

**Board minutes - ongoing**  
- Beginning October 2011

**SNSEF meeting notes 10-20-11**

Action items in bold with **responsible party** identified  
Kate Burns is accepted to the board with officer elections scheduled for first week in January.  
Moved and approved  
Need to find out definitively if we can practice on roads. Action items **Lisa** to find out. Need to make sure Lisa understands what dry land training entails.  
We would like to add \$500 to Susie MacDonald fund annually in October, will ask add to put on the calendar. Moved and approved. **Lisa** please do this for this year. **Brad** please develop and own a calendar with repeat events on it so we can chase this. I think Tom has started this  
**Tom** will add an email with Brad and Kate's corrected addresses.  
We will make sure that JNQ and/or SNSEF thank the donators to the JNQ  
Introduction of Brad and promptly signed up jobs for him:  
Need to make signing up for Nordic Kids and sign up for basic membership; need an email management system; need to put newsletter on website. Rotate the articles on the website, rotate the contents. "Constant contact" might be an option for us and that could be linked to differing places. Could tailor email groups, and general invitations. Membership lists, emails, donations, event registrations would all be in one place.  
Moved and seconded to give **Brad** liberty up to \$750 to get movement on the web site. Brad will check in with board. Stake holders to get what they want to have in; registration on line, team requirements, meet up groups, retention, due date in one week.....**Trond, Matt, Art**, anyone else to get email of desires of what a website needs to be functional for to Brad.  
If we are requesting Brad to do work, it should be run through Tom. We will plan on 10 hours a week, plan on it taking 20+ hours a week initially. Brad is open to taking this on.  
**Matt** will get the password to Joomla to Brad so he could do jpg movement and more  
Tom will be the main reporting line for Brad.  
Newsletter: How to get started with skiing, recreational folk, maybe coach's corner by **Matt**, "entry corner" Partnerships with Fitness Fanatics, introduction day or snow day, Voucher with a free Rental discount from Robin.....Due date this Halloween to Brad  
Run a "free clinic" for people who want to ski, adult instruction as well, advertise at FF, free to members/ \$20 to non-members. This is "value added" for being a member. Need to define all the "value added" that we offer by being SNSEF member  
Should we be putting stuff into Active.com; should we be sponsoring trips? We need to increase visibility and **Brand SNSEF**.  
Meet up group will look for an outside group.....  
Trails: can accommodate 10 ft wide machine; for a number of reasons we need a bigger machine. Machine is lined up to widen trail. Hopefully trails can occur but Steve Christianson is not sure it will happen. Catch 22 with widening, don't need to groom the whole thing. Money is allocated for making this happen....  
Piston bully, tucker, pinroth with 3 machines being evaluated. Biggest one is the one we are looking at....as being best for us. November 8<sup>th</sup> in Wenatchee, meeting in the afternoon,

Pam Mckonkey, wayne Mclaughlin, Peter Valaas, Steve Christianson, Jim Harris....we need to get someone there. **Trond** will be willing to go.....**John** will write a letter. **George**, can you send me Wayne, Peter's and Jim's addresses to write a letter.....Might be good for Brad together

Nordic kids letters will be helpful for Inland Paper. **Trond** may advance some more 399 hours of volunteer time that Art has this year.

May need a bigger stove at the Nova hut. Make an ask to stove companies??? **Art** will look into how to heat the Nova, not sure a stove is the answer. Professional plaque at the NOVA.....could use state parks.

**George** will send out electronic version of maps and ability to donate so this can be corrected. Eg. now signing on is \$25, needs to be completed within the month by **Brad**.

Terrain park is on hold for a year.

Banff film festival is 18<sup>th</sup>, 19<sup>th</sup> of 20. Looking to do a bake sale, and volunteers and Karen and George will get some new folk into this. Food items donater, **George** will do article on Banff, will try to advertise our presence, George and Karen Momany might want some attempts at capturing board members. Costco posters. Due date for articles is 10/31. **Tom's** president letter, **george** article on injury and Banff, **Matt** on ski prep checklist, and on conditioning, set dates for team lessons need to be on this, thank you on trail days **Art**, **Trond** on NK, **Jud** on Transition team.

