2021 SNSA Board Retreat - Minutes

June 27, 2021

Meeting convened at 9:02am

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

Action Items in Yellow

## Interview with Head Coach Applicant

## Overall goals: Maintaining skiers and building year-round community

* Board relationship: Take direction from the board, but approach it as collaboration to identify priorities, 3 at a time, achieve those, and then move on to the next 3.
* Masters Program – how to maintain a balance of introducing new participants and serving a more advanced group: have separate monthly introductory sessions for new skiers, but focus on providing a training plan and bi-weekly sessions for the core team.
* Van – willingness to maintain and drive the team van: anything with wheels and a motor is something that can be maintained, driven and stored.
* Fundraising – willingness to participate in fundraising efforts: past experience with fundraising has been successful. It’s necessary, not a favorite activity, but has been successful. Would need someone to handle grant paperwork, board willing to assist in the paperwork.
* Next Step: Action Item – Colin - Put together contract along with Memorandum of Understanding defining initial objectives and method/frequency of tracking objectives

## Future

* Current President and Vice-President, Andy and Susan, met with Matt Halloran regarding Vice-President role, he’s willing to take on that role moving forward.
* A priority is getting a Nordic Kids coordinator on-board.
* A key agreed-upon goal over the past five years was to get into a stable financial position, which was achieved.
* A fundamental goal going into this year is to stay in this stable position financially
* Vision going forward: What is the next big thing?
	+ - Looking at stability, taking day-to-day burden off board members and putting it other places
			* Example, Nordic Kids coordinator position
			* Utilize Trevor & Dee / Karma
				+ Great deliverables
				+ Quality communication
			* Make the board more of a strategic committee
			* Example 2, get a paid book-keeper
				+ How would we do if we had someone paid in this position?
		- Big corporate sponsorships
			* Find someone with connections and invite them on the board
			* Get our name out their all year-round
		- Further development of the Master’s program
			* Three tiers – Guided by head coach
				+ Beginners/Rec-Skier
				+ Serious People – Birkebeiner
				+ Group for community of skiers

Not necessarily training super-hard

People who aren’t the beginners

Developing a network

## Approve 2020/21 Budget

* Review Budget
* Push harder on JNQ fundraising need to keep focusing on that
	+ - Action Item - Identify most important sponsors and identify key contacts
* Skiathon – will be adding $1,000
* Focus on trying to grow general Business Sponsorships line item
* Youth programs based on predicted participation
	+ Expenses - What takes away from the forecasted profit?
	+ Adaptive equipment - $200 – Action Item: move out of expenses category into Adaptive account tracking
	+ PSIA certification and training
	+ JNQ expense - $5,000
	+ Overall event supplies - $8,000
	+ Fundraising expenses - $6,000 – anything needed for Champions Dinner
	+ Operations/Shared Expense category
		- Marketing signage - $1,000
		- Trevor & Dee / Karma – Shifted to Membership Support
		- Savings $8,000 from former membership support contract
	+ Foundation postage went up to $100
		- Any thank-you letters and postage in general
	+ Wireless phone $1,000
	+ Quickbooks subscription - $912 per year
	+ Trailcleaning expenses up to $2,000 – saws etc. shears
	+ NK/PSIA membership $2,000
	+ Coaching expenses: Action Item: upgrade to $36,000 for head coach, add $5,000 for assistant, add $3,500 for T-Team coach, add $5,000 for Nordic Kids coordinator
	+ Keep Head Coach and T-Team coach under “Coaching Expenses” and add Nordic Kids coordinator under NK Miscellaneous Expenses

**Motion:** Approve budget as proposed with adjustments as discussed today and recognition that this year may run a deficit budget **Amendment:** Add Excel Head Coach spreadsheet as reference - *Motion made by Andy, seconded, all approved.* Action Item – Liz – Update budget with coaching expenses and other adjustments as discussed.

## Review 2020/21 Season

* Participant numbers – covered above
* Membership numbers – covered above

## Events

* Champions Event (Fall)
	+ - Action Item – Susan: Rebrand event
		- General support for get-together membership event annually
* Winterfest (Jan)
	+ - Sunday event – January 16
* First Day Ski Tour (Jan 1)
* Langlauf (Feb 13)
* JNQ  (Feb 19-20)
* BarkerBeiner  (Feb – Early March)
* Souperbowl  (Feb 5)
* SkiAthon (Feb)
	+ - Worked well in February, support keeping event in February
* Loppet  (March 6)
	+ - Follows up SkiAthon
	+ Gary Silver Award
		- Do it at Champions Dinner?
			* Action Item - Susan: Follow up with Trevor & Dee, see what they think
		- Do it at the Loppet , Race & Party type of thing?

