

SNSA Board Meeting February 8, 2021 - minutes

Meeting started 6:02pm

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

Guests: Diana Dupuis, Lara Gricar, Trevor and Dee Finchcamp

Action Items:

- Reconvene Ski School Committee to confirm direction for Race program and coach hiring, whether to maintain as a volunteer-based, parent-led approach or to look at options for growing into other areas
 - Ben to communicate Board's decision to Mike Burns, that we will be notifying the ski community about the event, protocols and impacts
 - Liz and Libby to provide detailed reports to Kate and Robin for the skijor and adaptive programs, respectively
 - Trevor and Dee to draft up an announcement worded appropriately to promote local businesses and existing sponsors, such as Fitness Fanatics, in addition to the Expert Voice benefit
 - Brainstorm some ideas to host an awards ceremony at the end of the event. Could tie-in with the Gary Silver award, and give that award at the same time
 - Susan to send virtual race routes for the Birkie to Dee
 - Andy and Dave to send information from the submission for Brian to Dee and Trevor. It would be worth contacting John McCarthy and Darryl Poduk about all the work Brian has done over the years.
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1. Approve last meeting minutes – Motion to Approve and seconded
2. Partnership Updates
 - a. State Parks – Diana Dupuis and Lara Gricar
 - i. Positive comments so far this year on grooming, Hudson will continue as groomer and operating other heavy equipment in the off-season
 - ii. Submitted RCO grant for Park plan
 - iii. Submitting funding request for new biennium, right now is a good time to contact state legislators about budget needs for Mt. Spokane, Parks will get a new budget on July 1 of 2021
 - iv. Shifting snowshoe trail next year so it starts at the Snowmobile lot, and won't go straight down the Ravine, and will help with some confusion of snowshoers who start at the Nordic parking lot and what paths they should use

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- b. Mountain Host
 - i. Have contacted other community members who expressed interest
 - ii. Next step is to put up a sign at the Lodge notifying people to look for the yellow hats, and refine scheduling process
- 3. Review Financials – Liz
 - a. Doing well financially – we are bringing in less money overall, but expenses are also down
 - b. Robin Redmond has transferred to our general fund \$2,100
 - c. Skijor with Diana Roberts account is a completely separate account, and will need to figure out how to mesh with overall budget
 - d. Skijor and Adaptive have asked for specific reports regarding charges to their programs, for things like outreach and communications
 - e. Kate's Skijor clinic did make money, about \$2,100
 - f. Haven't made as much this year for ski school lessons for the adults
 - g. Fewer kids on Race Team and Transition Team, fewer kids in Nordic Kids program this year
 - h. Aren't paying for a membership coordinator this year
 - i. Skiathon is bringing in quite a bit of money at this point
 - j. George is not driving van this year, which changes budget
- 4. Grooming/Trail clearing – Dave
 - a. It's been pretty quiet on comments coming through the website, mostly positive comments and suggestions/ideas.
 - b. A lot of work going on by volunteers and Rangers and groomers clearing brush, branches and trees.
 - c. Perhaps putting together a volunteer effort for mid-winter clearing
 - d. It's okay for Grooming Committee to go ahead and purchase a pole saw
 - e. Grooming committee usually meets once in the fall and once in the spring, and then e-mail contacts in between besides that
 - f. It was groomed up to Quartz lookout in order to get people better accessibility to Quartz. Can't groom all the way up to the lookout because it is very tight, with the intent to allow people to use the lookout for winter views. Just trying it out this year, but could potentially add the lookout to our trail maps next year.
- 5. Race / Transition – Ben
 - a. JNQ Race
 - i. Invitational format next weekend
 - ii. 30 participants, limited timeframe each day, approximately 2 hours
 - iii. Will be individual-start, time-trial format following all procedures and protocols

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- b. Race coach search
 - i. Found a potential applicant from Wenatchee
 - ii. Still a lot of questions to answer, regarding his actual willingness to move
 - iii. Will check character references before proceeding
 - iv. **Action Item:** Reconvene Ski School Committee to confirm direction for Race program and coach hiring, whether to maintain as a volunteer-based, parent-led approach or to look at options for growing into other areas
- c. Should we let people know ahead of time
 - i. Essentially swapping Nordic Kids numbers for race participant numbers, as Nordic Kids has 30 people and won't be happening that weekend, so parking spaces shouldn't be an issue
 - ii. The board agrees that we should let people know on our website that the event is happening, so that we are transparent about impacts, trail closures, following state guidelines, and being extremely proactive in our precautions.
 - iii. We can borrow verbiage from State Parks about State guidance, we are allowed to do this, and this event meets our guidelines otherwise we wouldn't be doing the event.
 - iv. **Action Item:** Ben to communicate Board's decision to Mike Burns, that we will be notifying the ski community about the event, protocols and impacts
- 6. Nordic Kids– Matt
 - a. Matt to bring forward ideas about Nordic Kids coordinator position and how we can make that sustainable for the future
 - b. Received some feedback about available quantity of lessons, and some initial confusion about the sign-up format
 - c. For the future, a small class every week that people can reserve weekly is something we should look to sustain
- 7. Adaptive / Skijor – Susan
 - a. A breakout of administrative costs and work time would be helpful for Kate and Robin. They are specific about that due to previous board direction that each program be self-sufficient.
 - b. **Action Item:** Liz and Libby to provide detailed reports to Kate and Robin for the skijor and adaptive programs, respectively
- 8. Sponsorships – Chris
 - a. ExpertVoice is set up for members. It's a portal that as an expert in Nordic skiing, which all members of Spokane Nordic are, allows you to sign in and provides you with access to all sorts of different brands: Black Diamond, up to 60% off, Outdoor Research, 40% off, and so on. Spokane Nordic could be the home for a lot of people to access this resource.

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- b. We will want to acknowledge our existing relationship with Fitness Fanatics regarding how we communicate this, and focus on the brands that are not carried here on Expert Voice, and also promote the brands that are only available at Fitness Fanatics.
 - c. **Action Item:** Trevor and Dee to draft up an announcement worded appropriately to promote local businesses and existing sponsors, such as Fitness Fanatics, in addition to the Expert Voice benefit
9. Adult Lessons and Events
- a. Skiathon – We aren't losing money, we are at approximately \$5,500 raised, so this covers all the costs of hosting the event
 - b. What would help add some enthusiasm to boost the event?
 - c. **Action Item:** Brainstorm some ideas to host an awards ceremony at the end of the event. Could tie-in with the Gary Silver award, and give that award at the same time.
 - d. Note: The Finchcamp team is 38(!) weeks pregnant, so may be a little slower respond to some requests in the near future, but they haven't forgot about us.
 - e. Virtual Birkie
 - i. Will put up some virtual Birkie signs out on the snow similar to the Langlauf signs currently out on the snow
 - ii. **Action Item:** Susan to send virtual race routes for the Birkie to Dee
10. Gary Silver
- a. **Action Item:** Libby to get Gary Silver award plaque from Lisa Sunderman and will get Brian's name added to the trophy
 - b. **Action Item:** Andy and Dave to send information from the submission for Brian to Dee and Trevor. It would be worth contacting John McCarthy and Darryl Poduk about all the work Brian has done over the years.
11. Other items:
- a. Trail Etiquette discussion: will add information to the website, in same area as clothing guidance and similar trail tips.
12. Executive session