

**Board minutes - 2014-15**

**Spokane Nordic Ski Association**

**Board of Directors Meeting**

**Monday, April 14, 2014**

**(there was no meeting held in March due to Stakeholder's Meeting)**

**Present:** John McCarthy, Mike Powers, Ann Torigoe-Hawkins, Chris Oxford, Kate Burns, Brad Thiessen, Alison Liaboe, Julie Goltz, Lisa Sunderman,

**Not Present:** Tom Schaaf, Darryl Potyk

**Volunteer Hours:**

Brad is tabulating the board's volunteer hours; Board members were reminded to forward their volunteer hours, exclusive of attending Board meetings, to Brad.

**Standing Reports –Program/Committee Reports**

**Nordic Kid Update**

- A recent survey went out to all Nordic Kids families via e-mail. 24 families responded to survey. Strengths mentioned were typical of past surveys: fun, affordable, accessible. Negatives were similar as well: parking, crowded lodge.
- Next year there will be several volunteer leads. The individuals who have shown interest so far are:
  - Natasha Sharman: coach liaison (to include instructor training)
  - Laura Zulliger: coordinator
  - Elizabeth Cope: Olympics
  - Sheryl White: volunteer coordinator
- The current inventory and condition of skate skis was discussed. The group decided that the skis are old but they work fine for the one/two days of skating that is currently offered to NK. Chris Oxford mentioned he has an inventory of skis.
- Participant Numbers: Alison recommended that we keep the number of participants to 140 per day. Lodge and parking issues are the main reasons we currently shouldn't grow it to more than 140 kids per day. The overcrowding of bathrooms, lodge and parking were main concerns.
- Should Nordic Kids grow to two days? The board suggested that since we cannot go above 140 per day, maybe we could offer NK on two separate days. Alison's main

concern with growth was finding volunteer coaching staff. A Committee needs to meet to determine if it is feasible.

- Action item:** Alison to coordinate a group to discuss feasibility of expanding Nordic Kids to two days. (group will be composed of current volunteer group of leaders.)

### **Protocol for Adverse Weather**

The need for a cancellation policy due to inclement weather is needed for consistency (mostly for Nordic Kids). Individuals who could help with this decision included the park head ranger, currently Steve Christenson and also Tim Ray. The decision will be variable on conditions because factors such as wind chill, ice, etc. will always be different.

- Action item:** Alison will put together a guideline after consulting with people who have experience with kids and mountain temperatures.

### **Rangers:**

- Chris would like all Ranger expenses broken down in the budget so he can see what this year and future year income/expenses are.
- Chris provided a summary of what he will focus on next year to improve the program. They include:
  - Coordinate with guest instructors earlier. (He found it difficult to corral instructors every week.)
  - Design actual class needs at the start of the season.
  - Kits were a great idea but they were not distributed as planned.
  - Need budget up front for next year.
  - Rangers can potentially fit in to ski patrol cadet program (starts at age 16).
- Action item:** Chris to lead Rangers next year, create budget, and get input from class leaders. Alison/Julia: create separate expense account for Ranger program

### **Transition Team:**

Jud had no report. Mike Powers hosted T Team party and presented gifts to coaches. Gifts were from parent funds, not SNSA funds.

### **Race Team:**

- Three race team members (Lauren Potek, Ian McCarthy and Brett Ford) attended nationals this year. There is an article about them in the newsletter.
- Some race team participants will possibly go to camps this summer. Race camps open to kids 14 and older.

- George would like 2 pairs of test skis to help decide which wax is best for the day's conditions. He suggested the skis will cost between \$400-800. Julia mentioned that the race team ran a deficit of \$8,800. Alison made motion to allow George to purchase two pairs of skis, up to \$800. Lisa seconded the motion.

**Action Item:** **John** to inform George he has up to \$800 to purchase 2 pairs of test skis.

**Action Item:** **Kate** (after conferring with Alison) to get names of future TTeam people to George so that they can put in order with Mntn Gear along with all other team members.

•Financial assistance for Junior National skiers: we have historically given each participant in the JN \$500 to help offset costs of travel. Shall this practice continue? It was mentioned that the JNQ brings in money and race parents volunteer hours to this event. By supporting our racers at nationals we are supporting our race community. This year we would be providing \$1500 in assistance. (\$500 to 3 participants). Alison made a motion to approve the scholarships for this year. Anne seconded.

**Action Item:** **Kate** to write checks **Lisa** to print certificate. Checks will be mailed directly to participant.

It was decided that SNSA needs to form a committee to decide if the JN \$500 scholarship is going to continue in the future. A budget and plan will be decided, along with policy and if the funds will be coming out of a earmarked pot of money.

**Action item:** **John, Lisa and Anne** will form a committee to decide if we are going to continue providing this scholarship every year.

## **Adult Ski School**

- Instructors gave more lessons than planned in Dec. There were almost no lessons given in Feb. Lisa is going to get together with instructors to discuss strategy, budget, who wants to teach what, etc.
- Belfast donated headbands to women's team and may do the same next year.
- Adult lessons did not hit targeted budget, but made a profit.
- The Volunteer position that coordinates the adult ski school takes a lot of time. One concern is that Lisa is the only individual who knows the program. Who can or will run the program if Lisa cannot do it?

**Action Item:** **Lisa** to meet with instructors and report back to board.

## **Marketing Director Report**

### **Winterfest report**

Review of handout:

- Participation: 150 people.
- 59 free lessons given to adults.

- A committee needs to meet in fall to organize Winterfest.
- There is a need to do something early in ski season to show what SNSA does.
- We need to charge \$5 to show up so we don't have no-shows for adult lessons.
- Need to find sponsor for lessons. Time to do it is now.
- Set date for 2015: MLK weekend in Jan? Date is contingent on JNQ. (We find out JNQ date around July).
- Need volunteer network for this event.

See attached report.

### **Challenge Report**

Lots of great feedback from event. Need volunteer network. Marketing needs to expand. Date set for first Sunday of March. See attached for report.

### **Duathlon**

The feedback from business owners is that an off-road duathlon is an unmet experience for local athletes. It will require a large workload for start-up.

#### *Concerns:*

Finding volunteers in the middle of summer.

Doesn't fit into core group of Nordic skiers – will not bring in new Nordic members.

Insurance won't cover race, but will cover a "ride".

Bike/runner conflict.

Shall we switch it to a family mountain bike ride?

Do Nordic skiers mountain bike race? Run only?

Shall we sponsor a low-key event, bike and/or run? Unsupported?

Overall, there was cautious support from the board: how will we advance this? Brad is close to being done with his annual contract hours. We need volunteers and a source of volunteer hours before we can vote on event. See attachment.

### **Financials**

Julie wrote drafts of policies to clarify structure, payments, etc. It has been recognized that with \$70k of transactions annually, SNSA needs to step up to the next level. Julie presented historical data from 2003-2014 to support this. Treasury policy and procedures needs to be approved. Growth is imminent.

- Revenue Recognition and Use Policy. Discussion to explain what is earned vs contributed, restricted vs. unrestricted. Lisa made a motion to approve the new revenue and recognition and use policy. Alison seconded it.

- Capitalization Threshold and Depreciation Schedule

What is asset? An asset is something that has a useful life of more than 12 months and is worth more than \$500. Treasurer to evaluate insurance policy and obtain additional insurance, if applicable.

Bidding: for purchases in excess of \$1,000, minimum of 2 bids should be sought (or market comparison) Alison made the motion to approve the new threshold and depreciation schedule, Chris seconded.

- Authorized Check Signers and Debit Card Users

Checks written that exceed \$2,500 or unbudgeted items over \$500 will require the signature of both the President and the Treasurer.

Discussion of Debit Card Use. Who can have access to card number? Check writing and debit card use should have similar limits. Anne made motion to approve the limited use of debit card: purchases over \$2,500 or unbudgeted items over \$500 will require the approval of the President and Treasurer. Anne approved the new debit card policy . Alison seconded the motion.

To do: Expense Allocation Guideline. Need to review and approve.

Alison to take over new role as Treasurer.

**Action Item:** Tom will contact Air Pipe to turn off wi-fi for the summer.

The following agenda items were slated to be discussed, but the board ran out of time. They will be brought up in next month's meeting.

Membership Renewal

Annual Survey

Capital Campaigns

New Van

Grooming Committee Report

Board Composition

Chimney Sweep/Safety Corrals

Web Cam

Stakeholders Meeting

Financial Workgroup

Advertising

Minutes compiled by Kate Burns in the absence of Darryl Potyk.



## **Spokane Nordic Board of Directors Meeting**

### **May 12, 2014**

**Present:** John McCarthy, Ann Torigoe-Hawkins, Tom Schaaf, Lisa Sunderman, Chris Oxford, Kate Burns, Alison Liaboe, Brad Thiessen

#### **Volunteer Hours**

As an ongoing item, Brad is tabulating Board member's volunteer hours.

**Action Item: All Board Members** - Please forward any volunteer hours outside of scheduled Board meetings to Brad via email.

#### **Nordic Kids Update**

No formal update at this time. However, there was some discussion about the possibility of conducting

a week-long Holiday camp over Christmas Break. SSRA does this and there was some interest in

modeling a similar Nordic camp after this. There was a free flowing discussion about this - the thought

would be that the camp would target Nordic Kids and the Transition Team. It was noted that the race

team is usually skiing every day over the break, but racers could be encouraged to participate and help

out. The logistics of such a camp would include gauging interest, getting instructors who were capable

and available. The general consensus was that this was a great creative idea. This could be a potential

revenue stream and could help with sorting NK classes. The group thought this should be pursued and

that an organizational framework could be created.

Adverse Weather Protocol – not ready for report at this time.

**Action item: Kate and Lisa will work with Alison** will work together to see if the idea of a winter week

long Holiday camp is idea can be developed more fully. This group will bring a proposal to the Board at a

future meeting.

#### **Race Team**

No formal report from the Race team. George has engaged racers in off-season training and roller skiing

already. Some members are making plans to attend off-season camps; Fire and Ice in Bend (MBSEF),

Trout Lake (Bend Endurance) and George is hosting a SNSA camp in North Idaho in August. A thank you note from Ian McCarthy for the contribution SNSA made towards his trip to Junior Nationals

was shared with the Board. (an electronic copy of a thank you note from Lauren Potyk was circulated electronically after the board meeting). A Junior National Scholarship Committee (John, Ann, Lisa, Tom) recently met to define how money should be allocated in the future. It was decided that \$2000 will be included in the annual budget, and this money can be divided amongst those who apply and qualify for Junior Nationals. Historically, the amount has been \$500 per skier. In the future, the \$2000 will be divided amongst skiers, with no more than \$500 going to any one skier and smaller amounts being allocated to each skier if more than 4 racers qualify. The application process will clearly state that this is a merit based rather than a need based scholarship. The application will consist of an essay in which the athletes declare their intention to try for Junior Nationals and highlight how they will represent the team to the community, their current or prior service to SNSA and service to the community at large. Details of the application process and publicizing this scholarship are details that remain to be clarified.

**Action Item:** Junior National Scholarship Committee (Lisa, John, Tom, Ann) to determine details of how racers can apply for this scholarship, the application deadline and format/content of the application process.

#### **Transition Team**

No formal report. Jud is planning to host a gear swap before the season starts, but details remain to be defined at this time.

**Action Item:** Kate to confirm with Jud that the ski swap will take place and determine time, date and notify transition team members and their parents.

#### **Adult Ski School**

No formal report tonight. The PSIA dues for adult ski school instructors are due June 30<sup>th</sup>. Instructors are to renew these dues individually and will not be reimbursed for this expense by SNSA. Lisa will communicate this to the instructors and an instructor meeting will be scheduled prior to this deadline.

A note of clarification regarding instructor certification; instructors for adult lessons are expected to be PSIA trained while those leading NK classes need not be PSIA certified.

**Action Item:** Lisa to communicate with adult ski school instructors about dues deadline and meeting ahead of this deadline.

### **Marketing Director Report**

**Annual Report** – Brad created the first ever SNSA Annual Report. This was needed for inclusion in a grant application submitted to the Empire Health Foundation. A copy was circulated and is attached as an addendum to these minutes. Generally it was felt that it will be beneficial for our organization as in some ways the financials are revealing – what we spend money on in many ways defines who we are (spending on NK, Adult Lessons, Racing, Ski Park etc) The Annual Report also creates a venue for the public to see who we are and what we do. This Annual Report will be edited and will be posted on our website. Alison will help Brad with financial pieces and getting this report ready to post on the website.

**Duathlon** – There was some ambiguity after the last meeting as to whether we were going to pursue a Duathlon (mountain biking/run) at the mountain this summer. After significant discussion it was decided that it would not be done this summer, but that if we were to pursue this next year we should

do most of the planning and preparation this summer so we are ready to go. There was some discussion

that in order to make this happen we would have to expand our volunteer base. A counterpoint was

raised stating that we should be focusing our energy and volunteers around trail maintenance.

**Trails days** – Brian wants to trails days much as he did last year. One change he would like to enact is

the creation of “Trail Bosses” in order to coordinate our efforts better. There was some discussion of

greater focus on trails, last year significant efforts were directed at lodge maintenance; this year the

focus should be on the trails themselves. It was suggested that we do a better job of promoting volunteer activities – particulars included the possibility of online signups, tracking hours, and advertising the fact that volunteers can earn a free Discover Pass. Alison suggested that we might need

a specific volunteer coordinator or cadre of volunteers who may serve as heads for different projects.

**Action Items:** Alison to assist Brad with financials and refining the Annual Report for posting on the SNSA website. Tom and Ann and Alison are to work with Brad to and further explore the idea of doing a

Duathlon in the future. Brad will work with Brian on coordinating and publicizing trails days  
volunteer opportunities.

