

# SNSA Board Meeting October 19, 2020

**In attendance:** Susan Engel, Dave Yadon, Matt Halloran, Liz Addis, Andy Anderson, Chris Coppin, Trevor and Dee Finchcamp, Jason Halloran, Ben Mandel, Libby Schoedel

Meeting convened at 6:00pm

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1. Introductions of Guests
  - a. Trevor and Dee Finchcamp – Communications/Branding/Marketing – Main focus has been looping into conversations with different people/projects – Lisa Sunderman, George Momany, Lara Gricor, Mike Burns for JNQ marketing
  - b. Trevor: Dive into fundraising full team once more details are available about which type of snow machine is desired
  - c. Jason Halloran – prospective board member introduction
2. Approve last meetings minutes
  - a. Move to approve by Liz Addis, seconded by Dave Yadon
3. Chris Coppin approved to the board
4. Review Financials – Liz/Libby
  - a. Libby started training with Liz on Financials on Sunday
  - b. Start with totals in NuMerica checking
    - i. Right now at a little over \$59,000
    - ii. Will start taking hits as coaching salaries come through
    - iii. Next discussion is Nordic Kids, will probably see limited income
  - c. Profit/loss by class – breaks down where we've allocated funding we've received and expenses we've incurred
    - i. In restricted contributions, we have received \$7,600 from Lisa Sunderman in the account
  - d. Talk with Parks about \$4,000 for trail widening, Parks has already begun some of that work, rented excavator for 4 weeks, and 3 of those weeks will be paid for by SNSA. Expect \$4,000 outgoing to support that. SNSA has submitted check, hasn't cleared yet.
  - e. Seven race team members have signed up and sent their waivers
  - f. Received operating agreement from State Parks
  - g. On website, can accept payments from Wix, but haven't yet tied it into one of our own accounts.
    - i. **Action item:** Matt to set up a call with Liz and Libby to set up account links
5. Partnership Updates – Andy
  - a. Trail widening – Interested in social media recording in order to put on website – promote this as something that Spokane Nordic is working on – Visibility for SNSA

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would be positive, tie that into a story about all the volunteers – film volunteers this weekend, and film excavator in progress as well

- b. No new information about how lodge and facilities will be run based on new Governor's guidance – expect it won't change
6. Grooming/Trail clearing – Dave
- a. Trying to get a hold of Parks about most recent windstorm
  - b. Sam is leading the next and last work day
  - c. Grading things happening with excavator
    - i. Need more leadership in running the trail days
    - ii. Trevor & Dee - Have been sending out posts and emails
      1. Email list is working, had not volunteers until they sent out an email
      2. Will work on strategy for recruiting new people into the Trail Lead/Trail Boss program
      3. Possibly follow Washington Trails/Evergreen East model of a green helmet, saw or shovel after so many hours of work on the trail
    - iii. No new information on ATV versus snow machine
7. Race / Transition / Cross team – Ben
- a. Updates:
    - i. George signed his contract with 10% reduction
      1. Working with racers already
      2. Have updated waiver forms with COVID requirements, all forms are updated and posted
      3. Corrin Bryant is interested in being the assistant again this year,
        - a. Want to confirm with board: 10% reduction to be consistent
        - b. Motion, second, and approved
      4. 5 full-time registrants currently, and 2 part-time registrants
        - a. Have turned in all forms, payment
    - ii. Ted H is lead, and Chris Lambiotte is interested in being an assistant
      1. Breakdown of salary, 2/3 going to Ted, 1/3 going to Chris
        - a. Possibly make T-Team free for Chris
      2. **Action Item:** Ted reaching out to Chris to confirm arrangement
      3. Wax order has been placed, around \$100, likely to be reimbursed – to confirm with the board
      4. For group sizes with COVID, will want to make sure we have enough volunteer coach numbers in order to ensure correct group sizes
      5. Online, will need some direction for T-Team sign-ups, in order

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6. **Action Item:** Track numbers of T-Team sign-ups, also track number who are members. Next meeting, make a vote on max. program size based on Governor's guidance at that time.
  7. Action Item: Figure out how to manage balancing online registration process
  - iii. Race Schedule –
    1. Bend race previously scheduled for December is moved into January, Methow race on for early February, Spokane race is on
      - a. Spokane – time trial format, classic one day, skate the next
      - b. Mike Burns need form for reaching out to donors for holding the JNQ
      - c. **Action Item:** Board to assist in reaching out to donors
      - d. **Action Item:** Confirm race date, early- to mid-February
  - iv. Nordic Kids – **Action Item:** ask Natasha Sharman if she could be available to provide coaching to participants who request assistance
8. Nordic Kids/Rangers – Matt
- a. Would like permission to move ahead with Phase 2 outlined previously, which would be scheduling individual lessons, as well as content-driven approach where people can sign up to download lesson plans.
  - b. As described here: <https://www.spokanenordic.org/nordic-kids-and-covid-19>
  - c. Can Schedule Lessons here: <https://www.spokanenordic.org/book-online>
    - i. Under current format, if you wanted to schedule 3 Saturdays, would need to go in and schedule 3 separate times
    - ii. Could set this up either as one-off lessons or as a series
    - iii. Leaning toward the current format, signing up for one-off lessons
    - iv. Could be useful to offer a service where skiers could be filmed and submit their videos to a coach for feedback
    - v. Would be helpful to tie some of these lessons to the specific coach
  - d. Currently have 7 coaches, perhaps 8
    - i. Will need to provide good guidance to volunteer coaches about safety protocols
    - ii. Will need to confirm commitment level for each coach
  - e. May get more people involved, but wouldn't have the sheer numbers every weekend
    - i. With full participation:
      1. 7 coaches x 5 kids each
      2. 35 participants each weekend, x 7 weekends = 245 participants all winter. At \$10 each, \$2,450 revenue.

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- ii. For paid virtual-only content, currently \$15, but may not adequately cover the time and costs
  - iii. With videos, could be tailored to Mt. Spokane, and will have the content in the future, and videos will always be available to carry on in the long-term, and gets the Spokane Nordic brand out there and show what Spokane Nordic brings to the community
  - iv. We also have no idea what things will look like in January and February, so the videos could be crucial
  - v. Could potentially go back to the T-Shirt sponsors and ask for a donation that would go toward this video content, going toward developing a COVID-friendly Nordic kid program
  - vi. Ideal to pay for video content creation always with company/corporate money – always look toward this as the first option for paying to create content
  - vii. Trail map sponsors could potentially be contacted to assist with developing this content, in the same amount as previously
  - viii. Any branded shwag is also very helpful, as a way to reward sponsors and distribute branding
    - 1. Bora has a team store where orders could be placed periodically
  - ix. Motion to approve moving forward with the format as shown, seconded and approved
  - x. Rangers – Kurt is squared away to carry out Rangers, and will keep same structure as previously. No major updates. If we follow the same format, enrollment can be set up.
9. Adaptive / Skijor – Susan
- a. Kate Burns has her arrangement solidified, no major updates from Robin about Adaptive, it looks like it won't move forward this winter
10. Master Ski Team / Adult Lessons and Events
- a. Winterfest – Likely just say it's off for now, but will keep checking back. It's good for membership but not very profitable.
  - b. Barkerbeiner
  - c. Nordic Cup (JNQ) – Moving forward
  - d. Loppet – Could do a virtual time trial format
11. Gary Silver – Start getting request for nominations out. Put something on the website and then in an email to the members.
12. Executive session

Meeting adjourned at 7:30pm

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**Amendment 10/20/2020** – Members remotely approved Jason Halloran to join as a member of the Board of Directors