



## **Board Meeting Minutes December 10, 2017**

**Board Members Present:** Mike Powers, Kate Burns, Jay Wisor, Alison Liaboe, Lisa Sunderman, Andy Anderson, Elizabeth (Libby) Schoedel, Peter Groza

**Board Members Absent:** Dave Yadon, Mike Gridley

**Present:** Brad Thiessen, Director of Engagement

Alison Liaboe, Board President, called the meeting to order.

### **Review of Minutes**

Kate reviewed November's meeting minutes and action items. With the updated changes that were provided via e-mail, Mike Powers made a motion to approve the minutes.

Jay seconded the motion. All in favor of approving November's meeting minutes.

### **Reflections on Champions Among Us Dinner**

-A lot of work and time was put forward by a few members of the board for an approximate \$4,000 net.

-Next year, a committee needs to be formed in April and the work should be shared by SNSA members, not mainly board members.

-Location was expensive (approx. \$1,500). Look at alternatives such as the McGinnity Room.

-Simplify the event by not holding a silent auction.

-Offer a kids price (12 and under) to encourage family participation.

-Minor speakers could be during dinner and main speaker could be during dessert.

-November date is better than a date in December.

Alison has asked Claire to do a wrap-up/debrief of the event.

**Action Item:** Claire will provide a debrief of the event in January.

## KPIs

- Nordic Kids: 85 skiers registered, goal is 150 (Natasha's goal was 125 due to limited number of coaches this year.)

**Action Item:** Brad will send a message to last year's NK families reminding them to register before the Dec. 15 price deadline (before price increase).

- NK Rangers: 10 enrolled. Goal is 12.

Kurt Gauss asked the board via e-mail if there was some type of TTeam tuition waiver for those instructors who are teaching more than Nordic Kid classes. Rhonda Young, Kurt Gauss, Rob Stephens have all been given codes for free NK/Ranger tuition, but not TTeam tuition.

**Action Item:** Kate will let Kurt know about TTeam scholarship program since a tuition waiver for NK/Ranger instructors will not be provided.

- Cross-Train Ski Team:

No registrations yet. Chris Sharman said there are people who are going to register.

- TTeam: 7 enrolled. Goal of 15 skiers.

Some board members have heard Chris Sharman apparently has informed the assistant parent coaches that their TTeam tuition would be waived for their kids. This wasn't approved by the board and isn't our historical policy.

**Action Item:** Alison will speak with Chris about SNSA's policy of historically not swapping tuition in trade for assistant coaching. All assistant coach's children are expected to pay full TTeam fees.

- Race Team: 13 registered. Goal of 15.

**Action Item:** Libby and Lisa will make sure the enrollment forms, liability waivers and tuition fees have been received by all the Race and TTeam members who are participating.

- Adult Lesson: 2 registrations.

We haven't been able to promote adult lessons due to limited snow, broken groomer messages, etc. Once snow and grooming is consistent, adult lessons can be promoted.

- Skijor Clinic: 0 registrations

## Holiday Skate Ski Camp:

Mark Bitz said he would run a skate ski camp again this year.

1 registrant so far. Mark would like to cap the camp at 10. Mark said he doesn't need an assistant nor pre/post lodge assistance.

### **Brad (Director of Engagement) Report**

- Brad met with Eli Frankovich, the new outdoor editor of the Spokesman Review. Eli doesn't have a nordic ski background. Should we offer him an adult lesson?
- Brad's Priorities/Next steps:  
Promote Winterfest, NK, Adult Lessons and Holiday Skate Ski Camp
- Brad brought some sample cards that are \$0.17 each to place on boards around town. Distribution – certain members of the board have volunteered to put the 5x7 cards around town.

Peter suggested a flyer should be made to promote our general website for a way to get people to refer to our website for main events such as lessons, Winterfest, kids lessons, Loppet, skijoring etc.

- Spokane Sports Commission:  
Loppet: Spokane Sports Commission has offered to create the poster.