## **Financials**

No report

## **Membership Renewal**

There was discussion about the fact that SNSA loses members after kids transition out of NK and what strategies we could or should employ to try to capture these people as members. It was also noted that our email list has grown substantially over the past few years yet our membership has not increased to a similar degree. Strategies were discussed although nothing was decided upon. Ideas included signs and encouraging folks to become members after skiing, maybe secure bin of some sort that could be placed in the lodge. This will be a topic of ongoing discussion and will be revisited at future Board meetings

No Action Steps at This Time.

## **Annual Survey**

SNSA has done annual surveys in the past. A decision was made to not pursue at this time in part because of the difficulty in actionable steps at this time. It was noted during this discussion however that comments solicited from members and the letters to our partners (MSSP, IEP, Idaho State Lands) helped people to feel engaged with SNSA and the trail system.

No Action Steps at This Time.

## **Capital Campaigns**

There are 3 main items that have been considered for capital campaigns recently. These are: 1) Warming Hut, 2) Selkirk Lodge Expansion and 3) Van for Racing/Transition Team(s).

***Warming hut:*** Those in attendance thought that the Warming Hut was the easiest to bring to

completion in the near future. Plans have been drawn up, materials are to be donated and it is easy to build. Chris reported that this was going to happen and will be in place before next season. Chris will spearhead this effort, define a timeline and report progress at the next meeting.

***Selkirk Lodge Expansion:*** This project is much more complex as it will require coordination of efforts and will likely require an environmental impact statement. Another project related to the lodge expansion was discussed – creation of a stadium and alterations of the parking lot. John Hatcher sent out an email about this to assess interest. Several people responded but it is unclear if any action has been taken. It is unclear how much of this project

should or needs to be coordinated with the Selkirk Lodge expansion. John will contact Ranger Steve to see if he is aware of this project and where it stands and whether he has discussed it with John Hatcher. With regards to the lodge itself, Tom Angell has reportedly met with Steve to get an early idea of the scope of the project. It is unclear where the project stands. Tom has sent an email to John Hatcher to inquire about status. John will contact Steve to determine the status of the project and the degree of SNSA involvement desired.

**New Van:** The Board discussed the possibility of a new van for the race team and transition team. The rationale for a new van relates to capacity and capability. Capacity: Both the race team and transition teams are growing to the point that last year there were times when the van could not transport all travelling racers to race venues. Capability: Questions have been raised about the trustworthiness of the current van as it has been the subject of ongoing repairs and maintenance. There was general agreement that we should begin our due diligence about proceeding with obtaining a new van. John will contact Gus Johnson Ford to inquire about costs of new / used and what options are could / should be pursued (Van? Bus?). In addition, Chris knows someone who has a wholesale license and can get vehicles at auction. Lisa will look into repossessed vehicles through Numerica. Once we have more information, particularly regarding cost, a decision will need to be made whether to do a capital campaign for the whole amount or to a portion.

**Action Items:** **Chris** to define a timeline and plans for construction and installation of warming hut. **John** to contact Ranger Steve regarding status of Stadium/Parking Lot project and Lodge expansion project to determine degree of coordination and SNSA support desired. **Tom** to follow-up with John Hatcher and get this information to John. With regards to due diligence for van purchase; John will gather information from Gus Johnson Ford, **Chris** to contact his friend regarding inventory and advice and **Lisa** will check with Numerica regarding repossessed vehicles. Once these tasks have been accomplished, the Board will collectively make a recommendation regarding purchase and fund raising.

### **Grooming Committee Report**

Refer to Attachment #2. Highlights from this report include the fact that Chris has resigned from the committee but he will continue to be the SNSA Board's liaison to the committee. There is an area adjacent to Junction 2 called Art's Alders – clearing has been proposed and a new trail one way trail from Linder Ridge road to Junction 2. However, the installation of a gate will be necessary on Linder Ridge to prevent unauthorized off-season access to MSSP land. The grooming committee is proposing an ask for this through the WRAC. George Momany will coordinate this with Trond Liaboe, our local representative to the WRAC. The committee has developed a complex grooming priority plan and asked SNSA to post this on our website in order to help educate skiers about how grooming decisions are made. Thank you notes were distributed at the meeting and Board members signed these thank you

notes to members of the Grooming Committee recognizing their hard work and commitment.  
No Action Steps at This Time.

### **Board Composition / Elections**

The nominating committee (Lisa, Tom, John) have proposed a slate of officers for the organization. This slate of officers includes: Lisa Sunderman as President, Alison Liaboe as Treasurer and Kate Burns as Secretary. These positions are one year appointments with the option of serving longer. At this point Lisa is planning on doing one year and planning for a smooth succession plan. This slate of officers was approved unanimously by the Board. It should be noted that the Vice President position was left vacant

at this time. This void should be filled sometime in the not too distant future. This is particularly important as the policies and procedures passed at the last minute included a plan for checks and balances that had the vice president independently reviewing bank statements and finances.

Until the VP position is filled, Tom Schaaf volunteered to fulfill this checks and balances function/role.

Julie Goltz has resigned from the Board. Julie did a great job for the Board, creating policies and procedures that will help SNSA grow in a healthy manner. The Board collectively thanked Julie for her service. The Board authorized a purchase of a nice bottle of wine or two (up to \$100) as a token of appreciation for Julie's hard work. Kate Burns will purchase and deliver this to Julie on behalf of the Board. Ann and Tom will contact Julie to do an exit interview and will report back to the Board.

We now have two openings on the Board. Four candidates were discussed; Frank Burns, Jonathon Wisor, Jayne McLaughlin and Allen Dykes. Lisa reported that Jayne is serving on the Langlauf Board and thus has some hesitation about being overcommitted. Mr. Dykes was thought to be a good candidate in part d/t his history of fund raising. Kate Burns will discuss these Board positions with Frank Burns and Allen Dykes to determine level of interest. If one is not interested will ask Jonathon Wisor. Of the three there is hope that two will be interested, if so, Kate will arrange an informal meeting with these gentlemen to meet the board before making formal offer.

Board member terms are for two years and with one half of the board turning over each year. Board members up for re-election at this time are Chris Oxford, Ann Torigoe-Hawkins and John McCarthy. All

have expressed an interest in remaining on the Board and all were re-elected by unanimous vote  
of  
other Board members.

**Action Items:** Until a VP is named, **Tom** will fulfill the role of the VP in terms of checks and balances and reviewing finances and bank statements. **Kate** will approach potential Board members and arrange an informal get together. **Ann and Tom** will conduct an exit interview with Julie and report to the board.

#### **Current Board Member Status:**

	<i>Initial Board Appt.</i>	<i>Term</i>
John McCarthy	2008	through 3/2016
Ann Torigoe-Hawkins	2012	through 3/2016
Chris Oxford	2012	through 3/2016
Tom Schaaf	?	through 3/2015
Lisa Sunderman	?	through 3/2015
Darryl Potyk	2011	through 3/2015
Kate Burns	2011	through 3/2015
Alison Liaboe	2013	through 3/2015
Mike Powers	2013	through 3/2015

#### **Chimney Sweep / Safety Corrals**

This has been on the list of things to do and after reconsideration, the board feels that his is a responsibility of MSSP and John will send a note to Steve indicating that neither of these tasks will be pursued by SNSA.

**Action Item:** **John** to send a note to Ranger Steve indicating that SNSA's position is that the chimney sweep and the safety corrals around fireplaces are MSSP's responsibility.

#### **Web cam**

Tom has been working with Airpipe to get the web cam up and running but logistical issues prevented full functionality this winter. Tom will work with Airpipe during the off-season in order to insure functionality next seasons. Tom is also planning to move the camera in order to provide a better trail view. Lastly Tom is going to talk with Airpipe about switching to vacation mode for the summer in order to decrease costs.

**Action Item:** **Tom** will 1) work on functionality for next year by troubleshooting with Airpipe, 2) move

camera during offseason, 3) switch to vacation mode for the summer.

### **Stakeholders Meeting**

Generally the stakeholders meeting was felt to be beneficial and that it should continue on an annual basis every year. John felt the Board should reflect upon this meeting to see if there were any action steps necessary or items that should be incorporated into strategic planning. No specifics were brought up although those in attendance agreed that keeping the perspective of those new to the sport was an important thing to keep in mind. After mentioning this there was a free flowing discussion regarding lighted trails although no action steps were deemed necessary at this time. Letters to thank the landowners (MSSP, EIP, Idaho Dept Lands) were circulated and signed by all Board members. **Action Item:** Although no immediate action is necessary it was thought to be important to hold a stakeholders meeting again next season, timing should be discussed and a date publicized in advance. This will be **Lisa's** responsibility as incoming President.

### **New Business –**

#### **Proposed bank account change**

There has been some ongoing discussion of changing banks when signature signers are changed with changing of officers. Lisa has suggested that we change from Umpqua (formerly Sterling) to Numerica Credit Union. Lisa provided full disclosure regarding her employment with Numerica and she reports no conflicts of interest. The benefits of this change include the potential to earn interest rather than pay fees and enhanced on-line banking services which will be easier for the Treasurer. Lisa recused herself from voting, this change was approved unanimously by the Board. Lisa will coordinate the closing of the Umpqua account and opening a Numerica account with the signers being the President (Lisa), Secretary (Kate) and Treasurer (Alison). **Action Item:** **Lisa** will coordinate the change from Umpqua to Numerica, involving above named signers as appropriate and necessary.

### **Other issues:**

#### **Policy Review**

At the last meeting, several policies and procedures were presented and brought to a vote. However, there was some discussion of whether there was another policy to be reviewed and considered for passage by the Board. The collective recollection of this was somewhat hazy. There was some discussion that the outstanding policy may in fact be a process guideline regarding issuing receipts in QuickBooks. There was some discussion of potential redundancy as there are individual records generated by Wild Apricot when members enroll on-line. Yet this does not capture other forms of payment/support. John will review existing policies, forwarding those passed to Brad so he can post them on the Board section of the Website. The issue of receipts will be revisited at the next Board meeting.

**Action Items:** **John** to review which policies were presented and passed. Those that were approved by the Board will be forwarded to Brad and he will post them on the Board section of the website. **John** will review the receipt issue and determine whether this is a process guideline or policy needing approval and make a recommendation to the Board how to proceed on this issue at the next Board Meeting.

### **WRAC Requests**

SNSA should coordinate efforts with MSSP in making funding requests from the WRAC. We need to determine when the WRAC meeting is taking place and when funding requests are due. The grooming committee will be making a request regarding a new gate as discussed above. Similarly, there was a request that was not funded last year for \$5000 itemized trail maintenance equipment. Those in attendance felt that this request should be made once again.

**Action Item:** **John** to contact Trond and Ranger Steve to determine timing of requests and meeting and how best to coordinate efforts.

Respectfully Submitted,

Darryl Potyk

**Attachment 1a: Thank You Notes from JN Racers:**

May 7, 2014

Dear Spokane Nordic Ski Association Board,

Thank you for supporting my travel to the Nordic Junior National Championships in Vermont. I enjoyed the opportunity to compete with some of the best skiers in the nation and to foster my love for cross country skiing. It is a very humbling and motivating experience as well a great learning experience to participate in these races.

This year I was grateful to have other skiers from the Spokane Nordic team traveling to this event, and I hope that in the years to come we will have many skiers who will be able to share this experience. Spokane Nordic has done an exceptional job at encouraging skiers so that they may reach their goals. Next year I hope to be able to compete at a higher level at Junior Nationals.

Thanks again,

Ian McCarthy

**Attachment 1b: Thank You Notes from JN Racers:**

Dear SNSA Board,

Thank you so much for the generous scholarship check I received after my trip to Stowe, Vermont for the USSA Junior National Championships. I really appreciate the support of a local board! As I pursue my skiing career and continue to move forward in skiing it is reassuring to know that I have such support from my home town. My recent trip to Vermont was truly an amazing experience that could not have happened without the help and support of the board and my teammates. I met new people, explored skiing in different places, had an amazing time just watching some of the best skiers in the nation, and skied my heart out. Skiing truly is a community oriented sport and I couldn't be more thankful for that. Everyone involved is supportive and kind. Skiing is a big part of my life- it is my passion, it motivates me, challenges me, and most of all there's nothing I would rather spend my weekends doing, and honestly I wouldn't be able to say any of those things if it weren't for you all.

I can't thank you enough for everything you all do in helping to sponsor both me and the team as a whole to make our entire season, our team van, and so much more possible.

Thank you!

Sincerely,  
Lauren Potyk

## **Attachment #2: Annual Report**

### **Spokane Nordic Ski Association Annual Report 2013-14**

#### **PART 1: ABOUT SPOKANE NORDIC**

Spokane Nordic is committed to creating, developing and delivering programs and facilities to foster cross-country skiing within the greater Spokane community. It does that through

- ski lessons for adults and kids of all skill levels
- youth ski team programs
- non-competitive and competitive ski events
- outreach to non-skiers
- regular communication to skiers to encourage greater involvement and build community.
- partnership in maintaining and expanding the Mt. Spokane Cross-Country Ski Park. All Spokane Nordic activities take place on Mt. Spokane.

Through these activities, Spokane Nordic helps skiers of all ages and abilities develop skills so they can better enjoy skiing and increase its fitness benefits; builds skier community among the wide range of skiers, from infants in ski carriers to retirees who still cruise the trails on a regular basis; brings in new skiers; and preserves and protects one of the best cross-country ski parks in the Northwest.

#### **PART 2: LESSONS**

Spokane Nordic has a rich history of offering ski lessons, and its programs continued to grow and strengthen during the 2013-14 season.

