

SNSA Board Meeting January 11, 2021 - Minutes

Meeting started 6 pm, online

In attendance: Andy Anderson, Ben Mandel, Chris Coppin, Colin Quinn-Hurst, Dave Yadon, Jason Halloran, Libby Schoedel, Liz Addis, Matt Halloran, Susan Engel

Guests: Trevor and Dee Finchcamp – Inland NW Media, Lara Gricar - State Parks

Action Items:

- Provide junction plan to Parks staff for Virtual Birkebeiner – Susan/Pete
 - Send program information to Mountain Host volunteers - Andy
 - Send list of top 5-10 sponsor options for Skiathon to Dee and Trevor
 - Put an event calendar on the website, helpful for public to know – Dee
 - Update Tim Ray's previous snowmobile user policy for current machine – Susan
 - Arrange initial phone call discussion with Race Coach candidate, - Colin
 - Forward Skijor clinic photos to Dee – Susan
 - Update Lost and Found on website
 - Update Gary Silver award placard
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Minutes:

1. Approve last meetings minutes
 - a) Motion and second, approved
2. Review action items from last meeting:
 - a) Operating plan - Andy working with Nancy and Lara on Tuesday Jan. 12th
 - b) Junctions - Dave worked with groomers on junction grooming
 - c) Grooming hire - Announced hiring for groomer, Lara has good news
 - d) USSA Certification - Received USSA certification, everything's all set
3. Partnership Updates
 - a) State Parks
 1. Events allowed again, will just have to follow Governor's guidelines
 2. Can move forward with JNQ
 3. Hired Hudson year-round, already was grooming Friday and Saturday nights. Previously worked with Prinoth groomers so knows his way around the machines.
 - b) Events:
 - Virtual Birkebeiner - Susan
 1. Pete, who volunteers at the Birkie every year, asked if Spokane could be a virtual site for the Birkebeiner this year.

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2. Received an email from Birkebeiner organizers with some notes:
 3. The virtual event will occur February 24-28, during normal grooming schedule, virtual registration through January 19.
 4. There are about 150 people in NW region who may come to Mt. Spokane to virtually do their Birkebeiner event.
 5. As a virtual sponsor, obligated to do nothing. Encouraged to provide recommended routes for people to ski. This season, the Birkebeiner is 42km, 26km, and 14km --- a 40k could be okay. Some ski areas are doing aid stations and timing, but there is no requirement to do that. Only have to offer recommended routes. Some local people may be able to sign up and complete the event.
 6. Do we have to add this to our operating plan?
 - a. **Action Item** – Just provide junction plan to Parks staff
- Everything set up on Rally.com for Skiathon – Dee and Trevor
 1. Page up on Spokane Nordic site under ‘events’
 2. Event details, logistics, format up on RallyUp.com
 3. Start of Skiathon: full month of February
 4. Tier 1 and 2 rewards - normal SNSA merchandise
 5. Tier 3, 4 and 5 - have Skiathon logo as well to make the merchandise more interesting/attractive - everyone ok with that
 6. Some time to make alterations to logo and merch. designs
 7. **Action Item**: Send list of top 5-10 sponsor options
 8. Note: Reference as ‘Mt. Spokane State Park Nordic Area’
4. Mountain Host Program - Andy
 - Pushing back numbers of hours, etc.
 - Arrive, wear hats, take a radio out, and have basic CPR/first-aid training
 - **Action item**: by end of week, have something to volunteers
 5. Review Financials – Liz
 - Income and expenses looking balanced overall, so we are in a good position
 - Up overall compared to last year
 - Nordic kids at \$1,700
 - Race Team at positive net income vs. expense
 - Received at \$1,000 from Skijor event that isn’t processed yet
 - Trails - went under, follow approval other accessories
 - Ski School, Adult lessons program, number of lessons yet to cover certification fees
 - Overall, delta is up \$4,000 to \$4,500
 - Diana Roberts donation - \$4,000 into Skijor account
 6. Grooming/Trail clearing – Dave

