



Board Meeting Minutes September 25, 2017

Board Members Present: Mike Powers, Mike Gridley, Claire Eastlund, Kate Burns, Jay Wisor, Alison Liaboe

Board Members Absent: Elizabeth (Libby) Schoedel, Dave Yadon, Lisa Sunderman

Guests: Peter Groza, Lauren Heine (potential board members)

Present: Brad Thiessen, Director of Engagement

Attendees began the meeting by participating in a meet and greet to introduce themselves to Peter and Lauren, potential board members.

Alison Liaboe, board President, called the official meeting to order.

Approval/Review of Prior Meeting Minutes

Alison asked the board to review the meeting minutes from June and approve/edit the minutes via e-mail over the next few days. Alison asked that board members pay particular attention to individual action items.

Action Item: All board members should review the last meeting minutes and approve/provide changes via e-mail. All board members should review the action items from the meeting prior.

Review of Logo

Brad has been working with a local designer to produce a new SNSA logo. He distributed four different logo ideas to the board and asked them to rank the logos from favorite to least favorite. Brad compiled the results and the logo with the letters 'SN' that included the mountain and snowflake was the winner by majority vote.

Merchandise

With our new point of registration, provided through the change of web site, we have the ability to sell merchandise (t-shirts, hats, headbands, etc.). Brad would like to concentrate on

Winterfest, NK and the Loppett this year for merchandise sales and use this as a pilot year to see how well merchandise moves via the website.

Action Item: Brad will get different product samples and price quotes and provide board with proposed items to sell via the website.

Marketing

- A free advertisement will appear in the next issue of Out There Monthly.
- The board discussed the possibility of paid advertising
 - The Inlander was deemed too expensive.
 - Public Radio; underwriting programs reach our target audience. Should we proceed with another year of underwriting?
- Brad needs an advertising budget before he can pursue any paid advertising.
- The marketing team that will work with Brad this fiscal year is: Alison, Claire and Kate

Action Items:

Alison will work with **Lisa** to get an advertising/marketing budget to Brad.

Brad will find out how much a ¼ page ad will cost for the Snowlander Issue.

Brad to create a NK flyer for elementary schools. In order to distribute the flyer, **Brad** will seek approval from the Spokane and Mead school districts.

Jay to work with **Brad** to create a flyer to distribute to middle school cross-country participants.

Entire Board should provide feedback on SNSA's marketing plan to Brad by Friday.

Membership Growth

- Brad has a calendar plan in place that will send e-mails to current members and non-members to encourage membership.
 - October/November are the months for the renewal membership drive
 - In December a new membership drive will be held

Update with Diana Dupuis (new Mt. Spokane Park Manager)

- Diana D. is currently hiring new positions for Mt. Spokane.
- The State Parks has a new events coordinator: Lara. Brad will be meeting with her soon.
- From Brad's recent meeting with Diana, he noted that Diana understands many different groups have a vested interest in the park, and many individuals have put a lot of volunteer time into the park to make it what it is today. However, the bottom line is that the park is available to all, and we need to continue having an open mindset.
- Per Diana's priority for the park, it would be in our best interest to reach out to other user groups: snowshoe, fat bikes, skijor, etc.

Action Item: **Mike P.** is going to locate the name of the fat bike enthusiast (who wants to do some grooming) and pass that name onto Brad.

Event Calendar

Brad distributed the 2017/18 calendar to the board.

- Brad asked how involved does the board want to be in events? The board agreed that it is important that we volunteer and have our faces/listening ears available during special events, although we do not want to be in charge of a committee(s).
- Brad asked how informed does the board want to be for events such as Winterfest and Loppett? The board would like to be informed on an ongoing basis about events.

Adaptive

Brad is currently working with Robin Redman to coordinate weekend dates that will not conflict with already scheduled events.

-Robin is going to put together an adaptive program over winter break

-Robin will be heading a training/on-hill adaptive event

Winter Break Camp

The board discussed the possibility of another winter break camp for kids. Due to the low turnout last year and instructor availability over the holiday, Brad will reach out to Natasha to see if there is interest in someone spearheading the camp.

Action Item: Brad will talk to Natasha about hosting a winter break camp for the time frame between Christmas and New Year.

Winter kick-off event

Claire, Mike G., Alison and Lisa are the board members in charge of the event.

- Date is set for Sunday, December 3rd, 5:00-8:00, South Side Senior Community Center
- Catered by Chipotle, working on acquiring the availability of Townsend wines.
- Event will be family friendly and include a silent auction and dessert auction
- Dan Hanks, local skijorer who represented the US at Worlds, will be our speaker for the evening.
- Proceeds will help fund: PSIA Certification, Instructor Training, Signage, Trail Maintenance and equipment

Action Item: Brad to work with Diana Roberts to communicate event to the skijor community.

Brad will ask Robin Redman if we can use the Champions Among Us name for the event.

Gary Silver Award

- Nomination request will begin October 15 and will close November 15.
- The board agreed that we can use nominations from years past and forward nominations from one calendar year to the next (new nominations don't have to be re-submitted every year).
- Brad suggested that we honor the recipient first at the December kick-off party, then again at Langlauf. This suggestion was recommended due to the low turn-out during the award presentation at Langlauf.

Debit Card

Brad needs a debit card so he can access SNSAs funds without having to submit a reimbursement request for every expenditure. Mike P. made a motion to approve Brad receiving a SNSA debit card. Mike G. seconded the motion. All board members were in favor.

Action Item: Alison and Lisa will sign the appropriate paperwork to give Brad a SNSA debit card.

KPIs

Alison asked the board if they wanted to continue with the KPI metrics she created. The KPIs allow the board to follow the financial goals and expenditures for each SNSA program. The board agreed the KPIs is a good idea and would like to proceed with the spreadsheet.

Action Item: Alison will update a new KPI metrics for the 2017/18 season and send the board updated KPIs.

New Cross-Train Ski Team Pilot Program

Brad asked the board is we should require a SNSA membership for members of the new cross-training team. It was agreed that we need to make this program as affordable as possible, since families will be having to purchase parking passes, skis and clothing for the tween skier (tween skiers are more expensive to outfit than a NK skier). It was decided that no mandatory membership should be required to make the program as affordable as possible for this pilot year.

It is also SNSA's hope that families will only have to purchase classic ski equipment and not both classic and skate skis/poles for the introductory year.

Action Item: Jay will work with Jud to inventory the number of skate skis available for older kids (based on height/weight).

Meeting adjourned.

Meeting notes taken by Kate Burns