NK registration needs to occur yesterday.....new system will be important, 150 is the current Max, instructor training (brett from Methow is great, 14 team members, and 14 transition is purported

Would like team fees to be set same as last year with an increase of \$50 for Jr . team pending **Jud's** approval..

Coaches fees set at same for Jud and George, increase of \$500 for Matt. **Lisa**, can you get contracts to me with amounts in and I will advance

## Board Meeting Notes Nov 21, 2011

Present: Art, Brad, Darryl, George, Matt, Lisa, Jud, Kate, Trond, John, Tom

Groomer green light to go ahead of the larger groomer. Funding and bid are still a bit up in the air. Will be able to demo possibly this year. To buy bigger groomer will need to widen trail. Steps have been taken to make this happen. Will need about \$1.5-2K for widening this next summer

Groomer might be out as earliest this weekend. Linder Ridge will be closed again this summer. 4-6 years may want to close it.

SNSEF purchased and has a spot transmitter which can go out with the groomer operator for safety. **George** will look into a Garmin 2 way transmitter

Financials. At Banff event, We grossed about \$3K so will net above \$2.1K. Thanks to the Momany's and all who engaged.

Scholarship recommended Transition Team individuals gets \$250 financial assistance. The Ski team requests (2) for financial aid will get around @ \$350 per person. Voted to accept recommendation of scholarship committee and **Lisa** will get definite amounts out and arrange for accounting issues. **Tom** will notify recipients.

JNQ \$13,000. Washington TRUST wants to bring folks up to help with personnel. We need to figure out thank yous for our sponsors. How do we get people to say thank you. Team could help out. Could we do a big batch rental from Robin and offer ski lessons? If we want this this weekend, need to pick a date now. **Darryl** could offer a certain # of ski lessons to folks on dates already chosen. **Matt** could talk some of this out.

Newsletters were great. **Tom** will get info out to FF with respect to extra copies and **George** to Mtn gear. Think Kate was the holder of these.

Script to people buying snow park passes. We can get list of vendors. Trail map with pass. 2/3 - 3/4 are buying on line so might be moot. **George** to see if he can get list of vendors with numbers sold

**Kate and Brad** will work on this map/donation and consider becoming a pamphlet. Make sure we have the most up to date version.

Join SNSEF and discount the snow park vendor. **George** can see how we can become a vendor for this. Can we get one day pass scholarship in from SNSEF. **Kate will work with Brad** ideas as a outreach strategy in general, connect with Spokane parks. Marketing strategy is something to make this work.

How can we connect with the mountaineers and Spokane Parks and rec and how can we engage the McDonalds? We are selling the mtn and the experience, NOT the club.

Creating content on the web site. Get the map on the web site.

Newsletter should work oct to march or April. Maybe hit a few first on. Deadline for next one @ Dec 8<sup>th</sup>. FF will submit an article on equipment, **Who was going to ask Robin, Matt** will do one on coaching, **Lisa** on women skiing.

Perks: Mugs and wine glasses, maps here. Outdated, reOrder, maps, conversation about memberships levels. **Darryl and George will create a list of gifts and memberships, Lisa** has some hats which she would like to showcase. Will sell some.

Meet up coordinator: Puts out a message every week. What is the minimum and necessary administration and 2 how can we get people into this group. Can someone moderate the blog? Group thinks that we should ask Liorah who would be a good leader and how can we bring them in. This is an outreach to gain membership. **Lisa will lead on** this. Coordinator should be a

member. Who could that be? Maybe we should all be inviting others in and is outside of our comfort zone.

Suggest that board members have some nametags. Identifying some piece of gear. **John** will take lead

Clearing house with meet up group.

Bring your friend in. Recruit a friend in and then you get a discounted pass.

Can we get new information out there. Perhaps a digital one, can we add get a script template that would work there. Can we get this on the web, can we improve scripting, can we get updated information. **George**: we can re-write script easily, we can disseminate info via twitter, we can get this info to a central location. Feels we can get a second phone call out there.

**Tom** will look into technology to make this happen, **Lisa** will look into web cam options. **Matt** will help with this.

Electronic communication.....email hygiene works. Unless everyone wants info, don't give it . Be clear on the subject if it changes.

Trond, Dec 10/11 is one option for instructors in the Methow, level 1

Jan 8<sup>th</sup> on Mt Spoknae, not a certification.

