October 19, 2021 Meeting Agenda SNSA BOD - Minutes

6:00 - Call to order

Present: Jason H., Dave, Susan, Trevor, Dee, Ben, Matt, Liz, Colin, guests: Lara Gricar - WA State Parks, and Mark Schneider - Ramble Raven

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**Action Items Summary:**

* 1. Discuss carry-over of 2020 Ramble Raven donation
  2. Motion passed to raise JNQ sponsorship levels to $500, $1500 and $5000
  3. Trevor and Dee to send out list of needs to membership:
     + 1. Event planning and volunteer coordination/Champions Dinner
       2. WinterFest, Nordic Challenge, Loppet
       3. Fundraising
       4. Lawyer
       5. Nordic Kids volunteers
  4. Jason Halloran and Jason Jablonski to join Grooming Advisory Committee
  5. Liz to compare financials for this season to two seasons ago
  6. Jason H. to work on Google form and process for signing up for on-your-own trail maintenance, tracking needs, work accomplished, volunteer hours
  7. Colin to look up costs/logistics for running background checks for NK coaches, at cost to SNSA
  8. Susan to send T-Team contract to Ben to get signed with Ted Haskell
  9. Susan to contact Lisa Sunderman to coordinate, and push sign-ups for Adult Lessons online. Trick is tracking down instructors for the dates that people want to have a lesson.
  10. Colin to work with Trevor to post weekly wax recommendation on website
  11. Trevor to promote higher membership categories as a way to donate to the organization
  12. Karma filming next week for video
  13. SNSA Board to give Karma a cap, or a percentage, to spend on advertising
  14. Jason Jablonski need to get on insurance, find a location to store the van