- Adult Lesson: 184 two-hour lessons to 69 adults (plus 59 free lessons at WinterFest)
- Nordic Kids: 150 kids took part in 2-hour sessions during nine Saturdays
- Youth Rangers: This new program for kids 10-15 had ten participants during its nine 3-hour Saturday sessions
- Spokane Nordic board members led backcountry skiing and skijoring clinics at the WinterFest event

#### **PART 3: EVENTS**

Spokane Nordic hosted four on-hill events over the course of the year:

- SnowBall potluck, December 7. This first-time community-building shared meal at Mt. Spokane saw about 50 participants despite frigid 15 degree temps
- Another first-time community-building event, the free WinterFest on January 19 saw 150 adult and child participants, in activities that included 59 free beginner and intermediate adult lessons; lunch of soup, cider and baked goods at the Nova Hut; backcountry skiing and skijoring clinics; and the Donut Dash sprint race.
- Spokane Nordic Challenge: this non-competitive ski tour had options for 20km, 30km and 50km courses. Spokane Nordic took over the ten-year-old event this year. Attendance increased from about 40 people in 2013 to 155 people in 2014, including 29 kids under the age of 18.
- Mt. Spokane Cup / Junior National Qualifier: This ski race attracted about 135 youth skiers from across the Northwest competing for the chance to race at the Junior National Ski Championships, plus about 20 adult participants. Spokane Nordic took on the event with two weeks' notice, when poor snow conditions forced the Ski Park in Cle Elum, WA to cancel their event.

- Many Spokane Nordic members are also involved in the independent Souper Bowl and Langlauf events in February.

#### **PART 4: YOUTH SKI PROGRAMS**

The Ski Team is made up of kids aged 12-18 who commit to an intense training schedule and compete in ski events across the Northwest, with the ultimate goal of competing in the Junior National Championships. In 2014, three ski team members qualified and traveled to the national championship in Stowe, VT. Three-part coaches lead the team.

The Transition Team is an intermediate step for kids who have moved beyond Nordic Kids and have yet to develop the skills to join the Ski Team. They meet every Saturday and Sunday morning. The team has grown from only a half-dozen kids a few years ago to 17 kids in 2013-14. The team operates with one part-time coach.

#### **PART 5: OUTREACH AND COMMUNITY-BUILDING**

Spokane Nordic nurtures cross-country skiers through a newsletter, its website, and facebook. In the past two years membership has doubled to 260 members. The list of non-member contacts has grown from under 200 to almost 600 people. The facebook page has more than doubled to just shy of 400 "fans."

Spokane Nordic also reaches out to future skiers through booths at public events, introductory information on its website, and an Introduction to Cross-Country Skiing Brochure. Its free ski lessons at WinterFest helped dozens of people try cross-country skiing for the first time.

#### **PART 6: MT. SPOKANE CROSS-COUNTRY SKI PARK**

Spokane Nordic works closely with Mt. Spokane State Park staff to operate and maintain trails and facilities at the Mt. Spokane Cross-Country Ski Park. The Ski Park main lodge, warming hut and inner trails are on State Park land and much of the 60 km of trails are on land owned by Inland Empire Paper, plus 8.5 km of new trails on Idaho Lands territory.

Cross-country skiing at Mt. Spokane has grown dramatically over the past few years. State Parks staff estimate that there are 3,300 visits to the Mt. Spokane Cross-Country Ski Park each week during the ski season. Much of that growth is due to Spokane Nordic's lesson programs, events, and non-skier outreach.

Spokane Nordic's ongoing role in the Ski Park includes:

- summer Trail Maintenance by volunteers, including clearing 8.5 km of new trails in summer of 2013, using tools purchased with Spokane Nordic funds.
- a volunteer grooming committee that creates trail grooming recommendations to State Parks grooming staff and takes ski comments
- a new large map/sign at the main trailhead, maps at trail junctions, and directional trail markers
- a daily online grooming and conditions report on the Spokane Nordic website
- a section devoted to the cross-country park on the Spokane Nordic website

#### **PART 7: THE PEOPLE**

- Volunteers: Spokane Nordic members volunteered about 4,400 hours to the trail maintenance, lessons and events in 2013-14
- Brad Thiessen: as half-time Membership and Marketing Director, Brad builds communication with skiers and non-skiers, organizes events like WinterFest and the Spokane Nordic Challenge, and maintains the website and member/contact lists.
- Coaches: Part-time paid coaches included George Bryant, Matt Halloran and Jeannie Nelson, who led the youth Ski Team, and Jud Ford, who led the Transition Team.
- The adult lesson program had nine instructors paid on a per-lesson basis



## PART 8: BOARD MEMBERSHIP AND STRUCTURE

In 2013-14, the Spokane Nordic board was made up of ten volunteers who met monthly throughout the year. These committed and active cross-country skiers collectively devoted 1400+ hours per year to board activities, programs and events. Most have or have had children in the Nordic Kids program and the youth Racing Team. Board members included

- John McCarthy - President
- Lisa Sunderman - Vice President
- Darryl Potyk - Secretary
- Kate Burns - Treasurer
- Tom Schaaf - Past President
- Julie Goltz
- Alison Liaboe
- Chris Oxford
- Mike Powers
- Ann Torigoe-Hawkins

## PART 9: FINANCIAL

Spokane Nordic funding comes from

- voluntary annual membership dues at levels from \$30 to \$1000+
- lesson and ski team registration costs
- event fees and donations
- sponsorship income
- a bake sale at the Banff Film Festival

The 2013-14 budget was \$72,146. As of April 2014, actual expenses through the end of the fiscal year (June 30) were \$69,792.70, for a deficit of \$2,353.30.

- Brad Thiessen, Membership and Marketing Director  
May, 2014

**Attachment #3:**

**Grooming Committee Minutes**

April 14, 2014 18:00

Rocket Bakery

Present: Jerry Johnson, Brian Hawkins, Steve Christensen, Sam Schlieder, Nathan Caproni, George Momany

Please note jobs to be done have your name **bolded**.

1.All felt the grooming was excellent especially with dry December. We could improve on keeping the trail level, as it would sometimes slope down or uphill.

1.May need to level/widen several trails this summer including Twin Lakes, Moose Meadows, and Quartz.

1.Steve had forgotten sometimes to call Brad T about the grooming report therefore the website was not always updated. He will try harder next season.

1.**Nathan** will ask Brad to put hyperlink of Sno-tell website on grooming page to let people know if site not updated early in am, also hyperlink to Grooming Plan and FAQ's.

1.**Steve** needs reading glasses and **Nathan Dronenburg** (groomer operator) needs a new "sharpie" to improve accuracy of grooming report!? **They** will obtain these this summer.

1.**Brad, Steve, Nathan C and Nathan D** should meet this autumn to determine how to streamline report process

1.Public now has higher expectation with open at 6am, etc. Skier education still needed in many aspects re grooming, snowmobiles etc. Hopefully web site hyperlinks, posterboard in Selkirk Lodge, and article in SNSA newsletter will be helpful. But non-members and non-readers will probably continue to be confused. **Nathan** to work on this.

1.Draft Trail days: 6/29 and 7/26-wood cutting, 8/8 wood cut and trail work, 9/13, 9/21, 10/11, 10/26. Some of the work includes: clear Art's Alders, trail to Quartz Lookout, Paint Nova Hut, build Trips Knob hut. **Brian** will coordinate with Mountaineers Dennis Cowley via Brad again.

2.**Jerry** of State Parks will look into the option of being able to raffle off Discover passes

1.Gate for Art's Alders needed, Jerry will let us know cost. (Note: cost is estimated by Chad S to be \$1500-2000. **George** will approach WRAC liaison about helping to fund this; SNSA board is open to helping also per McCarthy.) We will make this trail ONE WAY from Linder Ridge to Junct 2

1.Storage for trail clearing gear will be available in KXLY building, Brian and Steve will coordinate this.

1.Nathan's role as grooming liaison to MSSP seemed to work well.

1.All future map/junction sign updates –we never installed the

“Idaho” junction sign –we need snow fencing and “No Snowmobile” signs out there, need some more 6x6 posts for signage, warming hut sign near Tripps. This will be worked on during trail days this summer.

1.Trail name signs: Steve says he can make these. We need to inventory all the signs, and let Steve know which ones we need made. Also ask Steve to order at least 12 “Caution” signs, some “1way” and “Do not enter” signs. **Sam** to coordinate this.

1.Rapid response group for fallen trees: an idea that never blossomed-may recruit this summer carefully for possible volunteers for winter response-state would like this.

1.Steve wants to know about grant applications to WRAC, needs to coordinate with SNSA board and Trond L, our WRAC representative.

1.Succession planning-deferred. Chris Oxford desires to resign from the committee, but will help us at the board level.

1.Use of Bombardier groomer when Pinroth hydraulics malfunction. Steve wants Nathan D to mostly use the new groomer, only use Bombardier if parts needed

1.Other Trail Sign information: Do we need a second Junction 10 sign-probably not. Extra signs put out by GC (Chris O) very helpful.

## **Spokane Nordic Board of Directors Meeting**

### **June 2, 2014**

**Present:** John McCarthy, Ann Torigoe-Hawkins, Tom Schaaf, Kate Burns, Alison Liaboe, Lisa Sunderman, Brad Thiessen

**Guests:** Frank Burns, Allen Dykes

**Not Present:** Chris Oxford, Mike Powers

**New Board Members:** Prior to commencing this Board meeting, there was a social hour to facilitate

our current board members getting to know two potential new board members. John provided background information regarding the organization and the Board. Allen Dykes and Frank Burns

participated in the meeting and will be given the opportunity to join the board if they decide that a Board position works for them.

### **Volunteer Hours**

As an ongoing item, Brad is tabulating Board member's volunteer hours.

**Action Item: All Board Members** - Please forward any volunteer hours outside of scheduled Board meetings to Brad via email.

### **Nordic Kids Update**

Follow up from the discussion at the last meeting regarding whether we could host a camp for young

local skiers between Christmas and New Year's. SSRA does this and there was some interest in modeling

a similar Nordic camp after this. Lisa, Kate and Alison as well as Natasha Sharman will be pursuing this

idea. Next Tuesday there will be a NK coaches debrief from the prior season, Natasha Sharman who will

be the coaches' coordinator for NK will be introduced.

**Action item: Lisa, Alison, Kate and Natasha Sharman** will pursue the idea of a holiday camp further and report back to the Board. **Alison** will report pertinent items to the Board the results of the NK coach's debriefing session.

### **Race Team**

No formal report from the Race team.

PNSA has decided that Spokane would not be included in the upcoming season's JNQ races. A possibility

of hosting a "PNSA Championship" for those PNSA racers not at JN's was held out as a possibility for

Spokane. At the Board meeting there was discussion of possibly reviving the J3 championships instead.

There has been general displeasure about not being awarded a JNQ race based upon our history of hosting good races and hosting a race for PNSA on short notice this past season. Coach George Bryant has already sent a note to the PNSA president, Alan Watson to voice his displeasure both about the process and the final decision. John has drafted a letter that he intends to send from the Board if approved and Darryl has his own letter that may be sent from the JNQ Race Committee as well if approved by the committee.

At the last meeting there was discussion about having racers apply for scholarship if they qualified for the Junior Nationals. This money needs to be in the budget and the application process needs to be refined and publicized to race team members.

**Action Item:** Further discussion, perhaps with the JNQ Race Committee should ensue to discuss the situation regarding hosting races. **Darryl** will advance this to the JNQ Committee. **John, Lisa and Tom** to decide how to streamline/publicize to racers the potential for JN scholarship.

### **Transition Team**

No formal report. Jud is planning to host a gear swap before the season starts, but details remain to be determined at this time. Jud confirmed that he would coach TT next year; but subsequent to that we will need to be recruiting for a transition team coach. With this in mind we will likely need to consider increased funding for this position. (John received an email shortly after the meeting from Jud indicating that Jud would likely remain as transition team coach for the next 3 years)

**Action Item:** **Kate** will keep in contact with Jud and update the board and the T-Team members/families of the time, date and place that the ski swap will take place.

### **Adult Ski School**

Lisa reported the following after a meeting last night with the Adult Ski School instructors:

- We will look into permanent name tags for instructors
- All want to continue to give adult lessons in the coming season
- SNSA (Lisa will get this done) will pay dues (\$111 each) for those who will commit to giving at least 6 adult group lessons in the coming season – that is the break even # with training and membership costs and class sign-up administration done by Brad
- Fitness Fanatics will have a concession trailer renting and selling equipment; which will make it easier for people to start out xc skiing or try skating
- We will put up a regular group lesson schedule for Sunday mornings in December (posted for sign-up on SNSA)
- We will not post class sign-up ( e.g. beginner classic = 6, beginner skate =6) with max to keep flexibility keeping in mind we want low instructor to student ratio

- Lessons outside the December schedule will be given as private or group arranged by the individuals seeking lessons
- We may decide on another session later in the season based on demand
- If instructors would like to give lessons on a certain day and time, Spokane Nordic will post sign-up for that/those session(s)
- We will give lessons for Winterfest on January 18 again but charge \$5 (rather than free) for 45 minute sessions in an attempt to have a more stable sign-up (78 signed up, 58 showed, 10 signed up on-site last year)
- Lisa and Tim are working with PSIA to schedule training for either New Pro, Let's Go! (free for those achieving Level I in prior season) or Level II certification (est. \$95 each in addition to \$111 dues)
- NK instructors may not have dues or PSIA certification paid for them in coming season and will have custom instructor training instead. There are too many and NK fees would need to be raised to sustain it. Individuals can continue their membership as one qualifies by volunteering or working for a ski school (Spokane Nordic became listed as a ski school in 2013). NK program coordinators will make decision when creating their budget.
- Will continue to do winterfest lessons in order to increase interest.
- Lisa reported that adult lessons were relatively profitable and that there were no foreseeable increase in fees, considering that our primary mission is increasing interest in skiing.