We will pay for up to 10 people at \$120 to "scholarship" over to Winthrop these 2 payment options were both moved and seconded.

We will pay \$350 for volunteer class on 1/8/12; will be free to any Nordic kids instructors or coaching will be free to them and charge up . Motioned and approved.

Nordic kids is flying well. Need to have good instructors and kids need to be educated as to how to be good coaches. **Trond and Tom and Jud** will tell the coaches and kids how to be good instructors.

Jud starter

Matt scholarship committee



## **FEBRUARY 20, 2012**

Directors present: Tom Schaaf, John McCarthy, George Momany, Jud Ford, Kate Burns, Matt Halloran, Darryl Potyk, Lisa Sunderman

Also Present: Brad Thiessen

Items discussed are as follows:

### **JNQ Race:**

“The Group Health Pursuit” that SNSEF sponsored took place 2/18-19/2012 at Mt Spokane. It was a great event, we received many positive comments from participants and families. One SNSEF racer will be joining the PNSA team to compete at the Junior Nationals – Ian McCarthy.

### **Election of Officers:**

Per prior discussions a slate of officers was proposed and an electronic vote was held after much discussion regarding timing. The officers below were proposed, seconded and approved.

President: John Mc Carthy

Vice President: Lisa Sunderman

Immediate Past President: Tom Schaaf

Treasurer: Kate Burns

Secretary: Darryl Potyk

With the exception of the Treasurer position, all officer positions are effective immediately.

Action Item:

Current Treasurer, Lisa Sunderman and elected Treasurer, Kate Burns will work together and will propose to the board at the next meeting a transition plan with dates at which Kate will fully assume these duties.

### **Board Members:**

Druhti Shukla and Art Bookstrom have submitted their resignation from the Board. These resignations were accepted by the board, with recognition of the contributions both individual made to the organization.

Current Board members include:

John McCarthy, Lisa Sunderman, Tom Schaaf, Kate Burns, Darryl Potyk, Matt Halloran, George Momany, Tronde Liaboe and Jud Ford.

Current bylaws allow for 7-11 board members and for staggering of board members such that not all of the board turns over at one time. A nominating committee consisting of Tom Schaaf, John McCarthy and Darryl Potyk was named to clarify current bylaws and to suggest two people to the board at the next meeting

Action Items:

1Exit Interviews. Kate Burns to interview Druhti and George Momany is to interview Art. Both will report back to the board in the spirit of improvement.

2Nominating committee to:

3Review bylaws - # of board members/turnover/terms, suggest revisions if necessary

4Propose 2 candidates to the board at the next meeting

(names for consideration included Kathy Faygus, Nancy Westbrook, Lou Slack, Tricia Gessele, Ann Hawkins, Wendy Osterling)

**Future Meetings:**

Recognizing that we have a lot of work to do and in the spirit of efficiency, John asked that at future board meetings, informational items be submitted electronically ahead of the meetings so that they can be distributed and reviewed prior to our meetings.

Future Board meetings will be scheduled on the second Monday of each month at 7 PM.

Next meeting 3/12/2012

Action Item: Mark your calendars

**Trails/Groomer Update:**

George provided this update including the recently resurrected “Area Trails Council” comprised of by non-motorized users of the Mt Spokane State Park trails. Steve Christensen, head ranger, asked for this group to be reconvened. This organization will be recognized by the state as providing user input. The ATC had its first meeting and was attended by: George Momany, Nancy Westbrook, Trond Liaboe, Holly Weiler, Bill Slusser, Tim Ray, Steve Christensen. Minutes from that meeting are attached to these minutes as Attachment #3.

Action Items:

- 1 Reciprocal links on website between SNSEF and snowshoeing organization
- 2 More prominent space on SNSEF website for grooming input
- 3 George Momany and Brad will work together on these items.

WRAC – Snow Park pass numbers are down, likely d/t weather. Snow Park passes will continue to be one pass per vehicle and fund Snow Parks independent of the State Park funds. State Park funds are supported by the new Discovery Pass which may be shared between vehicles – this disparity may cause some degree of confusion.

Groomer /Trails– WRAC approved new, larger groomer for our area at \$300,000. We will likely be able to keep the old groomer for backup. Permits for widening trails have been submitted and approved. Widening of trails will include use of a state backhoe and use of a bulldozer on Inland Empire Paper property. This work will likely occur this summer and will have attendant costs to the organization, estimated at this point to be approximately \$2000.