Programs

* Trail Clearing
	+ - Sam and Dave lining up tentative dates
* Nordic Kids (Matt)
* Coordinator
	+ - * Keep adding new kids with involved parents
			* Action Item - Matt: Posting position, connect offline to post soon
* Coaches
* Structure
* Marketing
* Rangers
* Relaunch plan
	+ - Action Item: send out to membership to see if someone wants to run that program
* T-Team (Ski school committee)
* Cross-Train Ski Team (Ski School Committee)
	+ - Action Item- Ben: Fold into T-Team/Race team
			* Similar to Master’s program intro concept, host special monthly intro sessions to introduce new skiers to the programs
* Race Team (Ski School Committee)
* New head coach for 2021/22
* Masters (Andy)
* Aaron Scott, interested in Masters, intrigued by offer to join the board and learn about the board
* Potential Nordic Kid participant parent might be interested in joining the board
* Looking at building off where we started two years ago
* New name?
	+ - * Action Item – Ski School: Discuss more with Race Team / T-Team staff
* New structure?
	+ - * New ideas covered above under Future goals
* Ideas from Lisa Sunderman “December ski clinic, weeknight skis, and one weekend day on-snow training. Divided into beginner, sport, and race. If someone wants to oversee it, I know the instructors would help staff it. It would be helpful to find a credible coach who could set a regular training plan as part of what people would get from paying for a training series.”
* Mountain Host (Andy)
	+ - Launched last year
		- Got a lot of volunteers, high interest and turnout
		- Had a good end-of-year meeting partnering with Ski Patrol and Parks
		- Nancy wants to run Mountain Host program, she’ll manage that team
		- Action Item – Andy: help shepherd program from Spokane Nordic side
* Adult Lessons (Dave)
	+ - New season, hopefully more like previous seasons than last year, a lot of folks were hesitant to help last year
		- Big thing is to help improve communication with Adult Lessons through Spokane Nordic communications channels
* Skijor (Susan)
	+ - Action Item - Susan: Follow up with Holly Weiler is a skijorer and potential board member to take this on
* Adaptive (Susan)

Fundraising

* Finalize Sponsorship plan
	+ How to thank big donors in 2021
		- Did a calendar last year
	+ WRAC requests for the 2022
		- Action Item – Colin: Update signage plan grant application
	+ Future needs
		- Talk with Race Team

General

* Snowmobile plan
* Van
	+ - Storage
		- Insurance
		- Action Item – Colin: Head coach SafeSport/USSA background check
* Website updates
* Recruiting New Board Members
* Board Structure
	+ - Susan Engel - President
		- Matt Halloran – Vice President
		- Liz Addis - Treasurer
		- Colin Quinn-Hurst – Secretary, Ski School committee
		- Ben Mandel – Race / Transition/ Cross Team, Ski School Committee
		- Dave Yadon – Adult lessons, Trail Clearing, Grooming Advisory Committee
		- Jason Halloran – Asset Manager
		- Andy Anderson, Past President, Mountain Host Program
		- Remaining roles:
		- – Adaptive/ Skijoring / Partner Events
		- – Nordic Kids/Rangers Liaison, Ski school Committee
		- – Sponsorship Manager
		- -Masters Program
		- -Events (Winterfest, SkiAthon, Loppet, Membership Event)

**Formal Record of Elections:** Libby – Move to adopt list of board roles as elected, Andy seconded, unanimous approval.

* Board Meetings (Time, Location)
	+ - Susan putting together a list of board meeting dates/times
		- Propose moving SNSA meetings to 3rd Monday of the month rather than 1st
			* Group supportive
		- Looking at every other meeting going online
			* Group supportive
		- When we meet in person, it will be somewhere where we can have food
		- Trevor & Dee – Formal plan regarding messaging approvals
			* Susan, Andy and Matt will work with them regarding message traffic to ensure that someone on the board has approved whatever goes out
			* Needs a list of people to go to with specific questions
			* Keep Dee in contact with Lara at State Parks
		- Contract with Trevor & Dee
			* + Defining upper limit and calendar of monthly hours, ramping up in winter
		- Sponsorship tiering
			* New Tiering system is more specific
			* Frontline cleaning: Great comments back on sponsorship benefits
			* Ramble Raven: Great feedback and support on sponsorship benefits
* Meeting Adjourned at 11:57am