Jodi at the Spokane Sports Commission is going to help promote SNSA's events on social media. They are providing us with social media assistance because we were given a reduced amount of marketing funds this year. Instead, they opted to assist with administrative help.

### **Race Team Van Update**

The part to fix the van was found, although the part did not work. Joe Korus is helping George find the right, workable part and get the van fixed.

### **Winter Recreation Advisory Committee (WRAC) Update**

On January 26/27 WRAC members are visiting Mt. Spokane. (The WRAC advises how snow park pass money is spent.) Members will be on the mountain at approx. 3 in the afternoon.

We need an individual to speak on the trail system. Possibly offer skiing to Nova Hut, snowshoeing for those not wanting to ski, potluck soup at Selkirk Lodge for dinner.

Our goal is to illustrate to the WRAC how we as users contribute to the state park. Talk about all the programs we provide and how many volunteer hours our organization donates.

Lisa provided some WRAC funding background:

-Trail Clearing equipment does not get approved because the ask has to be for something that is used Dec 1-March 31.

- The \$6,000 that is granted to us annually has been 'grandfathered' in for grooming, but cannot be used for pre-season grooming because the \$6,000 is budgeted for equipment preparation to make sure it's working in time for Dec 1.

Trond is going to step down as the WRAC representative this Sept 2018. He has asked Mike Burns to replace him.

**Action Item:** Trond will reach out to George Momany to speak at the event about the trail system. Trond will reach out to the board for a representative to attend the event.

### **Finance Committee**

The Treasury job has become too large for one person. Alison suggested a Finance Committee be formed so the Treasury job can be shared by multiple people (board members and SNSA members). We need to create strategies for streamlining applications, payments, insurance waivers, etc. to make the job more manageable.

**Action Item:** Lisa will put together a list/strategy for the new finance committee. Once jobs have been 'divided', then we'll put a call out to our membership for volunteers to help and be a part of our finance committee.

### **Treasury Report**

Lisa did not have a monthly report ready to share due to all the work required for the Champions Dinner. She will have a report ready for the January meeting.

### **Skijoring**

What is the State Parks position on skijoring? There have been mixed messages floating around about the new park management's thoughts on skijoring. Before any changes are requested, a meeting needs to be made to understand skijoring and the park rules.

**Action Item:** Kate will request a meeting with Diana D (park manager) that will include, Diana Roberts, Kate, George Momany (or similar grooming committee representative).

### **Grooming Committee**

We need a board member to be the grooming committee/trails liaison.

Dave Y. attended a grooming committee meeting in Sept. – would he be interested?

**Action Item:** Alison is going to ask Dave Y. to be our grooming committee/trails liaison.

### **Nordic Kid Update**

Natasha is overseeing the transition of the two new NK coordinators (one morning/one afternoon).

Afternoon: Rob Stevens

Morning: Rhonda Young

**Action Item:** Andy will speak with Rob, Rhonda and Natasha about getting a meeting together to make sure they have the support they need. Brad would like to be included in this meeting. Brad will get Andy Rhonda and Rob's contact info.

### **JNQ**

\$13,000 has been raised for this event (Race/TTeam fundraiser). All paperwork has been filed with appropriate channels: (PSNA, State Parks, etc.)

Goal this year: 160 racers.

### **Board Member Resignation**

Claire Eastlund has resigned as board member. We need to think about a new board member to replace Claire. Susan Engle has expressed interest and would like to find out more about the board.

**Action Item:** Kate will contact Susan about the board and invite her to a meeting.

**Action Item:** Kate and Peter will conduct an exit interview with Claire in January.

Meeting adjourned.

### **Addendum from Mike Powers:**

"One thing I did mention at the meeting was the need for us to have perhaps a bit more follow-up on the programs that we charge money for. **Whether it's for nordic kids, or t-team or race team or adult lessons I think we should have designated people who can confirm their registration and payment. Perhaps the treasurers and/or Brad do this now, but I would like to discuss this at the next meeting and have something more formal in place. If it's already in place then we should note who the overseeing persons are.**"

Meeting held at Burns house. Meeting notes taken by Kate Burns.