Minutes - December 15, 2021 Meeting Agenda SNSA BOD

5:30pm - Call to order

**In attendance:** Andy Anderson, Ben Mandel, Colin Quinn-Hurst, Dan Rey-Bear, Dave Yadon, Jason Halloran, Liz Addis, Matt Halloran, Susan Engel

**Guests:**, Diana Dupuis - Washington State Parks, Lara Gricar – Washington State Parks, Dee Finchamp – Karma Consulting, Trevor Finchamp – Karma Consulting

State Parks Update

* Selkirk Lodge will be open, masks required. Encourage people to limit their time in the lodge.
* First Ski on New Year’s, volunteers are schedule

$50,000 Donation in honor of nordic club member, More details to come

Ted expecting more registrations for T-Team

Barkerbeiner – Updated lodge situation may change status of that event

* Club has to buy insurance rider to insure volunteers when they do skijoring clinics
* Didn’t plan on hosting clinics without the use of the Selkirk Lodge
* Now focused on fundraising to cover that insurance cost
* Skijoring group has their own separate bank account
* Note: “MREC” account is related to initial fundraising for Selkirk Lodge Mountain Resource Education Center – remainder in that account from initial $200k that was put toward hiring an architect to design plans for the lodge and stadium
* Sterling Savings account is a leftover account from prior arrangements, low priority to close this out at this time but could be considered at a future date

Grooming

* Good conversation around backup grooming by SNSA volunteers, rolling the snow with snow machines

Winterfest

* Looking for volunteers, board members to staff table/tent
* Little kid treasure hunt – Trevor/Dee/Brinnon, Matt leading kid’s lessons, Lisa leading adult lessons, Kate Burns leading skijor
* SNSA tent/table will be set up, looking for volunteers
  + Two shifts throughout the morning at tent set up by Trevor and Dee
  + Board member assistance to be provided by Matt, Jason, Colin
* Race Team/T-Team
  + Great turnout for T-team, T-Team coach is looking for assistance due to wide variety of abilities. Some parents may help out as well --- Kurt, Mike Burns, etc. Great numbers.
  + Race Team – Good on-snow sessions, holiday weeks sessions coming up.
    - Spring Camp planning in terms of making up costs
* Nordic Kids
  + Paige getting up and running
  + 107 kids
  + Sitting at 10-15 kids per coach
  + Need additional assistance for more coaches, doing a call for coaches now again through Spokane Nordic channels
* Communications and Outreach - Trevor and Dee/Karma Coordinate
  + Outreach to event sponsors
  + Article in Out There
  + Winterfest page up and running
  + Winterfest advertising will amp up after Christmas
  + A lot of work has been done on the websites, with much positive feedback from community
    - Race Team and T-Team intake forms
    - Google calendars
  + Skitrails.info --- who did “days since last groomed” color-coded map --- is no longer in business, but State Parks working with new company that should be up and running soon
  + Pocket maps will be out soon
  + Giving Tuesday: $331 donated to the club, not having a very specific thing fundraising item for this year probably led to lower intake
  + 655 membership sign-ups since June
  + Suggested direct mailer with program overview and membership reminder
    - Approx. $220 for 250 postcards including mailing
    - In years past, we sent out postcards for Champions Event encouraging people to sign up for that event
      * Older crowd might appreciate it, people who aren’t following facebook
  + Member hub video content coming up
    - Choosing skis, waxing tips,
  + Website getting good feedback
    - Consistent look and feel
    - May remove Champions Dinner from website
* Asset Management
  + For text thread when Snow machine goes out, there should be a note going out to all certified users
  + Proposing proto-typing Google form check-in/check-out system to organize when/where it’s getting used
    - Knowing the hours it’s used
  + Race Team equipment needs – preferably notify in advance and can purchase upfront, or send reimbursement
* Mountain Host
  + $400 in donations for hats etc.
  + Hats are great, in the future purchase some vests for more visibility
* Masters Program
  + Been running Masters alongside Race Team
  + Paid Masters members numbers are low, 3 paid
  + Anticipating some increase as skiing starts
  + For Winterfest, can look into providing information on Masters at booth

Meeting Adjourned to Executive Session at 7pm