**Action Item:** None.

### **Marketing Director Report**

**Annual Report** – Brad is working to get this refined and posted on the SNSA website. Tom and Ann

are working with Brad to and further explore the idea of doing a Duathlon in the future. Brad will

work with Brian on coordinating and publicizing trails days volunteer opportunities. A policy was

discussed regarding how best to promote sponsors. It was decided that the sponsors logos can/should

be displayed on our website with links to their websites. It has been recommended that we not send

e-mails regarding special deals that certain sponsors may offer. All sponsors should have a uniform,

comprehensive package of contribution levels presented to them at the time of sponsorship.

**Action Items:** Brad will follow-up on the above issues.

### **Financials**

There was no formal report made today, although Kate reported updated balances of \$35,000 in our

checking account and approximately \$20,000 in investment account. The financial committee reported

that we will be using an online version of QuickBooks. This version will facilitate ease of entering

data and better financial reports. A full financial report will be made at the next meeting.

**Action Item:** Alison to report financials at next meeting.

## **Capital Campaigns**

There are 3 main items that have been considered for capital campaigns recently. These are: 1) Warming Hut, 2) Selkirk Lodge Expansion and 3) Van for Racing/Transition Team(s).

**Warming hut:** Chris will report at next meeting; timing and location.

**Selkirk Lodge Expansion:** A work group has been convened to look at a new lodge, a reconfigured parking lot, a stadium and a biathlon range. Notes from this meeting are attached as addendum #1.

**New Van:** There has been general agreement about the need for a new van. We recently became aware that Spokane Transit Authority (STA) periodically sells their used vehicles and this may be an option as these vehicles are likely well maintained. These vehicles may come up at auction – if so we may need to act quickly in order to obtain one. The Board agreed that this could likely be done via email discussion and vote if necessary.

**Action Items:** **Chris** to report at next meeting regarding the warming hut. **John** will look further into purchasing an STA van at upcoming auction.

## **Grooming Committee Report**

No report.

## **Board Composition / Elections**

As noted above, we have two potential new Board members, Allen Dykes and Frank Burns.

Both of whom participated in today's meeting. Their participation in tonight's meeting was a trial, if they remain interested they will contact John or Kate. If they are interested we anticipate them starting a two year term.

The VP position remains vacant, until that position is filled, Tom Schaaf has volunteered to fulfill the VP's

role in terms of checks and balances, reviewing bank statements and finances. Tom and Ann volunteered to do an exit interview with Julie, scheduled for next Monday. This is John's last night as president of SNSA. John was thanked for his hard work, diligence and his ability to see the big picture for the organization. He was thanked for the way he has led the organization; with forward thinking integrity.

**Action Items:** Await response from Allen Dykes and Frank Burns.

## **Chimney Sweep / Safety Corrals**

John contacted Ranger Steve to discuss these items. He indicated that these items lie in the realm of

MSSP rather than SNSA. Steve acknowledged this and stated he will take responsibility for sweeping the chimney and creating safety corrals around fireplaces if necessary.

**Action Item:** None.

## **Webcam**

Tom has been working with Airpipe to get the web cam up and running but logistical issues prevented full functionality this winter. They have been updated about all of the specifications of our hardware and they have agreed to help to ensure functionality this coming season. A request has also been put in to switch to vacation mode over summer to save costs. Tom will work with Airpipe during the off season in order to insure functionality next seasons. Tom is also planning to move the camera in order to provide a better trail view.

**Action Item:** Tom will follow-up with Airpipe on above issues.

### **Proposed bank account change**

The change from Sterling/Umpqua to Numerica has been enacted with appropriate signers and will obtain a debit card for expenditures as well.

**Action Item:** None

### **Policy Review**

At the last meeting there was some confusion regarding which policies have been passed and what were policy guidelines. John researched this and will review the Board minutes with Darryl to make sure these are appropriately classified and codified.

**Action Items:** John will report back on this issue at the next meeting.

### **WRAC Requests**

John, Trond and Ranger Steve have determined WRAC requests and the timing of the funding meeting and will be making a joint ask in terms of funding. Grooming committee has requests – request for equipment was submitted today by John. John to provide copy for **Lisa** who will be presenting to WRAC. See Addendum #2 which contains our formal request.

**Action Item:** John to provide **Lisa** a copy of our request – see addendum #2. **Lisa** will use this information in her upcoming presentation to the WRAC.

### **New Business –**

#### **Consideration of a bonus for Jeannie Nelson**

Jeannie Nelson helped out with the race team this past season. She went well beyond what was expected of her. She was very well received by the race team athletes, she was a great resource to

them as well as the coaching staff. She travelled to races and helped with on course coaching as well as

waxing skis in preparation for races. John proposed a bonus of \$1000 bonus. There was some discussion regarding coaching salaries and the fact that in the recent past we have tried to stay away

from bonus structures with preference being given to incorporating monies into salary structure.

At the

beginning of the season, it was unclear how big a role Jeannie was going to play and she was quite involved. With this in mind, the proposal to provide Jeannie with this bonus was seconded and passed unanimously. Kate will write a check from SNSA for this supplemental income and give it to John at the conclusion of this meeting.

**Paid employee Review:**

Paid employees include Brad Thiessen as Membership & Events Coordinator, Transition Team and Race Team coaches including George Bryant, Matt Halloran & Jeannie Nelson. Performance reviews will be done in the near future. Brad's review will be conducted by John, Lisa and Tom (President, Incoming President, Past-President). The coaches will be reviewed by Ann, John and Tom. These individuals will report back to the Board if any issues are discovered during this process.

**Action Item:** **John, Lisa and Tom** will arrange a time to review Brad's performance. **John, Ann and Tom**

will arrange a time to review the coach's performance. All of these should occur before the next meeting.

**Coaches – CPR/Background checks for nonparent coaches?**

The Board had previous discussions about whether the coaches should be required to have a valid CPR certification and whether they should undergo a WSP background check. Given the fact that coaches are paid employees and travel with the racers at times unaccompanied, the Board felt that coaches should be CPR certified (certification good for 2 years) and that a one-time WSP background check were both appropriate. Kate volunteered to contact the coaches and to facilitate the process. These should be completed prior to executing contracts for the coming year.

**Action Item:** **Kate** to contact coaches to make them aware of these requirements and facilitate them obtaining these items prior to execution of contracts for the coming season.

**Budget for upcoming fiscal year**

The Board agreed that we need to develop a budget for next year as we approach the end of our fiscal year. Items that need to be taken into consideration in this process include the following:

- Marketing plan
- Van Maintenance – especially considering the potential for two vehicles.

- Race team – need to determine whether last year's allocations were sufficient (wax/travel/misc)
- Idaho land lease for new trails (have 4 years left on last year's payment for 5 years – needs to be tracked for subsequent years).
- Payment to IEP for use of their trails

**Action Items:** **John** to confirm with Brett from Idaho Lands and Paul Buckland from IEP about lease and/or user fees. He will report this information to Alison so that it can be included in the budgeting process. Brad will work on a marketing plan and this will be taken into account in the budgeting process. Alison will convene a team that includes Lisa and Kate to work on a budget to be presented to Board in the near future.

**Calendar Items that need to be addressed**

Calendar items should be a standing agenda item in the future to be reviewed before each meeting.

As we discuss major reconfiguration of the parking lot, Selkirk Lodge and construction of a stadium/biathlon range we need to be aware that Linder Ridge Road is on IEP land and at this point this

trail is still a multi-use trail. The possibility remains that this trail could be used by snowmobiles at some

time in the future. This issue needs to be addressed and discussed with IEP.

The need for a Board retreat to develop a strategic plan, to discuss priorities etc was discussed. A Board

retreat will be scheduled by google groups or other electronic means in the near future.

**Action Items:** Calendar items should be reviewed in advance and be a standing agenda item- **Lisa as**

**president and Kate as secretary** will be responsible for reviewing the calendared items ahead of the meetings. The status of Linder Ridge Road needs to be discussed with IEP. **John** will pursue this issue.

Lisa will be responsible for scheduling the board retreat.

Respectfully Submitted,

**Darryl Potyk**

## **SNSA Strategic Planning Meeting**

August 10, 2014

### **Present**

Tom Schaaf, Ann Torigoe-Hawkins, John McCarthy, Frank Burns, Lisa Sunderman, Allen Dykes, Chris Oxford, Brad Thiessen

### **PART 1. INTRO**

- less time than the past: more of a review, keep on track, bring new board members into flow
- review mission statement

#### Agenda

##### SNSA Background

- budget / cashflow
- committees
- programs and events
- relationships
- communication

##### Current Issues

- Park Trails / Development
- events
- team

##### Opportunities (threats?)

##### Next Steps

## **PART 2. BACKGROUND**

Question: are we looking to make current stuff better or do new things?

Answer:

- whatever it takes to facilitate x-c skiing
- may have to partner with summer groups to build lodge
- a lot of what we've been doing is result of user surveys

Mission Statement

- affirmed

BUDGET

- annual budget about \$70k
- anticipated to be \$70-75K
- currently at -\$1400 (deficit) for 2013
- current reserves are \$56k
- went over rough income and expenses

WRAC

- snow permits pay \$83k to MT. Spokane
- got lots of \$ from WRAC, disproportionate to user fees

COMMITTEE STRUCTURES

- history = board member burnout.
- need to pull outside people into committees
- current committees
  - grooming
  - trails
  - marketing / fundraising
  - race (JNQ)

PROGRAMS AND EVENTS

- Nordic Kids
- adult lessons
- ski teams
- t-team
- Rangers
- Challenge
- JNQ
- Snowball potluck
- Winterfest
- Not ours: Langlauf and SouperBowl

## RELATIONSHIPS

- State Parks (Steve)
- Langlauf
- IEP (Paul Buckland)
- Idaho Lands
- FitFan
- Mtn Gear
- REI
- Friends of Mt. Spokane
- Ski Patrol
- Mountaineers
- Inland NW Trails Commission
- snowshoers
- Out There Monthly
- PSIA

Should have relationships with

- Mtn Bikers
- Horseriders
- Mountaineers

## COMMUNICATIONS

- Newsletter
- 2-minute update
- Facebook
- website
- in lodge
- on-hill
- Out There Monthly
- REI
- Rich Landers (S/R)

## PART 3. CURRENT ISSUES

### 1. Events

- summer events - on hold
- need passionate, committed people to lead events
- events need to mature to JNQ's quality

Question: how do we get to that point

Answers:

- new events require building on JNQ experience - do we need an events committee?
- proposed process
- what are the events
- get jobs filled at beginning of season
- get positions in place

### 2. Coaches

- historically - 4 paid coaches for Race and T-Team
  - George and Judd in
  - Matt out
  - Jeannie maybe
- 
- issues:
  - how many do we need
  - increase pay
  - succession planning

### 3. Park / Trails

- new lodge, upgrading trails, improving start/finish area (stadium), parking lot, biathlon, lit trails
- no costs finalized - approx \$800k+
- estimated 4 year timeframe
- proposal in October 2014: must put in this biennium budget to get preliminary steps done
- what is role of Spokane Nordic
- we are user group - need to support and guide - membership buy-in
- education
- Ensure future access to IEP (contingency planning)
- 500c3 makes us funnel for fundraising
- leave biathlon out of communication until future implementation time

### 4. Other

- leadership / staff / volunteer continuity
- social media
- Strava - map my ski
- how get more onto Facebook
- vendor-run ski area

- developing sponsorships

## **PART 4. NEXT STEPS**

- assess status of our current events (what they are, how to organize)
  - Lisa (lead), Brad, Chris, Kate
  - Sept 30th
- Analyze NK growth barriers
  - Alison (lead), Frank, Allen, Natasha
  - Date TBD (Sept 30?)
- Assess U14 Championship ??
  - JNQ committee
- Coach input re: coaching needs and budget
- Process for assessing team/coach issues
  - John (lead), Ann and Tom (as part of coaching reviews)
- Trails and Building Development Committee
  - educate / communicate
  - get input from members
  - IEP - trails
  - Tom, Lisa, Brad
  - Sept 30th
- assess corporate sponsorship and development plan ASAP
  - Allen (lead), Ann, Brad, (Darryl), Frank, Mike Burns (\*ask)
  - by August 24th
- budget
  - committee reports will include budgeting for end of September

## **PART 5. ASSESSING THE RETREAT**

What worked well

- got lots done
- good review
- good workplan

What do better

- no bike ride
- more board participation
- earlier in year - May

**- recorded by Brad Thiessen**

## **Spokane Nordic Board of Directors Meeting**

October 14, 2014

Present: John McCarthy, Ann Torigoe-Hawkins, Tom Schaaf, Lisa Sunderman, Kate Burns, Brad Thiessen, Frank Burns, George Bryant, Mike Powers

### **1. Marketing Committee Report**

- A formal marketing plan will be presented in November
- A new design for visual identity was sent out by Brad Theissen to the board prior to today's meeting. If something on behalf of SNSA is going to be sent out, please be sure it's consistent and you are using the new design. If unsure, send to Brad first and he will update.
- Sponsor packet is available. When reaching out in the community for financial assistance or sponsorship, be sure to use the sponsor packet.
- Frank Burns is working on a contract for funding with Premera, Providence and other local health care providers. The goal of the program is to build sponsorships over the long term in support of community health.
- Overall volunteer plan for Winterfest and other events was discussed. Do we need a chair and committee for all events or a chair and committee for individual events? Discussion decided that one person cannot be responsible for all events – an advisor approach was recommended, Tom volunteered to be timing advisor.
- An events committee was recommended with a succession plan. An overarching committee that delegates to each event was decided to be the best approach. Before Brad proceeds with committee, he will speak with the existing JNQ committee to receive their input.
- **Action Item:** Brad to get input from JNQ committee about the formation of a new events committee.