In the past, the snowmobile community paid Inland Empire Paper, \$2000 for access to their trails. As we consider trail improvement/expansion, we may need to pay Inland Empire Paper for access. Whether or not this will come from SNSEF or perhaps the state will be explored by George.

Action Items:

- 1 George to follow-up on costs to widen trails – report at next meeting
- 2 George to follow-up with IEP regarding access fees. Does IEP want same amount as they received previously from snowmobilers? Are grants or other funding sources available to offset these costs? To report at next meeting.

3

**Treasurer Update:**

Profit / Loss statement 7/1/2011-2/20/2011 attached – Attachment #1

Balance Sheet as of 2/20/2012 attached – Attachment #2

Notes:

Paypal account fees need to be reconciled – somewhat difficult due to graduated fee schedule based upon monthly volume. Will likely appear on next statement as “fees”.

JNQ fundraising amounts need to be clarified/reconciled. – Report at next meeting – Darryl/Lisa

Spokane Nordic Hats – out of 106 have 3 left. Hat sales resulted in \$842 for SNSEF general fund.

WiFi installed in Selkirk Lodge – Need to clarify costs – may be contributions from state park and ski patrol. – Report at next meeting - Tom

Action Items:

1 Tom to report on WiFi costs and how these will be shared with MSSP and ski patrol.

2 Darryl/Lisa to reconcile JNQ fundraising amount – report at next meeting.

### **Membership Coordinator Report: Brad**

Mass Communication Policy – Attachment #4. Approved as written, but discussion ensued regarding whether amendments were necessary.

Action Item:

John, George, Jud and Kate to reconsider this policy to see if amendments were necessary and to report to the board at the next meeting.

Business and Marketing Plan – Attachment #5. Surveys and on-trail interviews are underway. Results will be collated and analyzed to help formulate the business/marketing plan for the coming year.

Action Item:

Brad, Matt, Lisa and John will review and bring to the Board retreat 3/25 (see below)

Membership Drive/Public Education – Attachment #6. Much discussion ensued regarding this issue. All are in agreement that membership numbers need to be increased, but no consensus was reached on how and when to do this. Possibilities that were discussed included:

- Whether initial efforts should be solely educational or whether they should include an “ask”
- All involved in this would benefit from succinct talking points that address snow park pass as a starting point.
- Increased networking and enhanced communication needed between Langlauf, Parks and Recreation and State Park.
- Barbecue at the mountain
- How to best capitalize upon newly added WiFi at the mountain.

Action item:

Brad, Lisa, Tom to work together to decide – “ask or no” if so how? Suggest changes to membership drive/public education efforts at the next meeting.



**Calendar:**

As above, regular board meetings to occur 2<sup>nd</sup> Monday of each month at 7 PM. In a change from prior years, plan on meeting throughout the year.

Special All Day Board Meeting /Retreat to occur 3/25/2012 at Mt Spokane

Need to create a template of things that need to be accomplished on an annual basis – creating this template will allow adequate planning which will also allow increased mobilization of volunteers. Examples of things that fall into this category include: Trails days, Snow Ball, Board functions...

Action Items:

- 1Mark your calendars
- 2Send suggested activities and rough idea of when these will occur to Brad so he can collate and report back.
- 3Darryl will review bylaws for board related functions.

**Newsletter:**

Next newsletter is almost ready to go out.

Will prepare one last end-of-season newsletter.

**Race Team Update:**

Matt reported that coaches had seen a nice progression of racers with several racers peaking at the end of the season which is optimal for those going to Nationals, but that coaches would work together to strive for better performances early in the season as well.

Spokane Nordic is sending one member to the National Competition as part of the PNSA team.

Ian McCarthy will represent SNSEF at the J2 level.

The board will provide a \$500 scholarship towards travel and expenses related to participation in at the National level.

**Nordic Kids Update:**

No update provided at this meeting.

Last session will be this upcoming Saturday, 2/25/2012 with the Nordic Kids Olympics scheduled for the following week, 3/3/2012.

Attachments 1 & 2 – Financial statements to be included here once I receive electronic copies.