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- a. Positive comments generally
 - b. Waiting to put markers in for classic tracks, working out details
 - c. Request to ensure coordination on use of snowmobile - use dry erase board to notify others when you take out the machine, post a calendar of events in Ski Patrol room or an online sign-up to notify everyone so people know when it's reserved in advance
 - d. Might be worth getting a set of radios for this purpose because cell phones are so spotty on the trails. Ensure that radios cover appropriate distance.
 - e. **Action Item** - Put an event calendar on the website, helpful for public when they show up and there are events going on - Dee
 - f. From a liability perspective, SNSA should set up a policy of use designating how the snowmobile is used, by whom and for what purpose. Should know where the snowmobile is at all times.
 - g. Will be putting out a call for volunteers and a more formal process for clearing trees. Currently 8 or so people authorized to use the snowmobile, as those are the people who took the training earlier this year.
 - h. Tim Ray has a copy of the previous policy for the other machine that could be used as a basis.
 - i. **Action Item:** Susan to contact Tim Ray, request a copy, and clean up that copy.
 - j. Susan arranged for additional people to make grooming reports to the website.
7. Race / Transition – Ben
- a. No major update. There was a generous offer from Steve and Linda Sparks from Elements to cover wax for Race Team and T-Team.
 - b. Lisa Sunderman found potential candidate for new coach, Jason Jablonski. Lives in Wenatchee and helps with Leavenworth ski team and is a professional cyclist.
 - c. **Action Item:** Arrange initial phone call discussion, follow up with additional board members if high potential - Colin
 - d. One complaint about crowding of skiers/events at Sandpoint.
8. Nordic Kids– Matt
- a. Second weekend, successful, good feedback. Had one cancellation due to mask policy.
 - b. Pros: Parking lot. If we had been running 150 kids, parking lot would not have fit everyone this Saturday, so current format has been a benefit.
9. Adaptive / Skijor – Susan
- a. Kate squeezed in two clinics last two weekends, Sundays, and avoided having to pay for insurance to extend through rest of the year.
 - b. **Action item:** Will forward photos to Dee

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10. Sponsorships - Chris

- a. How many more members could we potentially attract to the association
- b. Statistics: Number of stickers sold - groomed trail Snow Park permits
 - 2017: 600, 2019: 995, 2020: On-track for more
 - Assume each sticker represents 2-3 skiers, could be a potential of 2,000 - 3,000 skiers using the trails
 - Current membership just above 500
 - How do we entice them to join our Association?
 - One potential strategy is a set of members-only perks
 - Contacted Expert Voice, mentioned before. Discounts on over 500 different brands, ranging from 20-70% discounts. Reached out and they are in the process of viewing our information.
 - Reviewing idea of sponsorship levels, bronze, silver, gold or similar. How do we showcase or highlight the big donors? How do we shine the spotlight on the top donors?
 - Athletic brewing - Brew only Non-Alcoholic. Enthusiastic about sending their Washington distributor to some of our races and events, aid stations.

11. Grants

- a. Approved submission of RCO-RTP grants for trail maintenance, planning
- b. Randy Kline leading effort for RTP grant for trail planning and design, also addressing trailhead access and potential impact of e-bikes on other users

12. Lost and Found

- a. **Action Item:** Needs to be updated on the website

13. Gary Silver

- a. Kate Burns nominated individually, both Mike and Kate nominated together, Mike Burns nominated individually, Brian Hawkins nominated several times, Stucke family
- b. Brian took care of maintenance equipment for years and years of trail clearing and maintenance, still serves on Grooming committee
- c. Brian Hawkins nominated for award for years of quiet dedication to maintaining the trails, coaching Nordic Kids, and countless hours volunteering behind the scenes.
- d. **Action Item:** Update placard

14. Executive session