### **1. Skijor Proposal**

Kate Burns sent out a skijor proposal prior to the meeting which summarized the collective request from the skijor group. The following changes were passed by the board, and Kate will follow up with Steve Christenson and the parks department regarding the suggested changes.

- Skijoring will take place all day on Wednesday
- Start time on Sunday changed to 12:00 p.m. (to allow for more daylight hours)
- A loop option of skiing down Lower Tripps and up Upper Tripps was approved. Skijoing will be both ways on Lower Tripps and ONE WAY - UP ONLY – on Upper Tripps.
- Skijoring will be allowed to the end of Mica Road

*The other requests were denied for the following reasons:*

- Skijoring on Friday: possible conflict with Transition and Race Teams since they practice Friday nights.
- Skijoring on Tuesday: Skijoring needs to take place on a day when grooming will happen the next day. Currently there is no grooming on Tuesday.
- **Action Item: Kate Burns will contact Steve Christenson and get his feedback on proposed changes. Changes will NOT be implemented without Steve C's and State Park's approval.**

## 1.NK/Rangers Report

- Prior to the meeting, Alison Liaboe sent out a proposal to the board (based on survey responses) that requested the growth of Nordic Kids from once a day on Saturdays to twice a day on Saturdays (The Sunday option received little positive feedback from prior participants in program).
  - The sessions will be capped at 90 participants for each session.
  - Two sessions will be held on Saturdays
- Allen Dykes made a motion to approve the proposal. Tom seconded. The board unanimously approved the proposal with the following cautions:

- The lodge will be crowded on Saturday mornings with three programs all starting at the same time (NK, Transition and Race Teams). Need to address crowding issue for Saturday morning. *Would possible staggering of start times alleviate crowding?*
- *Are NK volunteers going to perform all day or morning and afternoon shifts?*
- This year, Nordic Kids will be organized by a group of lead volunteers. So far, the following have agreed to lead:
  - Coaches and class placement: Natasha Sharman
  - Lodge volunteer: Sheryl Wight

- Olympics: to be determined
- General Communication: Brad Theissen. Brad will spend 2 hours per week communicating with committee heads.
- Brad will work with marketing team to increase NK numbers.
- Action Item: Alison and NK committee (Frank, Allen) to respond with follow up of questions and more details of NK growth.
- Brad to begin marketing NK

## Racing Team Report

George Bryant attended the meeting and gave the following update:

- Approximately 20 individuals are signed up for the Race Team and 20 for Transition Team
- Practice will start on November 1 for Race Team
- George Bryant will continue as head coach
- Jeannie will assist on Fri/Sat
- Aaron Scott to assist when he can
- Jeannie will not be travelling with the team this year
- Jud Ford offered to go up to mountain Thursday evenings
- Race Team will be having on-snow workouts Sat Sun Thurs Fri
- Action Item: Jud and George will put together a calendar/schedule once they receive confirmation of dates.

George attended a recent PNSA meeting and provided the following information from that meeting:

- He received approval for a J14 and under meet. It was recommended to be the same weekend as the Loppett: Feb 30<sup>th</sup>, 2014. Sprint in morning. Relay in afternoon. Both will take place on Saturday.
- JNQ: Bend and Methow were approved.
- Kongsberger: Race being put on by Momentum, the Seattle based nordic group. If the race is to be sanctioned by USSA, changes need to be made. George should hear confirmation by the end of week if they can do it – if it can't be sanctioned, Spokane Nordic may be asked to sponsor race again. Approx 4 months to plan.
- Costs to sanction: 1,500 to \$4,000. USAA will provide \$1,500 to help offset cost. Need TD (technical delegate). Need to also include a per head cost to USSA.
- Action Item: JNQ committee will get back to board once they hear back from George

about Kongsberger.

Board discussed salaries of coaches. They will be determined once calendar/coaching responsibilities are solidified.

John McCarthy will assist George with Race Team paperwork/tuition and Kate Burns will assist Jud with TTeam paperwork/tuition.

Action Items: Kate Burns will send in a background check for coaches.

John McCarthy will check insurance coverage for van.

Mike Powers will obtain safety video about driving a passenger van. John McCarthy will pass along to coaches.

## **Warming Hut at Jct. 11 Report**

In Chris' absence, Brad gave a brief update about the warming hut.

- The hut is currently under construction. Tim Ray appears to have taken over project due to Chris' back injury. IEP has provided materials, but there may be a need for more materials to finish out the project. Chris requested to have a budget of no more than \$1,000.00 to finish the project, if need be.
- John proposed to approve a budget of up to \$1000 for the warming hut. Allen Dykes seconded the motion. The motion was approved by the board.

## **State Park Commissioners Meeting November 21 (50 people)**

Lisa reported on the upcoming visit to Mt. Spokane by 7 commissioners with their spouses. The biggest item on the agenda for the commissioners is the voting on the downhill expansion.

- Present at the meeting will be the Winter Knights Snowmobile Club, WASA (rescue group), SNSA
- Winter Knights will be offering snowmobile rides to Selkirk
- Lisa will be offering cross country ski lessons (and gathering gear)
- Kate will gather snowshoes as one more option of on-snow transportation to Selkirk
- For the meeting, Kate will bring cookies, Allen will make salads, Lisa will bring soup, and the Winter Knights will provide hamburgers/brats/paper goods.

The Friday night event has been cancelled

Action Item: Lisa will have magnetic nametags made to identify SNSA members  
Kate and Lisa to discuss coverage of beverages for the meeting.

## **Treasurer's Report**

There is approximately \$18,000 in our Numerica account.

There is approximately \$32,000 in our Umqua account. Checks have cleared from this account and it needs to be closed and transferred into our Umqua account.

Action Item: Kate Burns to close Umqua account and transfer funds into Numerica Account.

## **Miscellaneous:**

Ski Swap is Oct 25th, Sat 9-5 and Oct 26th Sun 9-12 at the fairgrounds

### **Snowlander:**

Fri Nov 7 4-10 and Sat 8 10-9

State Parks wants SNSA to help host booth

Action Item: Trond to work booth and he will seek assistance if need be

### **Van:**

Passenger vans sold at last show were older with high mileage. John opted to not purchase either van. We will get on a list for a donated van with STA, but it would be for next year. John suggested keeping eye on auction and free van but not to pursue the purchase of a new van.

Purchase of a new van: skiathon fundraising idea was brought forward by Frank Burns.

Action Item: John to research prices for a new van from local dealerships.

### **Web Camera:**

Tom is working with Air Pipe to find out why web cam has not been working. There have been network problems, not camera problems. Tom wants to move camera to new location. Steve Christenson has offered to put a post in ground for new camera location and bury cable if we will provide the post.

John made motion to purchase post needed to install camera in new location. Allen seconded the motion. Board unanimously approved.

### **Lifetime Contribution Award (Gary Silver):**

Nominations are now welcome. Steve Christenson won last year.

Action Item: Brad Theissen will put out a request for nominations to all SNSA members.

### **Other Discussion:**

Legislators up at Mt Spokane Proposal submitted for biennial year 2015/17 to include clearing, parking, lodge, biathlon range.

Darryl asked about status of holiday break ski camp  
Are we too busy with new two-day program?

Darryl requested an update on our relationship with ski patrol.  
Kate will inquire with Ted Barnwell. It was suggested that we should invite ski patrol to the snowshoe ball.

### **Calendar**

Meeting with legislators Friday October 17 – present Mountain Recreation and Education Center  
Meeting with Friends of Mt. Spokane November 5– present Mountain Recreation and Education Center

The JNQ dates will be set at the PNSA meeting October 11. Tentatively George/Alison has them listed (some have changed since first proposed) as:

West Yellowstone Nov 25 – 29

Bend Jan 3 – 4

Winthrop Jan 17 – 18

SOHO Jan 30 – 31

Kongsberger Feb 14 – 15

U14 Championships Mt. Spokane TBD at the Oct 11 meeting

### ***At Mt. Spokane***

*Winterfest January 10*

*Souperbowl Feb 1*

*Langlauf Feb 8*

*Challenge March 1*

### **Training Calendar**

Sunday, December 14th - "Teaching kids skating" (progression, method, games, personal skill improvement), led by Caroline Tareski. For NK instructors. Skating equipment is necessary.

Saturday, December 20th - Level 1 PSIA certification clinic and exam, led by Tim Ray. For NK instructors. Skate and Classic.

Sunday, December 21th - "New Pro Lets Go". PSIA credit clinic for Level 1 PSIA instructors, certified last year, led by Tim Ray. Skate and Classic.

Saturday, December 27th - NK own clinic for NK instructors and on the snow parent helpers. On the agenda: what we teach at NK, how we do it (make it comfortable and fun), terrain dictates skill emphasis and class structure, class leading skills, games and tips, personal skill improvement. Led by Natasha Sharman and tba clinician. Classic ski equipment is necessary for this clinic.

Sunday, December 28th - reserved for "Teaching kids skating" clinic, if weather will prevent it from happening on December 14th.

Friday, January 23d - second and third year PSIA instructors are given an opportunity to get there PSIA teaching credit by taking clinic with David Lawrence PSIA certifier and second term Nordic team member. We will need let David know if we are interested by the end of December the latest. Friday is not a very convenient day and it is late in the season, but there is a tremendous opportunity to have a clinic with one of the most experienced clinicians in the country without traveling out of town! Please let Natasha Sharman ([natalysharman@yahoo.com](mailto:natalysharman@yahoo.com)) know, if you are interested.

Saturday and Sunday January 24th and 25th, PSIA Level 2 clinic and exam. Clinician David Lawrence.

**-recorded by Kate Burns**

## Spokane Nordic Ski Association

### Board Meeting November 10, 2014

**Present:** Lisa Sunderman, Brad Thiessen, Tom Schaaf, Mike Powers, Alison Liaboe, Ann Torigoe-Hawkins, Allen Dykes, Kate Burns

### Race/Transition Team

- Insurance for Van: Jeanne is not able to be placed on insurance policy due to her age. Current coverage is for individuals 25 and over. People under 25 can drive, they just cannot be on policy. To put their name on the policy would be more expensive.
- George will be spending more time coaching race team (due to Matt Halloran's departure), Jud will spend approximately the same, Jeanne will be coaching a bit less. Suggested salaries:
  - George \$8,000 with a potential \$1,000 bonus
  - Jud: \$3,000
  - Jeannie: TBD
- Fees: Tuition for race and transition fees will stay the same: \$800 for Race Team and \$400 for Transition Team.

### Racing/Transition Team Report and Budget

Actual	Actual	2013/14	Budget	2014/15	2012/2013	R Team	T-Team	R Team	T-Team	# of													
kidsFee	4030-03	Racing Team	Fundraising	1,470???????	1,470???????	4030-01	Racing																
Team Tuition Fees	15,550	11,200	16,000	20800	4030-04	Transition Team	Tuition																
					5,037	7,800	7,200	18400	4035-00	Coaching													
Scholarships	2,400	800	2800	4036-00	Participant Scholarships	800	200																
				4037-00	Scholarship Offset	(3,200)	(1,000)	5040-02	Membership														
								Coordinator	(33)00	5046-01	Coaching												
Expenses	(15,600)	(14,700)	(900)	(11,500)	(4,800)	5060-01	Racing Team - Travel																
						Expense	(3,539)	(3,361)	(175)	(4,000)	(200)	5080-01	Racing Team -										
						Supplies	(874)	(1,135)	(1,200)	(600)		5130-01	Racing Team -										
						Insurance	(1,484)	(1,056)	(530)	(530)		5140-01	Repairs & Maint,										
						Racing/Van	(2,000)	(3,151)	(1,000)			5150-01	Racing Team - Misc										
						Expense	(280)	(61)	(552)	(50)	(500)	Total	(3,192)	(10,827)	6,173	(2,280)	570	Net	(3,192)	(4,654)	(1,710)	could use at least \$2,000 sponsorship + van	Races/Travel/Coaching
												Expense	West Yellowstone	Coach	13/14	14/15	Race of Methow	George B					

RT\$7,800\$9,000\$ 8,000 contract + up to \$1,000 bonus *Snoqualmie/Kongsburger* Paul F  
TT\$800\$800 could be 4-8 depending on kids partic. *BendJud F* TT\$2,000\$4,000\$3,500  
contract + up to \$500 bonus *Soldier Hollow* Jeannie N RT\$2,000\$2,500\$1,500 contract +  
up to \$1,000 bonus Matt H RT\$5,200\$0\$17,800\$16,300

- Lisa reviewed the racing/transition team budget for the 2014/15 calendar year. Tom made a motion to pass the budget. Allen seconded the motion. All approved.

*Action Item:* **John McCarthy** will communicate the team fees to both coaches and in turn, coaches will communicate fees to racers/transition team members.

**Lisa** to get contracts to Allen for payments to coaches. **John** will get contracts to coaches and have them sign contracts.

### NK/Rangers

- Ryan Schulte will be heading up the Rangers Program. Ranger program will take place in the afternoon.
- NK sign up: 30 members have signed up for afternoon, 20 for morning session so far.
- NK to be from 9-11 in the mornings, afternoons 1-3.
- Next steps: Alison will lead a meeting with Natasha Sharman and Laura Zulligar (head of communication) to begin coordination of dates/instructors/students.
- Allen contacted the school district to see if we could advertise Nordic Kids at some of the area schools. Half of the schools want paper flyers, half want e-mail. The Nordic Kid information will hopefully go home in kid's folders next week.
- Discussion: Typically the individual who runs NK also has a spot on the board. Since no one who is involved in the running of NK has a spot on the board, who will communicate to board about NK?