### Attachment 3

#### **AREA TRAILS COUNCIL: MOUNT SPOKANE STATE PARK FEBRUARY 4, 2012**

Present: Nancy Westbrook , Trond Liaboe, Holly Weiler, Bill Slusser, Tim Ray, Steve Christensen, George Momany

Steve opened the meeting by stating that with the elimination of 1 ranger and one mechanic, the park will have to increasingly rely on volunteers. The rangers will be present Wednesday through Sunday, on the Selkirk Lodge may have to be locked up at 4 pm on Mondays. There has been uncertainty for all ranger's positions, which has been difficult.

To complete the ATC, we may want to include Cris Curry (chair of MSSP advisory committee), Robin DeRue (owner-Fitness Fanatics), and John McCarthy (SNSEF president elect). Steve requests that Cris C and George M not chair the ATC due to their workload in other areas of MSSP. We will also need someone to take minutes in the future.

The Sno-Park funds remain intact, and our current groomer-operator is being flexible in his hours of operation. In addition, other substitute operators are being trained to cover in cases of illness, emergencies, etc. We are holding grooming when warm as it compresses the snow into a block of ice, putting extreme stress on the tiller and contributing to breakdowns. The human powered sports community will have to aid with communication to the public about trail situations, and help with advocacy and trail clearing. This includes being available to contact state park and other legislators to maintain the current Sno-Park system. Donations to help the trails should go through SNSEF or Friends of Mt Spokane to ensure the funds stay at this state park for the intended purpose.

Snowshoeing will have a voice in the ATC. Though participants are loosely organized, they are a large and growing group using Mt Spokane. Their needs will be voice at the WRAC by George M, and considered for trail maintenance and expansion. The construction of a warming hut will also be advocated. Holly W will set up a face book group to help with communication and needs. SNSEF will post a link on their website.

Current park needs are: 1) finding a volunteer to help the rangers with WRAC paperwork and 2) consideration of expanding the Ski Patrol room.

WRAC topics that will be brought up include Field Staff decreases, Discovery pass confusion and problems, the formation of this ATC, consideration of snowshoeing activities in the Non-motorized topics, the need for a new ski patrol machine, and the importance of avoiding mixing the Sno-Park and Discovery passes.

Respectfully submitted, G Momany

## **Attachment #4**

### **Draft Policy for Spokane Nordic mass communications**

Feb 17, 2012

#### **Meeting requests for communications projects**

The membership coordinator is accountable for making sure requests made of him/her are appropriate within Board policy and his/her allotted contract hours and job description. The membership coordinator will consult the Board President for guidance and approval as necessary. The membership coordinator will be responsible to follow and enforce the following criteria:

#### **Content:**

1. Spokane Nordic is open to including the following content in its website, email communication, and print materials:
  - all official Spokane Nordic events, programs, news and other content
  - program and event descriptions and news for events at Mt. Spokane Cross-Country Ski Park that are strongly affiliated with Spokane Nordic
  - program and event descriptions and news for events at Mt. Spokane Cross-Country Ski Park that do not compete with Spokane Nordic programs or events
  - Nordic ski and winter events or programs in the Spokane vicinity, especially those within Mt. Spokane State Park
  - Nordic ski events and programs in the NW (ID, MT, WA, OR, BC)
  
2. Spokane Nordic will not include the following content in its website, email communication, and print materials:
  - program and event descriptions and news that directly compete with Spokane Nordic
  - listings that directly promote businesses, other than non-competing events and programs, sponsorship captions and logos
  - opinions that are not in sync with Spokane Nordic philosophy and policy
  
3. Priority for inclusion in Spokane Nordic website, email communication, and print materials will be given in the following order of priority, as staff time and space limits allow:
  - official Spokane Nordic events, news and other content
  - events or programs at the Mt. Spokane Cross-Country Ski Park that are strongly affiliated with Spokane Nordic
  - events or programs at the Mt. Spokane Cross-Country Ski Park that are not strongly affiliated with Spokane Nordic
  - Nordic ski and winter events or programs in the Spokane vicinity, especially those within Mt. Spokane State Park
  - Nordic ski events or programs in the NW (ID, MT, WA, OR, BC)

In cases open to dispute, the webmaster will seek judgment from a Mass Communications Content committee appointed by the Spokane Nordic board.

