

**SNSA Board Retreat
April 29, 2019, 4:00 PM
Coeur d'Alene, ID**

Present: Libby Schoedel, Ben Mandel, Dave Yadon, Kurt Gauss, Susan Engel, Andy Anderson, Kate Burns, Matt Halloran, Colin Quinn-Hurst, Mike Powers, Peter Groza,

Action items highlighted yellow. Motions made and voted on are green.

Numbers and financials (Kate and Libby)

Participant numbers (see attachment)

Membership (see attachment)

Financial (see attachments) Profit and Loss by Class and Balance Sheet Comparison distributed by Libby.

Motion to approve and unanimous approval:

- 1) \$500 scholarships for each of the race team individuals who made it to nationals
- 2) Chris Sharman's offer to purchase roller skis for SNSA in lieu of getting reimbursed for his expenses. Matt H. informed the board that we will eventually need to replace the wheels on the roller skis, so the board will need to earmark future funds for maintenance.

Action Items – Numbers/Financials:

- **Colin** to distribute financials and other numbers with minutes.
- **Kate** to notify the race team participants, write a card of congratulations to each athlete
- **Libby** to write a check for \$500 for each athlete.
- **Kate** to write a thank you note to Chris.
- **Kate** to contact George Bryant and ask him to purchase roller skis for SNSA, up to \$1,500.

Programs/Events

Skijoring:

Kate contacted Inland Empire Sled Dog group and it was determined that now is not a good time to merge skijoring efforts with this non-profit. IESD is still run by multi-dog focused mushers. Possibly a 5-year plan to transition skijoring out from SNSA to IESD (or another non-profit to be established) will be a possibility.

Events:

SNSA is having a difficult time getting enough volunteers for all our events. At this time, the board decided we will not be cutting any programs. Winterfest needs to break even or make a profit in the coming year.

Nordic Cup:

The efforts to join Langlauf and the Nordic Cup did not succeed, because Winthrop would not work with Langlauf and area scheduling for the 2019/20 season.

Nordic Kids:

Pricing for families in NK is confusing on web registration. Currently, there is a \$5 discount after the first child is registered, but it was determined that the confusion causes a lot more work for the webmaster, and families will still register their children, regardless of \$5 discount.

Nordic Kids was shorted by 2 weeks this year. It was determined that NK does not have to be cancelled due to the Nordic Cup event. Both NK classes could start at 1:00 on the Saturday, avoiding the need to cancel and maintain continuity.

Cross Team:

Discussion focused on where this group fits, whether as part of the race team or separate. It was decided it is better to keep it separate, as it provides a way for interested kids to gain experience without feeling overwhelmed or intimidated by the race team level

Action Items – Programs/Events:

- **Kate** will notify Brad (contractor) about the board's decision to reconsider Winterfest for one more year.
- **Brad** will take off the \$5 multi-child discount from Nordic Kids registration.
- **Andy** to reach out NK leads and Nordic Cup director to look at possibility of NK beginning at 1 instead of cancelling altogether.

Membership

Discussion items:

- what are the benefits of membership?
- why do we require all kids and adults taking lessons to join SNSA?
- what if we priced our programs to include membership?
- can we make some benefits available to just members? (ie grooming report)

In an effort to help explain to our members where membership money filters, it was recommended that we offer a graphic showing where money flows. Ex: pie charts, bar graphs, etc. We can use this during our membership renewal campaign in Oct/Nov.

Action Items - Membership

- **Matt, Andy and Libby** explore the possibility of not requiring membership when signing up for programs or lessons. Report back to the board in our June meeting and at that time, the board will discuss the possibility of benefits only being available to members.
- **Kurt** will give input to **Brad** about his ideas for membership graphics, and Brad will complete graphs/charts in time for membership renewal rollout.

Safe Sport and Insurance (Kurt and Kate)

With Safe Sport requirements, the bottom line is that we need more teachers and assistants for all programs.

- Need two adults within view of each other at all times
- This raises the question of how to support lessons/training for Safe Sport and how many to train
- Regarding insurance, it is possible to get coverage through homeowner's insurance for as little as \$8 per year to add coverage as a volunteer through a non-profit
- Would add this requirement to coaching contracts
- Skijoring / adult lessons / Master's programs would not fall under this requirement
- Need T-team coach **and** assistant
- Need race team coach **and** assistant

Action items – Safe Sport

- **Kate, Colin/Ski School subcommittee** to explore how other communities handle this

Fundraising (Susan)

Need a succession plan and process for passing along sponsor contact information and tracking outreach to potential donors and sponsors.