### NK/Rangers Report and Budget

12-13 Actual	13-14 Budget	13-14 Actual	14-15 Budget	Income: <b>Fees (Youth Rangers)</b>	4070-02 Nordic Kids
				008101,1259 kids?	4070-02 Nordic Kids

<b>Fees</b>	6,905	9,005	9,385	<b>12,000</b>	add 40 kids	Total Income	6,905	9,005	10,195	<b>13,125</b>	Expense:				
<b>5040-02 Membership Coordinator (Nordic Kids)</b>	00	(911)	(1,200)			<b>5045-02 NK - PSIA Cert/Membership</b>	(2,292)	(2,500)	(1,506)	<b>(3,000)</b>	5050-02 NK - Olympics				
<b>Expense</b>	(678)	(700)	(491)	<b>(500)</b>		<b>5080-02 NK - Supplies</b>	(429)	(450)	(557)	<b>(1,056)</b>					
<b>5085-03 Bank/Paypal charges (NK)</b>	(162)	(170)	(213)	<b>(276)</b>		<b>5085-03 Bank/Paypal charges (Youth Rangers)</b>	00	(12)	(26)		<b>5100-02 Nordic Kids Printing</b>	000	<b>(200)</b>		
<b>5150-02 NK - Misc Expense</b>	00	(4)	0			Total Expense	(3,560)	(3,820)	(3,693)	<b>(6,258)</b>	Net Income	3,345	5,185	6,502	<b>6,867</b>

- Lisa reviewed the Nordic Kid and Ranger budgets for the 2014/15 season. Allen made a motion to pass the budget. Alison seconded the motion. All approved.

### Jct 11 Hut Update

- Hut is being built. Chris Oxford still involved with coordination.

### Web Cam/Wifi

- Tom reported webcam is working. Conduit has been laid. Tom has about 2 more hours of work to finish pulling wires/mounting, etc. He and John will complete it this week. He has new router and will set that up. Robin at FF will be able to access the wifi, There will also be access for races, members etc.
- Tom requested feedback regarding sponsorship from Fitness Fanatics for connecting to our WiFi. Currently FF has given SNSA \$2,500 and \$250 for trail map plus prizes. Her donation increased substantially this year compared to last. It was suggested that she split the monthly cost, but it was also suggested that her donation and ski rental was enough. It was decided that if we need up upgrade bandwidth in the future, then we can ask for financial assistance from FF.

Action Item: **Brad to work with Tom and Allen to change our direct withdrawal from Umpqua to Numerica.**

### Insurance

- Lisa renewed the insurance policy for SNSA. It cost the same as last season: Liability \$1,000,000 limit, combined single limit occurrence \$5,000,000 aggregate, premium \$2,013, covers premises and operations of the names Nordic ski club; owners, managers, employees, volunteers of the Nordic ski club; premises used for advertising e.g. signs or ski show booth; scheduled off

premises activities including roller ski practice, rental or loan of ski equipment to others, participant legal liability subject to signed release/waiver requirements

## **Adult Lessons Schedule**

Price will be \$30

Saturday 1:00 – 2:30 p.m. Dec 13, 20, Jan 10

Winterfest Jan 11

Special sessions Dec 27 – Jan 1

Private lessons \$45 per person +\$15 per additional person

9:00 – 10:30, 11:00 – 12:30, 1:00 – 2:30)

## **Newsletter**

- Brad sent information to board members prior to meeting regarding the pros and cons of producing and sending out the newsletter.
- Brad mentioned that the information contained in the newsletter has already been delivered via e-mail.
- A suggestion was made to send out a newsletter with dates/highlight of events at the beginning of the season and another newsletter that will recap the ski season at the end of the season.
- Allen made a motion to change our newsletter format from every month in the winter to two. Anne seconded the motion. All in favor.

Action Item: **Brad to create and send out first newsletter that will highlight events/dates.**

## **Main Budget/Treasurer's Report**

- \$43,407 checking account
- \$2,500 Money market account

•We need to create a separate account for the scholarship fund and the actual funds need to be updated to reflect need.

•Lisa sent out a spreadsheet prior to the meeting for budget for 2014.

Broken down into:

- Donations/memberships/fundraising
- JNQ/Fundraising
- Racing/TTeam

- NK/Rangers

- Kate made a motion to approve the proposed budget. Allen seconded the motion. All in favor.

## **Marketing Report**

- Brad will send out a marketing report to board. His ballpark estimate for new members in the 2014-15 ski year is 39 members.

- KPBX announcement will continue. It will run during the middle of November.

- NK will be promoted in 8 schools this year and 2 KPBX concerts.

- SNSA has committed 4 articles to Out There Magazine.

- Sponsorship report: all sponsors have recommitted except Elements Massage. Elements was offered/asked to provide complimentary massages after the Loppett.

- New sponsor: St George's school is giving \$250.

- There is room for map sponsors if anyone knows of anyone willing to sponsor maps – please get that info to Brad in the next couple weeks. Map will be printed Dec. 1.

- There has been no reply regarding sponsorships from Mountain Gear.

- We have accumulated \$7,000 in sponsorships so far.

- Lisa Sunderman will send a thank you card to Brian Hawkins for all his work on trail days.

- Winterfest: board members need to sign up for volunteer times. Brad will send out e-mail.

Action Items: **Lisa** write thank you card to Brian Hawkins.

**Brad** to send marketing report to board.

**Brad** to send out e-mail requesting Winterfest volunteers.

## **State Park Commissioners Meeting Friday November 21**

- WASA and Winter Knights combining with SNSA. Approx 50 people incl.

- commissioners, entourage, parks staff, volunteers attending.
- Lisa will provide soup, Kate cookies, Allen salads and Natasha cocoa, cider in Selkirk.

### **Annie Pokorny Scholarship Request**

- Annie Pokorny wrote and requested another \$1,000 donation from SNSA to support her training. Here's her note:

Hi Lisa!

Thank you for all of your help spreading the word for my 100K and thank you additionally for your personal contribution, the SNSA is a huge part of keeping my racing going and I'm grateful for the opportunity to connect with everyone. Along that same vein, I've been talking with George about doing a combined clinic with Vicki Longhini and the Sandpoint team when I'm in town in December. I've committed to Vicki to doing a day with the kids and a day with the adults (mostly parents I think). I want them to be free clinics with the option of donation. We haven't quite worked out the details with George on location, but do you think people at Spokane Nordic would be interested?

Additionally, when I talked to John McCarthy early this summer, he said that the Association may have the resources to give me a grant, like they did last year. In January, the \$1000 from SNSA covered my US Ski Team fees for U23 World Championships, so you all essentially allowed me to have housing, food, waxing and coaching in Italy and Norway. It would be hugely helpful to have that opportunity again.

Let me know what you think! I hope that your fall is going well! It's snowing here in Vermont, so we're getting more and more excited to get the season underway!

Best,

Annie

P.S. Will you be in West?

Allen made a motion to donate \$1,000 to Annie Pokorny. Alison seconded the motion. All in favor.

Action Item: **Lisa will send an e-mail to Annie informing her of the \$1000 donation.**  
**Allen will send money to Annie.**

### **Lifetime Contribution/Gary Silver Award**

- We have received two nominations so far. One for George Bryant and the other for Cris Curry. We will vote for the Gary Silver Award in December's meeting.

I would like to nominate George Bryant for the Gary Silver Award. George has given such a huge amount of time and energy to developing a love for Nordic skiing among a generation of young athletes. Any one of these athletes would attest to George's commitment to advancing our sport as well as being committed to helping each individual develop into a better skier and better person. While some of his efforts have been compensated, much of what George does is priceless! From sourdough waffles, to the "circle of trust" George has given of himself for our benefit. His mustache, his initial "gruff" manner and his underlying desire to help everyone around him learn to improve their skiing technique while appreciating the resources we have make him an outstanding candidate for the Gary Silver Award.

Sincerely,  
Jud Ford

Cris Curry was also nominated for the award and his nomination is on an attachment.

#### **Friends of Mt Spokane board replacement.**

George Momany is currently the Nordic liaison to Friends of Mt. Spokane. He may be considering retiring from the board and it would be in SNSA's best interest to find a nordic-friendly replacement.

Action Item: **Lisa will speak with George Momany and find out if he is indeed retiring his position.**

## **Assessing the Spokane Nordic newsletter**

November 2014

Questions: Should Spokane Nordic continue publishing a newsletter?

Newsletter frequency:

- The Spokane Nordic newsletter is produced 4-5 times per year between October and April, and mailed to members.

Newsletter Readership

- New members are given the option of opting not to receive the printed newsletter. In the past 2 years, 172 members have opted out. Despite steady membership growth, the newsletter mailing list only increased by 23 households (from 167 to 190) between Feb 2013 and Feb 2014.
- The newsletter is also posted as a pdf to the Spokane Nordic website and each is announced by 2-minute update. The online newsletter is not widely read (current stats unavailable).
- We do not have any stats on what percentage of printed newsletters are read.

Newsletter Cost

- Printing: \$1400 / yr
- Staff time: \$800 / yr

Email Communication

- Three years ago, Spokane Nordic began developing membership communications through emails, facebook and website content. By far the strongest of these to date is the weekly 2-minute update. Email tracking shows that each 2-minute update is read by about half of the 550 email recipients.

Newsletter Content

- Currently, most of the newsletter content is also released via email (and some to facebook as well).
- The 1 significant newsletter piece not currently going out via email is the Board President's article. There is no reason it could not also be included in a 2-minute update every month.

Pros of ending newsletter

- Cost savings - approx \$2200 / yr
- Staff can focus on other tasks

Possible cons of ending newsletter

- Will a significant number of legacy members (who may also be significant donors) feel a loss of communication and connection?

## **Cris Curry nomination for Gary Silver award**

I would like to submit the following nomination for Cris Currie for this year's Gary Silver Award. Since I am nominating my husband, it would be more comfortable for me to remain anonymous should he be selected. Thank you for considering this nomination.

Nora Searing  
[nora.searing@gmail.com](mailto:nora.searing@gmail.com)  
466-9540

Cris Currie has been cross country skiing at Mt. Spokane ever since we moved to the area in 1979. In 1994, he became chair of the Mt. Spokane State Park Advisory Committee at its initial meeting and later also became president of the Friends of Mt. Spokane group. By popular demand, he continues in these roles today—being repeatedly re-elected due to his reputation as a planner, project coordinator, problem solver, user conflict resolver and tireless workhorse on the mountain. Cris has many recreation interests on Mt. Spokane, but he truly loves nordic skiing above all others. In recent years, Cris has become more and more active in promoting nordic skiing and creating conditions under which the sport could grow and thrive at Mt. Spokane.

Cris's initial goal was to create as much physical distance as possible between snowmobiling and nordic skiing while still respecting the rights and needs of the snowmobiling community. In 2000, as part of the Interim Trail Plan, he was instrumental in defining the specific areas at Mt. Spokane where snowmobiling was permitted, as required by state law. Keeping riders off the nordic ski trails was not legally possible until these areas were specifically designated. Then he wrote a snowmobiling brochure and raised money (mostly from the Winter Knights and local snowmobile dealers) for its printing. He requested a grant for snowmobiler education from the WRAC but was denied. Similar grant requests that Cris wrote for trail enforcement funding were also denied. Nevertheless, brochures were printed, distributed and revised every year for several years, and snowmobile violations on the ski trails decreased.

In July of 2007, nordic skiers reached an agreement with the snowmobilers and IEP for the Moose Meadows/M17 expansion. This came about largely because of Cris's trail exploration, mapping, and proposed options for ways to expand the ski trails without decreasing the mileage of existing snowmobile trails. He also proposed Trail 260 (and worked on its 3 variations) as an alternative way to run snowmobiles down to the shared bridge instead of on the Linder Ridge Road, which needed to be groomed for skiing. This trail would have been built if IEP had not prohibited snowmobiling on their land. Once IEP established the prohibition, the roads formerly used for snowmobiling became available for skiing, and having already skied these roads many times, Cris was able to be a strong advocate for the conversion, including the Outer Limits Trail.

Cris's current goal is to respond to the increasing popularity of snowshoeing by creating additional snowshoeing facilities at Mt. Spokane, which help keep snowshoers off the ski trails. An added benefit for skiers is that once people try out this easier sport and find that they like being outside in the winter, they are much more likely try nordic skiing. Cris has written and revised the snowshoeing brochure several times and has been the main driver behind the new snowshoe hut that will open next season. In the meantime, new for this season is a snowshoe

route that Cris has cleared and will mark, which starts from the Selkirk Lodge, goes straight down the hill north to the Condo Road and returns up an old road that was part of the Trail 260 proposal.

Cris's real passion has always been backcountry skiing, and to that end he proposed and publicized the agreement with the downhill area to allow a backcountry skiing/snowshoeing corridor to the Mt. Spokane summit, and he is continuing to help with expanding the options.

I am sure many folks in the nordic skiing community would love to see Cris's many years of continual work and advocacy for our sport be honored by awarding him the Gary Silver Award.

## **Spokane Nordic Ski Association Board of Directors Meeting**

December 8, 2014

Present: John McCarthy, Ann Torigoe-Hawkins, Lisa Sunderman, Kate Burns, Brad Thiessen, Frank Burns, Darryl Pottyk, Chris Oxford, Allen Dykes

Lisa S. asked the board to approve the minutes from the November 10, 2014 meeting. Chris O. approved. Frank B seconded. All in favor.

### **Treasurer's Report: (Allen)**

Allen reported we currently have approximately \$45,000 in the Numerica account. When adding our current balance with the funds in Paypal that have yet to be deposited and the uncashed checks on hand, our approximate balance is \$61,000.

