas this winter: TD, Gorge, Auburn.

Wants to develop volunteer program this year to get support for events. Maybe put a tab on the website to recruit volunteers.

Email lists. Get rid of "everyone" email list. No use for it.

Strategic plan & business plan:

Board needs to update strategic plan. Donny talked to Pam Hobday worked on hospital board. She suggested bigger focus on education & outreach in community as way to expand donor base.

Donny begun to update business plan, but that must flow out of strategic plan.

We need plan for a plan. Can we get an example from other orgs? UT? Land Trust? Donny to find.

Need to re-do collection agreement with Forrest Service in November. Denny did good job of tracking account, we need to make sure replacement does that too.

Need to create annual budget & track to budget (projected vs. actuals). Marketing budget for this year. Merchandise. Other outlays.

Working on 2015 sponsorship. Utah Avi Center bumped up sponsorship levels. Should we revisit our levels? Do a "founders" level for resorts vs. shops. \$10k for resorts? \$3k from shops. Names TBD.

Are CalTrans and N-Dot potential funders? Do they look at avi forecast? Dave Fiore to check with contact at N-Dot.

Utah Avi Center sells top banner ad across all pages on site for \$4500/season, but other sponsorship counts toward it. \$700 for small page. Perhaps resorts that give us ski days get SAC banner ads 2 weeks leading up to ski days. Donny to provide plan for approval.

Adding protocol for cash at events. Discussion of giving ED/Donny access to account. Will get a SAC Master Card as way to cover expenses. \$1,000 limit for Donny, \$5,000 limit for Randal on SAC card. Purchases in excess of that need board approval.

Donny is using FB & Twitter. Board agrees we should be using it for more than posting advisory & observations.

Donny proposed speakers series. 3 events. SAC. Informational & educational. Give tickets to sponsors. Charge for it. Avi awareness. Do one in Truckee, one in Reno, one in South Lake. Make sure we don't overlap with other events (e.g. Chris Davenport at Squaw).

Look at calendar make sure everything is updated.

Cobrading w/ CA 89 or other companies on SAC merchandise? Donny to provide numbers. Will decide at next meeting.

PRESIDENT'S REPORT (HOLLY)

Goal of shortening meetings.

Minutes should cover discussion, action, responsible party.

TREASURER'S REPORT (RANDALL)

Note that fiscal & operational years differ. Operational year is mostly done. Biggest pending issue is TTCF financial statement.

Currently showing an operating loss of \$26,500 for last year, but we have NOT received payment for the CSP grant of \$39,000. One that is received it will take SAC to a profit of \$12,500 for the year.

Approximately \$162,000 in the bank.

DIRECTORS

Andy work over the summer - media gallery = \$1,700. Working on integrating salesforce with email.

Mark – our user data and donor info shows there is more fundraising potential in the Bay Area. Ideas?

Develop an advisory board there? Friends of SAC groups in Sacramento, Bay, and maybe Reno. Board to begin networking and putting out feelers on potential members. Goal is to support SAC fundraising. Maybe a Bay area Backcountry Ball next year. Continue conversation via email.

Events - PowderWhore has 3 Bay Area dates. Donny may attend. Make contacts with Sports Basement in SF and Kitchen Sports in Berkeley.

South Lake Avi conference Sept 18.

Dave Fiore suggests a ski day for the board to get everyone out together. Perhaps combine it with a strategic planning retreat. Will explore possibility of getting space at Lost Trail Lodge in exchange for banner ads.

All SAC board meetings to be held in Incline Village from now on as a central location, either the library or the college.

Hiring committee for permanent ED - Randall, Dave Paradyz, Jason (pending acceptance), Bob (pending acceptance), Holly a de facto member of all committees.

Eric Petlock submitted resume and letter of interest in becoming a SAC board member. Has environmental policy background, Sugar Bowl snow safety, knows Sugar Bowl homeowners.

Observers can receive ED report unless there are specific reasons not to.

Board to provide guidelines and parameters for Donny, which will feed into job description.

Marketing budget. We spent \$12-15k on marketing last year.

Randy to work on proposed budget for this year.

Mark to work on plan for a strategic plan.

Next is meeting Oct 7. Don cannot attend November meeting.