## **Attachment #5**

### **Developing a Spokane Nordic Business and Marketing Plan**

Feb 17, 2012

In order for Spokane Nordic to grow, it's crucial to head into the 2012-13 season with a marketing plan. That marketing plan will provide a blueprint of our marketing goals, who we want to connect with, how best to connect with them, and outcomes of these efforts. Without one, marketing efforts will be disjointed and less effective.

To create a marketing plan, it is crucial to first create a business plan, which discusses who we are and what we exist to do.

In order to move quickly through the process, so that the business plan and marketing plan can be in place for Fall, Brad, Trond, Kate and Tom propose the following:

1. A survey has been created for our main target groups to learn how they see SNSEF and what they would like SNSEF to provide:

- long-time members
- current members
- board members
- random non-members on the hill
- partners: Steve C, Robin D, Mtn Gear, Parks and Rec (Mike Aho?)

The on-line survey has yielded almost 130 responses to date. On-trail interviews are underway. We will compile the results and share them with the Board.

2. In late March, hold a special board meeting to discuss these findings and look at S.W.O.T - our strengths, weaknesses, opportunities and threats.

3. Out of that discussion, we will draw up concrete marketing goals and strategies to reach them, and run those past the board for feedback.

## **Attachment #6**

### **Trails Future - Public Education and Fundraising efforts 2012**

Feb 17, 2012

The over-arching mandate of the Membership Coordinator is to grow Spokane Nordic's membership. Currently we stand at 139 members, 85 of whom are Nordic Kids families.

Park Ranger Steve Christensen has said that State Parks will have to drop a large degree of its management of the Ski Park. In his words, either the public steps up or the Cross-Country Ski Park may not survive. Apparently, Spokane Nordic is the only entity that's in place to take up the effort (as lead player in an Area Trails Council).

As we develop a marketing plan and business plan over the coming months, we may look to add services and/or develop the Ski Park. Our ability to do so will likely require increased funds.

From all three of the above considerations, there's a clear imperative to grow membership quickly. Getting any kind of growth going over the summer and fall will require a concerted PR and fundraising effort this year, while people are using the trails:

- need to lay out issues this year so people know future of trails is at stake
- need to raise funds and membership to get us through the summer, have a base of people in fall, and show viability for grant applications
- need to raise awareness so people are ready to pay user costs next year

#### **Proposal: Membership Drive March 2-11**

The proposal is for a 9-day on-hill membership drive that will catch skiers before the season is over. The goals would be to raise awareness of the growing role Spokane Nordic will presumably be taking in Ski Park management, and to bring people into membership.

##### **A. All week (Sat March 2 - Sunday March 11)**

- visuals that lay out the growing role for Spokane Nordic, and skiers' role in that -- ie, becoming members
- display board in lodge
- sandwich boards at trail head and all junctions
  - What's your favorite trail? Help keep it groomed.
  - Enjoying the Nova Hut? Help keep it running.
  - These trails are a precious resource. Help keep them healthy.
- membership forms in Selkirk Lodge

##### **B. Weekends (March 2-3 and 10-11)**

- Spokane Nordic volunteers and Parks staff on hill, sharing with people, answering questions
- volunteers handing out fliers explaining issues, pointing to membership on website
- car fliers pointing to membership on the website
- volunteers in Selkirk Lodge signing up members on paper and/or directly to website via wi-fi

##### **C. Possible Campaign names:**

- Mountain Rescue
- Keep Our Trails: It's up to all of us.

**- Open Future**

**MARCH 12, 2012**

**Directors present:** Tom Schaaf, John McCarthy, George Momany, Kate Burns, Matt Halloran, Darryl Potyk, Lisa Sunderman

**Not Present:** Jud Ford, Trond Liaboe

**Also Present:** Brad Thiessen, Anne Hawkins

**Consent Agenda:** The following items were distributed ahead of the meeting for review and were approved.

- 1 Minutes from 2/20/2012 meeting
- 2 Nominating committee recommendation for Anne Hawkins and Cathy Faygus to be invited to join open positions on the Board.
- 3 Approval of request for up to \$400 for Nordic Kids Coaches' debriefing/thank you dinner. (requested by Alison Liaboe).
- 4 Follow-up of estimate for widening trails – less \$3000 (e-mail communication from George Momany posted on GoogleGroups)
- 5 Mass Communication Policy
- 6 Creation of a password protected board calendar on the SNSEF website
- 7 Review of Kate Burn's exit interview with former board member Dhruvi Shukla