**Action Item:** Allen will work with John and send out contracts and checks to George, Jud, and Paul Fawcett.

### **Racing and T Teams Report (John)**

George Bryant is the only coach for racing team this year because Jeannie will not be assisting. John has been communicating to George regarding salary, assistance, etc. John suggested an increase in pay for George since he is the only person working with race team this year. It was also brought up that George no longer has a child on the race team.

John suggested George's coaching is worth at least \$9000 and he is currently underpaid by SNSA.

However the race team is underfunded and nets a loss without fundraising. Long term the race team needs to raise funds. Suggested ideas:

- Increase team fees
- Charge a fee for summer camps

- Parent led donations for SOHO
- Pay coaching fees when attending races. (Other organizations pay coaching fees whenever they go to races.)

Short-term fix: monetary adjustment to his salary.

Darryl suggested a formal note from the board, with an apology for not allowing him to negotiate his salary. We need to get feedback from George to see what he wants, how we can help him.

**Action Item:** John and one other board member will meet with George to discuss ways we can support him, his salary, etc. They will report back to board about next step to take.

**Action Item:** John to communicate when fees/forms are ready for ski team.

**Action Item:** John will collect the registration and release waiver paperwork and verify all fees have been paid for Transition and Race team participants.

## TTeam

John suggested the following coaching salaries:

Jud \$3,000 for being lead instructor

Drew \$1500 for coaching assistance

Paul Fawcett \$800-\$1300 plus tuition for two kids

Caroline T to assist.

**Action Item:** John will ask Jud about reducing Caroline's sons (Alex) T Team fee since she will be a volunteer coach.

## Van Purchase:

John has not made any movement towards purchasing a van. Largest barriers are: No money, no place to park the van long term, not enough drivers.

There is a need to be aware that a larger TTeam numbers and expected growth will require the purchase of an updated van.

Fundraisers will be needed to cover many costs. We need to look into the 2015/16

season for fundraising.

### **NK-Rangers:**

To date, 25 kids are enrolled in the morning, 66 in the afternoon for a total of 91. Enrollment numbers are strong for this time of year

Brad talked about allowing more than 90 people for afternoon session. Maybe we should not cap the numbers at 90 because more people are interested in the afternoon session.

Concerns have been shared about the early start time. Are we able to change morning session to 9:30?

Ryan Shchulte, lead teacher for the Rangers, sent in a budget. We charge \$120 per participant for the Ranger Program.

For \$60 a student, Ryan would like to give them a compass, map, food, first aid kit and tinder kit. John made a motion to accept Ryan's request. Frank seconded. All approved.

Alison commented that typically we have an overall NK coordinator and this person in the past has been a board member. Since we do not have a coordinator someone needs to be NK liaison to the board. Kate/Brad offered to communicate about NK to the board.

### **Adult Lessons Report (Lisa)**

Lisa recently attended a 3-day instructor clinic. She reported she is excited to share tips with other instructors.

The upcoming adult clinic had to be cancelled due to lack of snow.

### **Marketing/Development Report (Brad/Frank)**

Brad e-mailed a Marketing report to board members earlier today.

**Winterfest report:**

Ted Barnwell will lead a scavenger hunt to Nova  
Waxing clinic to be led by a Swix representative  
Ski demos

Brad needs assistance with hauling food, supplies, etc. and will be requesting help.

**Fundraising:**

- To date we have received \$7,000 in business sponsorships.
- Frank has two leads that he can possibly tie up for this year.
- Brad suggested we create a fundraising plan in 2015. We need to set a goal and be comfortable with our asks and have different levels of sponsorships and uniform talking points.
- Specific races can be target fundraising events. We need to approach the sports commission for the Loppett since we have out of town visitors for this event.
- Allen/Darryl suggested an event off the mountain.
- We need to begin our fundraising efforts earlier, during the ski season.
- We need a one-time ask for larger donations.
- There will be a clear ask for membership going out this week in newsletter.
- Possible idea is a virtual fundraiser; a raffle for people who donate during a certain time frame.

It was suggested that each board member should ask for 2 or 3 business sponsorships.

**Action Item:** Brad will distribute most recent sponsorship packet and to all board members.

Banff Film Festival cookie sales raised \$2,428.61. A thank you to Karen Momany was signed by all board members.

**Follow-up Items:**

With the change of bank accounts, we also need to change our direct withdrawal for certain businesses.

**Action Item:** Brad/Tom/Allen to change automatic withdrawal for AirPipe, Walt's Mailing, and Paypal.

Brad will be sending out newsletter this month.

**Action Item:** Lisa will write letter and Allen will write check and send \$1,000 sponsorship to Annie Pokorny.

A thank you card to Brian Hawkins was written by the board for all the work done on trail maintenance this summer.

Lisa submitted tax return – 990 and Schedules A, D & O.

George Momany is retiring from the Friends of Mount Spokane Board. It was suggested that we as a nordic group nominate an individual who could represent the nordic community on the board.

**Action Item:** Lisa will ask around and see who is interested in the open board position.

The Governor is going to be voting on an open State Commissioner's position. It was suggested that skiers in the community should write to the Governor in support of a local candidate who supports nordic skiing on Mt. Spokane, Cindy Whaley.

**Action Item:** Lisa will send info to board about nominating Cindy Whaley to open State Commission position.

Gary Silver will be voted on at the next meeting in January.

#### **Lisa's Report on the Commissioners Tour:**

You all may have heard that the Washington State Parks Commissioners meetings were long and eventful this session. The Commissioners did approve the final proposal for expansion at the Mt. Spokane downhill area. They heard a lot of great

arguments for the expansion and a lot of great arguments against it.

Today multiple user groups gave a tour of our home mountain. Natasha Sharman was there making hot drinks and speaking about Nordic Kids. Kate Burns brought the three huge and great salads that Allen made and the awesome cookies that she made as well as talked with people about skijoring and overall how her family plays at Mt. Spokane. Trond Liaboe was there as our Winter Recreation Advisory Committee Member representing our region and non-motorized. I had the opportunity to speak about the Spokane Nordic programs and the proposed Mountain Education and Recreation Center and I brought chili. We wore our new nametags. The best work was done during conversations while traveling in the shuttle (Brad McQuarrie drove it chained up from the downhill area) with the Commissioners and their spouses. Other good work was the relationship building with the Winter Knights (who brought bbq, cold drinks and buns/condiments and paper goods) WSSA, and the search and rescue people. WSSA brought a great sound system with two wireless microphones and told me we could use it whenever we want. The dog sleds you saw on the web cam were the sled dog association people that brought their dogs from the west side of the state to demonstrate for the commissioners – interesting to ride on a sled with wheels and those dogs really wanted to run! Robin and John just put their trailer up and are working on the shelving. The snowmobile education trailer was also interesting. The Commissioners rode snowmobiles around on the skiff of snow we had and they had fun. Cris gave a nice talk at the snowshoe cabin about Friends of Mt. Spokane and wore his ride the red chair shirt – huge because he was neutral or somewhat opposed to expansion but was showing his full support now that the decision has been made.

Everyone appreciated a little fun after days of intense meetings. It was a good reminder of why they do what they do. All in all, it was a good day to show the commissioners what a valuable resource and how worthy of investment our park is. Thanks for supporting this endeavor.

January 2015 board Minutes:

Attendance: Alison Liaboe, Lisa Sunderman, Mike Powers, Darryl Potyk, Ann Hawkins, Chris Oxford, John McCarthy, Frank Burns,

Excused: Allen Dykes, Kate Burns, Tom Schaaf, Brad Thiessen, Brad is not planning to attend to allow us to discuss his role in his absence. No worries because Brad will have good input.

Treasurer's Report (sent by Allen) Bottom line; appear to be on budget; lots of things in flux as snow just started flying and money followed.

NK/Rangers Report (Lisa from Natasha)

About 130 NK and 10 NK and Rangers, similar to last year. Perhaps a few less than last year. Do we want to bump up numbers, should we doing promo; this year we did not as we did not have a lead in place. There was an intentional decision to do no marketing secondary to no leadership. Fliers were sent to schools. Nothing to Kids Concert. Plan to grow it in the future and there is room for this growth. We can do AM and PM NK and this season seems to have proven it. Need to balance the skiing parents into AM and PM group so as to not have all the skiers have one nor the other. Need to figure out how many instructors we can do. Some families got split this year; not optimal.

Race Team Report (John) Doing well with good enthusiasm, how do we grow it and make it self-sustaining and profitable. Paying coaches needs to have a better program. This year was less than optimal with lots of last minute changes. Jaime has been great but mostly working with TT. Van issue will lead to a conversation with George and John.

Lessons: Going well, numbers are encouraging, snow makes lessons more palatable and there were many after the Xmas snow. Need to make sure all of our activities are self-sustaining or intentionally lost leaders. Suggestion of 10% profit as a general rule remains but it depends on how much infrastructure demand/cost there is. Vendors not feeling conflict with SNSA doing lessons as they are different entities.

Winterfest: A success with lots of people engaged! Numbers not clear. ROI not yet defined. Questioned about how many new members brought in and there were definitely some. Energy in the crowd was good. Move forward the timing of the donut dash. There was discussion that this was community building event and discussion regarding resource allocation. We want to be doing what we are good at. This is a retreat/visioning question for this group to address. Put off for the future.

Coaching: George is doing the majority of work; not sure who else is. Drew not at a leadership role, much more of an assistant to George. John will discuss with Jud and George a mid-season review.

Nominating Committee – Nomination for a Nordic delegate to Friends of Mt. Spokane? Plan to announce this to whole group. Thought that a board member did

not need to take this lead but it would be good to get a person from Nordic Community

**Action:** BRAD to announce this opportunity with a 2 minute update or newsletter or both but we may need to get a specific ask of an individual as well

Gary Silver: Awarded to Dawn and Tom Schaaf (who) after consideration of other highly qualified nominees; Lisa to do the notifying of the winners and nominators.

Board Composition (John) reviewed staggered terms, terms on the board, ½ of the board, who is due up. No term limits, bylaws update is important to do in the off season. Wiser/Eastland/curt are possibilities. These people's terms are due up according to minutes from last year: Schaaf/ Sunderman/Powers/ Kate Burns /Alison/Darryl. It was felt Jay Wiser, Claire Eastlund and Jeff (someone Allen knew) would be great options and Chris felt that Claire was someone he would consider stepping down for.

Discussion of finances: need to keep selves solvent. There were concerns about funding certification of teaching. Natasha wanted certification and it is felt this is important for ski instructors. Build Nordic kids is the goal. Benefits include "pro deals" for the teachers.

Frank talked with promo folks at Winterfest, Swix could do stuff on short notice. Industries are willing to help. How can we use industry partners to help us grow the sport? We need some support in this way. NEED to get this done now. Get in front of them early in the year, eg now for next year.

Hut did not get done and this will be fixed next year. Someone (forgot who) was tasked to see if we could move it to make it more room for parking at this time.

Review of Brad and his position. Discussion of contractor and specific duties vs employee and "get this done". Position was designed for contractor and want to make sure this is how we are using.

President should be the only director of his time so there are not too many people telling him what to do. Contract not in place at this time. Contract for tasks and goals. What are the deliverables? To produce membership. Both tasks and outcome. Lisa will talk with Brad.

Part of what we wanted was set up in the "retreat discussion" with Carol Woodard. There was a list of 5 things that we really wanted done.

What specific tasks do we want, We would have a specific engagement. Doing the website, 2 minute update, fundraising goals. Sense of appreciation of Brad's commitment to the work he is doing.

Consensus that the board cannot be the workhorses. Need to get better at delegating tasks and responsibilities.

Perhaps SNSA should narrow our focus. Do the stuff that we are really good at and leave other material alone.

Alison has some interest in creating a ski-a-thon. Talk to the ski team and race team. Alison was OK trying this. Try to diversity the donor base beyond the usual suspects. Is it grandparents? Who is it that you want to get money from?

"Club meetings": Elements PT wanted to make this happen. Commercial organization will do this. Connect our people to them. This will be explored.

**Reminder to consider writing for Cindy Whaley for Parks Commision**

# **Spokane Nordic Ski Association**

## **Board of Directors Meeting**

February 10, 2015

Present: John McCarthy, Ann Torigoe-Hawkins, Lisa Sunderman, Kate Burns, Brad Thiessen, Frank Burns, Darryl Pottyk, Allen Dykes, Mike Powers

### **Treasurer's Report (Allen)**

In our combined accounts, we have just under 65k.

When accounting for uncashed checks, which will be deposited soon, the total treasury amount totals approximately \$74k.

### **Membership and Marketing Report + Sponsorship Summary/Report + Membership/Donation Drive Results (Brad)**

**Marketing Report:** An attachment was sent to the board prior to the February meeting. In summary, Spokane Nordic has accumulated approximately \$15k in sponsorships for the 2014/15 ski season in various forms, including gifts, direct donations and prizes.

Brad brought to our attention that smaller gifts are skier linked: employees or owners of businesses in Spokane who are nordic skiers.

We will be losing one of our major sponsors next year: Numerica.

It was unanimously agreed upon that we need to be requesting funds for next year now from local businesses. We need to create list of businesses for next year so we know who to ask and who has also said no repeatedly in the past so we don't keep knocking on the same doors.

**Action Item:** Each board member will come up with a few names of local business that could be potential sponsors for next year and bring those names to the next board meeting.

### **Winterfest:**

Brad will send out final report. Financially, we broke even for the event. (Costs included Brad's time).