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Minutes

1. Approve Minutes from September 20, 2021 (Shared by Colin)
2. Lara Gricar - Updates from WA State Parks
   1. Mt. Spokane State Park staff down to two people
   2. Losing non-motorized groomer, maintenance supervisor
   3. Peter Herzog back as interim director
   4. First day hikes and first day ski - January 1
      1. Staff will assist
      2. Something like 9:30 in the morning
      3. Hikes are very well-attended, the ski is a new thing
      4. Lodge likely to be closed
      5. Mt. Host meeting coming up on Oct. 23
3. Introduce Mark Schneider from Ramble Raven
   1. [Spokesman article about Ramble Raven](https://www.spokesman.com/stories/2020/may/17/spokanes-home-town-outdoor-consignment-shop-expand/)
   2. SNSA Consign-For-A-Cause Account is on its way, increasing in amount. SNSA can cash it out whenever, or can purchase gear for programs
   3. Maybe dedicate Consign-For-A-Cause account toward a specific purpose
   4. Requests consideration for getting credit for beginning of the next season
   5. **Action Item:** Discuss carry-over of 2020 Ramble Raven donation
4. Sponsorship Plan
   * 1. Raising JNQ sponsorship levels
     2. Should top-level sponsor be higher for JNQ?
     3. Raise from $3k to $5k?
        1. Yes, motion made to raise JNQ sponsorship levels to $500, $1500, $5000
        2. Motion: Matt Halloran
        3. Second: Liz Addis
        4. **Motion passed**
5. Board Recruitment
   1. Aaron will not join the board
      1. Will be available to help with specific fundraising tasks
      2. Provide a script and he will forward contacts to Trevor
   2. Call for volunteers by email
      1. **Action Item:** Trevor and Dee to send out list of needs to membership:
         * 1. Event planning and volunteer coordination
           2. WinterFest, Nordic Challenge, Loppet
           3. Fundraising
           4. Champions Dinner
           5. Lawyer
           6. Nordic Kids volunteers
           7. Groomer Operator
      2. **Action Item:** Jason Halloran and Jason Jablonski to join Grooming Advisory Committee
6. Treasurer's report - Liz
   1. Balance: Big picture number - $73,000
   2. Checks for racing team coming in
   3. Money for nordic kids coming in
   4. $10k income in last 30 days
   5. Increases in wireless and phone, will be turned on Nov. 1
   6. JNQ and Head Coach sponsorship are separate categories under Race Team, is this an issue? Feedback is that this has been functional in the past.
   7. **Action item:** Liz to compare financials for this season to two seasons ago
7. Grooming and Trails - Dave
   1. GAC meeting update
      1. First grooming committee coming up on Wednesday
      2. Due to fire season, couldn’t access paper company property until late in the season, only hand tools, so behind on opening up those trails
      3. Looking for ideas for adopt-a-trail
         1. Sign up for volunteers to go work whenever you’re available
         2. Grooming committee could give info to participants
         3. **Action Item:** Jason to work on Google form and process for signing up for on-your-own trail maintenance, tracking needs, work accomplished, volunteer hours
8. Race Team/Transition Team - Ben
   1. Assistant coach update
   2. Fall training update
   3. US Ski and Snowboard membership
      1. Anyone with direct control over kids needs SafeSport certification
         1. Jason, Ted, Jason, Matt, Colin
         2. Don’t make Nordic Kids volunteers get SafeSport but could do background checks on volunteers
         3. **Action item:** Colin to look up costs/logistics for running background checks for NK coaches, at cost to SNSA
         4. **Action Item:** Susan to send T-Team contract to Ben to get signed with Ted Haskell
9. Nordic Kids - Matt
   1. Coordinator job
      1. Talked with Katrin, downhill side Ski School director
      2. The more we ask of volunteers, the harder it is to find people
      3. In the long-term, partnering with downhill side, to partner in recruiting for coaches
      4. Matt likely to be coordinator again this year
10. Karma Update - Trevor and Dee
    1. Membership Drive Update
       1. Next month
       2. Will run all through November
    2. Prepping members-only section on the website
       1. Coupon codes would go out to members when they sign up
       2. Members get $10 off first adult lesson
       3. Lisa Sunderman already has a system set up to do payments and discounts, no one can sign up for a lesson with a membership, just gets $10 off lesson with first one
       4. **Action Item:** Susan to contact Lisa Sunderman to coordinate, and push sign-ups for Adult Lessons online. Trick is tracking down instructors for the dates that people want to have a lesson.
       5. **Action item:** Colin to work with Trevor to post weekly wax recommendation on website
       6. Start Refer-A-Friend membership program - if you sign up, referrer and referee both get signed up for drawing for Langlauf entry
       7. Champions Dinner - Not planning Champions Dinner this year
          1. Perhaps could draw on some donors from that event to draw prizes to give out throughout the year
          2. Still need to ask these companies for a donation —- does anyone want to send us a check? These are the projects, will you donate?
          3. If we don’t have the Champions Event, would we want to have a virtual Champions Event, give away an award via a Zoom Call, or do an online auction
          4. **Decision:** Wait until membership drive is over
          5. **Action Item:** Trevor to promote higher membership categories as a way to donate to the organization
          6. **Action Item:** Filming next week for videos
          7. **Need information:** What is the advertising budget available for next year?
             1. Nordic Kids advertising budget
             2. Different categories need to be clarified
             3. Hard to set budget for Ski-A-Thon merchandise ahead of time
             4. What is a reasonable budget for advertising?
             5. Adding members generally requires spending some money on Facebook, there is nothing more cost-effective or versatile
             6. **Decision:** Board to give Karma a cap, or a percentage, to spend on advertising
11. Asset management - Jason H
    1. Van - winter storage?
    2. At McClaughlin’s house, it would be best if it were removed before snow starts falling
    3. **Action Item:** Jason Jablonski need to get on insurance, find a location to store the van
12. Master Ski Program - Andy
    1. Andy has been in touch with Jason Jablonski and they are working on starting off Masters program
13. Mountain Host - Andy
    1. Program is underway
    2. Meeting Oct 23.

14. Other events/programs

* 1. Bark-e-beiner probably not going to happen if Selkirk Lodge isn’t available, won’t pursue business sponsors if not going to host
  2. May host clinic at Winterfest without an insurance rider