### **Follow up Items/Old Business**

**Date for next meeting** Rescheduled for 4/11/2012

Action Item: Mark your calendar

### **Exit Interview with former board member Art Bookstrom**

George met with Art for an exit interview. Art was thanked for his many years of service. Art would like to remain active in the organization in terms of trails days and trail maintenance. Art was complementary to the board about the good work done by the organization. He commented that he thought having a board member with ties to Langlauf would be advantageous. Art also commented that he did not like receiving so many e-mails and particularly did not like the "reply to all" feature. It was noted that Art had been involved in perhaps replacing the stove in the Nova Hut. No one in attendance knows where this project stands. As a result of this discussion a motion was made and passed stating that we should have a policy that exit interviews be conducted whenever a board member, coach or staff member leaves the organization.

Action Item: John to contact Art in order to f/u on stove issue.

Brad to create a policy regarding exit interviews for board members and staff.

This should be on the calendar for regularly occurring board turnover and for others as needed.

**JNQ reconciliation** – total funds raised \$13,700, not all expenses have been paid but expecting to have surplus funds.

Action Item: Report next month on final accounting for JNQ

### **Annual Meeting, Assumption of New Positions**

Nominating committee – (President, Vice President and an at large board member) to present a slate of Officers and new Board members (if/when applicable) in March

### Annual Meeting to occur in April

New Officers and Board members to assume their roles at this meeting with the exception of treasurer. There will be 2 months of overlap between outgoing and incoming Treasurer such that the new treasurer will assume full responsibility at the beginning of the fiscal year in July.

Timing of a board retreat for strategic planning was discussed. The general feeling was that a retreat should occur annually, probably early in the off-season at the discretion of the officers. The retreat for this coming year was scheduled for 3/25, but a number of board members are unable to attend – this will be rescheduled with general consensus being the sooner the better.

The process for new board members was discussed at length. Pros and cons of having potential new board members attend a board meeting before being voted onto the board were discussed. Ultimately it was decided that this was awkward/uncomfortable and that potential new board members should meet informally with several current board members to provide background and to determine good fit, if a good fit is determined, a board orientation should take place and then the candidate joins the board at the first meeting they attend. Anne provided input and was voted onto the board at the conclusion of tonight's meeting.

#### Action Items:

Ensure dates for nominations and assumption of duties for Officers and new Board members are on the Board calendar as well as the retreat early in the off-season. (Brad)

Composition of nominating committee to be finalized (John and Lisa to determine an at large Board member to serve on this committee)

Reschedule Board retreat for strategic planning (John)

Several board members will meet with Kathy Faygas (newest board candidate) prior to the next meeting. Kate Burns to arrange – those that expressed an interest in attending were Kate, George, Tom, John and Darryl.

Kate, John and Anne to take on the project of board orientation and determining what this process should be.

### **Treasurer Transition Plan for current year**

Lisa and Kate to overlap and work in a parallel learning environment until July when Kate will assume full Treasurer duties.

#### Action Item:

Brad to determine degree of connectivity that Wild Apricot can provide between finances and membership data base.



### **Bylaws Clarifications with respect to board functions : Summary**

Bylaws require: 5-11 directors, 2 year terms, staggered terms, no more than ½ board turns over at annual meeting. The issue of board turnover and how this should be accomplished was discussed. Those in attendance felt that this should be put on hold as bylaws subcommittee considers bylaws revisions. When considering bylaws changes, suggestions were made that the organization retain and pay for legal counsel to do this formally rather than an informal pro bono arrangement.

Bylaws require an annual meeting – see above.

Board Officers – President, Secretary, Treasurer

Officer should be elected/appointed at annual meeting or as soon as possible thereafter.

Implies a one year term – determine whether this needs to be specific.

Action Items:

John, Tom and Darryl to comprise a committee to consider bylaws revisions/updates.

Will report back to Board.

### **WiFi Costs / Access**

Tom reported that the “active” monthly rate is \$80 which decreases to \$20/month during off or vacation periods. When to turn our connectivity on and off is to be determined. Payments to be set up through automatic withdrawal. Ski patrol has made a commitment to help subsidize the WiFi costs – this will be discussed further with Nancy Westbrook to determine ski patrol contribution. Other related items included other electronic communications, perhaps a blog that could report poor weather conditions/downed trees etc.