Adjourn 8:45 pm



Summer 2014 Board Report

Date: Sept 2, 2014

Background:

Jenny and I have talked several times and all is good. She is happy and awaiting birth. I have sorted through files and have much to digest there. I have all the supplies and have inventoried and will re supply as needed. She is happy to help as needed and wants to continue a relationship with SAC.

Correspondence:

Connected with Robie Wilson, Phyllis Conn -TTCF, Pamela Hurt - Marketing Executive, Sherry Hao - Non profit personnel,

Facebook updated with events and summer messages to protect beacons by removing batteries.

Filed documents with Techsoup to complete registration for non profit support.

Need: Benevity connection Googlers that give, Connect with Jim Hammeral to discuss season of marketing outreach through google and on line programs.

Meetings:

Truckee Chamber Knowledge bites: Social media training, marketing your business

Worked with Andy on website development: banner ads, salesforce integration, media gallery, further training on web back end and google.

California State Parks Grant:

The CSP 2013-2014 Grant was awarded (\$41,101) . The application is attached for review of specific deliverables and budget. Working with Grant administrator (Walt) to complete 2012-2013 grant review, reporting and payment (in progress). 2013-2014 grant budget was adjusted from the award and awaiting program agreement from Walt. We can start planning for season.

Fundraising Work and Events:

- Sponsorship work continues to bring in raffle items. On hand Schwag from Smith, Flylow, DPS, The mountaineers, - Will continue outreach
- Several small events done: Dinner and a Movie - Cal 89 in Truckee, Higher movie premiere 9/6 - booth, Lake Mary Dinner Series 9/14 at Sugarbowl, Powderwhore film premieres mid Oct are set. We need 2 people to sell and manage raffle at each event. Check google calendar for dates. 10/16 Alpenglöw, 10/17 Tahoe Sports Hub, 10/18 Himmel Haus, 10/23 Patagonia
- Feelers out for speakers for BC Ball, Steep and Deep, and potential speaker series.

- Shop Partners are ready to make it happen: Tahoe Sports Hub aka Sports Exchange, Tahoe Mtn. Sports, Alpenglow, Start Haus, Granite Chief- All on board to hold fundraisers, movies, etc.
- Give Back Tahoe - A program by TTCF for end of year giving campaign and support. SAC registered and ready to implement season opening campaign facilitated by TTCF.
- Vail Echo Grant submitted - 250 tix from Northstar, Heavenly, and Kirkwood, And In kind grant submitted for \$2000 to fund (KBYG) Know Before You Go program.

Opportunities: TTCF open competitive cycle now open for September.

LTEF -Lake Tahoe Education Fund open grant cycle due Sept 26. KBYG program

Look Ahead: Ski Day tickets and outreach, Organize events- BC Ball, Steep and Deep, Communicate and Plan with Shop partners for event dates and season commitments,

Membership Drive and Donor Cultivation

SAC Membership Drive will kick-off again in November asking for community wide support. Discuss increase in price level, \$50 minimum, and explain need for program growth and outreach.

Crowd Funding program to raise money for ? Do we try to fund a forecaster position or launch an educational program?

Board Direction Needed:

What does the board want? Programs, direction, materials, outreach,
Marketing budget: Ski days - local radio, NPR, print?, social media

Work Items To Do:

- Strategic Plan creation needed, Outline completed. Need market research from Salesforce. Direction from Mark B. needed.
- Business Plan updated from 2009 with new goals and direction from Board. Language updated and added. Need to decide on program focus and direction.
- Yearly budget set for 2015 and tracking actuals
- Sharing of Quickbook duties? Need division of income to track contributions.
- Banking access for deposits and expenses? Paypal access or new processing device
- Merchandise - Co branding with Cal 89, Wild Cherries, ?
- T-shirt sales in shops? Online?
- Jon Monson meeting planned for Sept.

Social Media Campaign- Facebook, Twitter. Need direction for intent and direction of use.

Winter Trails Day at Tahoe Donner with REI Jan 10th, 2015. 11am to 3pm TD has requested us to booth at the XC center. Nationwide program offers a chance for people new to winter sports to try snowshoeing, xc skiing, etc. Seems like a good give back and opportunity to connect with REI on snow and make inroads with TD.