**Action Item:** Brad will send out final Winterfest report.

## **Membership Report:**

Brad sent out marketing report prior to meeting. In summary, we have approximately a 26% attrition rate. Quite possibly we are losing membership from people no longer taking adult lessons or families who are no longer in Nordic Kids - people who are not skiing anymore.

Brad mentioned that larger donations come in at the end of the season. Shall we ask for renewals at end of season?

John brought forward the idea of a “temperature gauge” where we set a goal (either monthly or annually) and show on the gauge exactly where our current fundraising goals are.

Should we charge more for non-members at certain events?

Should we push for renewing earlier? Should our renewals be at the end of season instead of the beginning?

## **NK-Rangers Report (Lisa for Ryan)**

Rangers:

Ryan wants to lead the Rangers again next year. He says he is enjoying it and as he continues to develop X-country teaching skills and refine the curriculum, the program will only improve.

There is a request for Youth Rangers Level II for next year. Jr. Ski Patrol, instructor, would remain Nordic-centered, but branch out to some genuine backcountry touring, winter camping, more in depth first aid, etc.

An additional instructor for Level II will be needed.

If makes sense, Ryan will present a plan for 2015/16 season.

Nordic Kids:

It was brought to our attention that some people in the NK community are feeling disenfranchised. We need to keep NK as one of the centerpieces of Spokane Nordic. Are we growing as an organization to where we are fracturing? Why are not all groups connected?

Does NK need a lead? Does this person need to oversee TTeam, Race and Adult Lessons?

**Action Item:** **Lisa** to communicate to Natasha about how NK is going.

**Action Item:** Invite NK to JNQ. Build discount in for NK. **Anne** to write up an invite and send to Brad who in turn will send to Laura for disbursement.

**Action Item:** **Allen** to lead an end of year meeting that reaches out to coaches to say thanks and to get their feedback.

### **Adult Lessons Report (Lisa)**

Training was held. Weather/trail conditions has impacted sign-ups for the season. Lessons are way down due to weather and lack of snow.

### **Ski-A-Thon (Alison sent)**

Are we as a board comfortable with Alison presenting the idea of a fundraising ski-a-thon to George and Jud?

The board supported the idea, but the timing may not good be good due to weather and lack of time.

Action Item: **Lisa** to communicate structure in a low key manner and bring idea forward to Jud and George.

### **JNQ Report (John)**

The JNQ planning is moving ahead. 55 people have signed up so far. The committee may have to change course based on weather, ice, slush, etc. The event will be a combined event: U14 championship, JNQ, and Division 4 regional college championship.

### **Loppet Report (Brad)**

We have received \$4,700 in sponsorships and \$800 in registration income. No suggestions of cancellations have been made.

Action Item: **Brad** to send out 2-minute update reminding members to sign-up.

### **Race Team Report – Coaches' Pay, JN Scholarships (John)**

#### **Race Team:**

John provided information regarding how many racers may potentially make it to nationals this year (six). In the past, each racer has been given a \$500 scholarship to go towards travel expenses. The board discussed the distribution of national scholarship award. Tom made a motion to give \$500 to each racer that makes it to nationals. Allen seconded. The board approved providing scholarships up to \$3,500.

Mike suggested we inform members about the allocation of funds. A thank you to membership should be distributed how? In the newsletter?

**Action Item:** after JNQ, **John** will draft a letter to send with check and **Allen** will mail \$500 award to each qualifier.

**Coaches Pay:**

Aaron Scott has done some work with Race Team. Should he be a coat recipient?

Jud thought Jaime and Drew were both deserving of coaching pay.

Their suggested pay was \$1250 for Drew and \$1250 for Jaime. Kate made a motion to give Drew and Jaime \$1250 each. Tom seconded the motion. All were in favor.

**Action Item:** **Kate** to ask Jud about getting jacket for Aaron Scott-anyone else deserving?

**Nominating Committee**

The board was made aware that George Momany will continue to be on the board of the Friends of Mt Spokane Group. No replacement needed at this time.

**SNSA Board Slate of Officers & Directors (John)**

Chris Oxford and Frank Burns will be stepping down from the board. There are two, potentially three candidates to replace them who have both shown interest in serving on the board. Those individuals are: Claire Eastlund and Jonathon Wiser.

Action Step: **Lisa** to invite Claire Eastland and Jonathon Wiser to Stakeholder meeting.

Stakeholder meeting potentially slated for: Monday March 2<sup>nd</sup> McCarthy house. 6:30 p.m. (If Paul Buckland can make that time).

Should downhill manager be invited?

It was decided that stakeholder meeting is not an appropriate setting for the alpine area, although a meeting between alpine area/Spokane 2000 should take place.

**Action Item:** **Kate** to give Lisa Brad McQuarrie contact info.

**Location of Gary Silver Plaque**

Brad will put protection on award to prevent further damage and it will be displayed in Selkirk Lodge.

**Action Item:** **Lisa** will notify Dawn and Tom and nominators of the Gary Silver Award.

**Mountain Recreation and Education Center Update (Lisa)**

The Education Center addresses the mountain's need of a year-round event center.

The education center can be used by multiple user groups such as horse people, runners, bikers, youth groups, etc.

Governor set aside \$250,000 for prelim work into budget, which should cover all the preliminary work. The current thought is to have user groups to match state funding.

Also in the budget is roadwork on the mountain and the move of park office because it is currently located over a culvert.

**Club Meeting** – A Nordic Networking event has been planned for those who are not NK, TTeam, Race Team oriented. It will be a chance to meet other nordic skiers.

February 25, Wednesday, S. Hill Twigs, 6:30 p.m., Mike Lauffer will discuss bands, balls, balance and strength for skiing (Brad) in upper group area.

Spokane Nordic Ski Association  
Stakeholders Meeting

March 2, 2015

Meeting Minutes:

Present:

Individuals affiliated with SNSA: Anne Torigoe-Hawkins, Mike Powers, Alison Liaboe, Darryl Potyk, Lisa Sunderman, John McCarthy, Brad Theissen, Kate Burns

Nancy Westbrook (ski patrol), Brett Turner (Idaho State Lands), Paul Buckland (Inland Empire Paper), Steve Christenson (WA State Parks), Claire Eastlund and Jay Wisor (active members of the nordic community), John Hatcher (technical delegate), John Groehn (concessionaire at Mt Spokane), Robin DeRue (Owner, Fitness Fanatics, Chris Curry (President, Friends of Mt Spokane), Paul Fish (Owner, Mountain Gear), George Momany (Chair, grooming committee at Mt Spokane), George Bryant (coach, Mt. Spokane Nordic ski team), Tim Ray (race director for Langlauf)

Lisa Sunderman began the meeting by requesting individuals to introduce themselves, explain how they are connected to the nordic community and briefly explain what they believe to be the most important issue(s) for the Mt Spokane nordic area in the future:

Individual's names are listed followed by their chosen area of concern:

Lisa Sunderman: Continue to build community and develop the infrastructure to support that community.

Tim Ray (race director for Langlauf): Working with expansion, to include the building of a teaching area and a larger facility that can accommodate growth.

Nancy Westbrook (Nordic Director, ski patrol): Ski patrol desires more space for their equipment and medical area. They also need an area that will provide privacy for patients when the need arises.

Brett Turner (Idaho State Lands): To begin a productive working relationship with Spokane Nordic.

Alison Liaboe: We need to look towards the next generation of skiers. What legacy are we going to leave for the next generation? How can we tap the skills of our local community and

increase the quality of skiing at Mt Spokane?

Paul Buckland (Forest Resource Manager for Inland Empire Paper): He would like to see continued growth and cooperation between all the interested parties. IEP supports the expanded trail use in the winter, however summer recreation effects IEP significantly. Their work in the forests is done spring/summer/fall and heavy equipment does not mix well with summer recreation.

John McCarthy: User conflict. We now have winter cycling, skijoring and have had snow machines in the past. How do we manage all interest groups without damaging the nordic trails that are expensive to groom and maintain? Also, what can we leave for future generations? How do we grow and get more people using the trails?

Mike Powers: Access. How do we maintain and solidify access to the trails for the future? How do we make sure that our current relationships with partners (public lands, state parks, private lands) continue to be successful?

Steve Christenson (Head Ranger, Mt Spokane State Park): Continue partnership with Idaho State Lands/IEP. Build an education center and work with school groups, bringing in community to enjoy our park.

Claire Eastlund: Reemphasize community building, access, building/development to accommodate current and future growth.

Jay Wisor: Expansion, emphasis on bringing families to share in the nordic experience. Develop a scholarship program for underprivileged kids in the community.

Kate Burns: Community education to avoid user conflict so trails can safely be enjoyed by all (skijorer, snowshoer, winter bikes, etc).

Anne Torigoe Hawkins: Upcoming capital campaign for the education center (Approximate cost of education center is 5.6 million).

Brad Thiessen: Continue the amazing partnership between two state governments (Idaho and WA), private industry and non-profits. Stewardship – how do we protect this amazing facility within the state park?

John Hatcher (Technical delegate to Int'l Nordic community for 30 years, involved 25 years ago when Selkirk lodge was built.): We have a legacy and we need to continue that legacy and in order to do that we need build our volunteer base. Engage our community to ensure the legacy continues.

John Groehn (Concessionaire at Mt. Spokane/Fitness Fanatics): Building the new lodge/education center and having a spot for rentals in the new lodge. Taking care of the trails we currently have.

Robin DeRue (Owner, Fitness Fanatics): Agreeing with many: new lodge/education center is important, involving other user groups, bringing more people to park year-round, engaging school groups, providing opportunities for more people to use the mountain; how do we bring the people who don't have the resources up to the mountain?

Chris Curry (President of Friends of Mt Spokane State Park): Maintain our current trail system and involve more people. The more people understand and are educated about our park, the more people will value and take care of the mountain.

Paul Fish (Owner, Mountain Gear): Affordable and accessible year-round recreation. The mountain provides many choices for a healthy lifestyle in our community.

George Momany (Chair, Grooming Community): Continue our partnerships and the resurgence of infrastructure.

Darryl Potyk: Keeping our sense of community. We have a special group, it's currently growing in the right direction but we need to make sure it doesn't fracture and divide.

The meeting moved towards an open dialogue format, where anyone was open to speak about relevant topics. Highlighted topics included:

How do we stay true to our mission but at the same time expand?

How do we get people to join Spokane Nordic?

We need to keep finding ways to involve the older kids (11/12 + years) and not lose them to the alpine area. (Rangers is a good example of such a program geared to this age group.)

As each group gets bigger, how do we have cohesion: adult lessons, Nordic Kids, Race Teams, etc. We also need to have cohesion and work in the same direction with retailers.

Nordic Kid chair needs to have better connection to board. We need a sole person to head up that program that will work cohesively with sub chairs.

How do we outreach to our community at large? How do we get people to know about Mt. Spokane? Not exclusively nordic skiing but life sports – we need to get the community up to the mountain. It's accessible and affordable. Trails are fine, but facility/parking is not.

\$80 parking pass is not a sustainable business model. As we look to grow, we need to make it sustainable. Where's the money going to come from to continue this growth? Some are happy as is, but more people means more people paying for skiing.

How about a winter recreation human powered event? It's definitely possible in the community of Spokane.

IEP recreation – is there a lodge or hut system in their future? That is difficult to justify when business is centered on forest products. Paul is interested in overnight use, but he is the only one who is currently interested in this idea and he doesn't have the time to explore the possibilities. It is possible to have a pit toilet next to the new warming hut and then it could be used for overnight use. If people are looking to do things that are creative on IEP land, we have to have the creative time and energy to do it. Paul is open to receiving proposals.

The projects that are most meaningful to IEP are community based, education based (outdoor/education) and family oriented. IEP is interested in partnering if it involves the aforementioned.

Spokane currently has a \$500 land use fee from Idaho State Lands for five years. This is a true partnership and we shouldn't let this benefit disappear.

Involve Nordic Rangers to do some stewardship on Idaho and IEP lands. Community engagement for kids in both park and private lands.

Endowments. Why can't Mt Spokane Nordic ask members for endowments? Steve can't do it because of his job/position within the State but volunteers can.

Why do we continue to be so low priced (why are we the best deal in the NW)? Why isn't there a formal season pass that charges more? Who would we be excluding if we charge a pass? Answer: the State wants to keep the costs at a level that is possible for the most people. Also, having a concession means we'd have to buy our own groomer. The State subsidizes the nordic center as it is. For example, the parking lot clearing and grooming is paid for by the state. If it's run by a private entity, that would have to be paid for by the concessionaire.

With expansion, the goal is to have 7-days a week grooming.

We need to remember, it's a state park. It should be the lowest cost possible. We want access for everyone. This park has evolved from thousands of volunteer hours. If we raise the price, we develop an elitist group that doesn't include the community.

Outreach to Middle Schools/High Schools. We cold tap into our existing scholarship fund and provide opportunities for more kids to participate in nordic. We need to educate the community and schools about the programs we currently have.

How do we get the first time user up there? How do we get them hooked?

Can we build around the free Discovery Pass day? Invite the public up when it doesn't cost them anything to come up? Introduce them to the sport by offering lessons on this day. Explanation: Discover pass is tax supported. It can't be used for winter recreation. Discover pass fees are used to pay for everything. Winter rec is not tax supported. It's user-fee only. They don't give away days. Possible to do it at beginning of season. Beginning of Dec/end of Nov when we have good snow. The state spends approx \$1000 a night grooming. If you want a winter program, we need to pay for it, so it's not in our best interest to do too many freebies.

How do we let the nordic user group know that they are being subsidized by the state?

Answer: Steve can put together a spreadsheet so people can know expenses: chains, diesel, etc. However, need to be careful because we get a lot of money from the WRAC. For example, the state paid \$12k on chains this year and spent \$1k a night on grooming.

- last updated March 5, 2015