- Need to distribute this workload among many people, as this is too much for one person to handle - JNQ raised \$10k for marketing and \$6k through registration
- A master tracking document is crucial
- Each program needs an updated one-pager
 - o Great example of a successful effort is how the Sons of Norway looked through the programs and decided to support the Rangers program

Action items – Fundraising

- **Brad T.** to develop a template for one-pagers for each program, then the heads of each program will fill in the details to complete the one-pager

Ski School Sub-committee (Colin)

This would be a subcommittee to the SNSA board serving in an advisory role with the purpose of guiding and supporting educational programs that enable people of all ages and abilities to enjoy the sport of cross-country skiing. See attached charter. Goals include:

- Expanding membership and support retention in programs
- Providing logistics support and guidance for programs that emphasize fun, fitness and development of a life-long love for cross-country skiing.
- Support state-of-the-practice curriculum.
- Train all coaches in basic skills, with additional coach development available.
- Provide families with a choice of defined skill development paths, depending on their goals.

Action items – Ski School sub-committee

- **Colin** to request contacts for potential sub-committee members and schedule first sub-committee meeting in June/July. **Matt and Ben** will be part of the sub-committee, Matt as the Nordic Kids liaison and Ben representing the T-team/Race team parent perspective

Board Structure/Succession (Andy)

Proposing reshuffling of board structure, in order to assign specific areas of focus to different board member roles. Includes assigning traditional roles such as Vice President, Treasurer, Secretary, but also roles such as Fundraising lead, Champions Event coordinator, Nordic Kids Liaison, Race/T-Team Liaison, Grooming Advisory Committee liaison.

- Skijoring and adaptive will be combined
- Bylaws still need to address how the Grooming committee fits into SNSA board
- Kate and Libby will stay on another year
- Andy will be President, and Matt will take on Nordic Kids Liaison role in his place, and Susan will be the new Vice President.
- Need documentation of each member's terms.
- Sub-committees will start developing in May, and there will be a longer board meeting in June

Proposed Structure for 2019/20

1. President – Andy
2. Vice President/Skijor and Adaptive Liaison – Susan
3. Treasurer – Libby
4. Secretary/Ski School Subcommittee - Colin
5. Fundraising – Kurt
6. Champions Event Coordinator – Susan
7. Nordic Kids Liaison/Ski School Subcommittee – Matt
8. Race/T-Team Liaison/Ski School Subcommittee – Ben
9. Race/T-Team Liaison - Kate
10. Masters Ski Team/Adult Programs – Petr
11. Grooming Advisory Committee liaison – Dave
12. Member at large

Action items – Board Structure

- **Andy** to confirm new board structure and roles, and document each member's terms.
- **Susan** will be Vice President.
- **Matt** will be Nordic Kids liaison.
- **Kurt** to take on fundraising
- **Petr** to do adult programs role
- **Kate** to clean up and circulate the annual calendar of tasks and deadlines previously maintained by Lisa Sunderman.

Insurance (Kurt)

All instructors and volunteers are covered under SNSA liability insurance. **Paid** coaches, contractors or instructors are different. George and Brad are under their own insurance.

- For Rangers, anything within the trail system is covered.
- Can get an off-premise rider for \$20/year, but we don't likely need it
- Dryland training is covered

- Has to be ski instruction training
- Rollerskiing is covered
- For equipment to be covered, it has to be owned by us
- If an instructor lends equipment, it falls under the instructor's homeowner's policy.
- Biking is not covered
- The key regarding equipment, is that it can't be a paid employee lending the equipment
- A T-team coach that buys equipment should donate the equipment to SNSA if they want the equipment to be covered --- otherwise that coach accepts the liability
- Can only loan equipment for lessons/instructional purposes, and it has to be done during the instruction time
- SNSA will not be held liable --- all volunteers, instructors or parent helpers sign a waiver
- Parent helpers, instructors and volunteers must be in sight of each other --- we need documented practices in place. This doesn't apply to the ski team coach, as he is a contractor. We may have to pay an assistant coach.
- We need to update policies and procedures for Nordic Kids.
- September 1 is the deadline, and Jack Lawson would prefer that we get paperwork in by Aug. 7 or Aug. 15

Action items – Board Structure

- **Kurt** to confirm requirements and dates with Jack Lawson
- **Kate** to contact George Bryant about his insurance

Executive Session 7:30 to 8:00

Adjourned @ 8:00.