Action Items:

WiFi (Tom)

Determine turn on/off periods.

Confirm automatic payment.

Determine ski patrol contribution

Create splashscreen

Determine differential benefits for members/nonmembers

Blog – Brad to look into.

### **Meeting with Paul Buckland from Inland Empire Paper Company**

As President/Past President respectively, John and Tom met with Paul Buckland to discuss trail use, status of Linder Ridge Road and possible trail expansion. This was a positive meeting with a long-term perspective. With the new larger groomer and continued good stewardship on the part of Nordic skiers, the possibility of further trail expansion and even new hut construction on outer trails are very real. Currently IEP receives land use fee payments. These include \$1000 for Nordic trails paid from the WRAC. In the past, the snowmobile community paid \$2000 through the WRAC. Inland Empire Paper would like to update its fee for use of the trails to \$2750. As noted above, IEP is looking favorably upon our request to explore the possibility of additional trails. A lively discussion followed: Issues raised included whether we should pay this amount ourselves – if so, this could be used as a potential marketing tool to increase awareness of SNSEF and our advocacy role with IEP, pros/cons of asking the WRAC to pay these fees were brought forward, particularly bringing attention to the matter and risking potential mobilization

of the snowmobile community. No decision on this matter was reached, but there was general agreement that as a community we needed to thank Inland Empire Paper and a letter writing campaign was thought to be appropriate.

Also discussed was doing some sort of trail usage survey next year – to determine which trails are being used most often and by whom.

The fact that trails days this year would be different from prior years was also discussed. Early planning and determination of dates was emphasized in order to increase participation by those involved (ski teams, Nordic kids) as well as capitalizing on offer from Mountaineers to help.

Action Items:

Discuss at Board Retreat best approach to payment of land use fees for new trails (SNSEF/WRAC/Matching?)

Letter writing campaign to thank IEP

The following groups should write thank you letters to Paul Buckland  
Board (individually and collectively) Joint letter to be drafted by John  
Nordic Kids – Kate will spearhead with Alison  
Transition Team – Jud to organize  
Ski Team – Matt to organize

Trails to be surveyed by George Momany and Paul Buckland on 4/15/2012 – anyone else interested in participating to contact George.

Determine and publicize trails days – coordinated by Art/George/Brad

Trail use survey to be undertaken next year (Brad)

### **Annual review of hired positions**

As our organization grows and we have more hired positions it seems not only reasonable but good business practice to conduct an annual review of these positions including whether pay and contracts are sufficient together with performance evaluations. All were in agreement that this was a good idea in general. Specifics of each position were then discussed in some detail.

Current paid positions include Brad Thiessen (membership coordinator) George Bryant (ski team head coach) Matt Halloran (ski team coach) Jud Ford (transition team coach). There was also discussion of whether the Nordic kids coordinators should remain volunteer positions or whether they should be paid. A side discussion of graduated payment based on volunteer hours for NK enrollment was also discussed but not resolved. General consensus was that the NK coordinators should be paid given the amount of work required and the fact that the Nordic kids program serves as the foundation of much of the mission for our organization. How to formalize these evaluations and what metrics to use for these evaluations was discussed at some length.

1 Trond and Alison have apparently already done a survey of NK parents using Survey Monkey. It is hoped that Trond will be able to share those results at the next board meeting

2 Matt suggested a similar survey of ski team athletes and their parents as the target audience for ski coaches.

3 John will do Brad's review in April

Other issues that were discussed included whether ski coaches should get a bonus given the increased number of athletes on the team.

Action Items:

Hired position reviews should occur in April – add to the calendar (Brad/John)

Determine appropriate metrics for evaluations of coaches (John/Matt)

Determine bonus payment based upon volume / performance (John)  
Obtain and review NK survey (Trond)  
Determine payment for coaches (regular and transition teams), NK volunteers (Retreat)  
Determine payment for NK coordinators (Retreat)  
Consider graduated NK enrollment fees based upon volunteer hours (Retreat)  
Succession planning for NK coordinators (Retreat)  
Contracts offered/renewed in October – get on calendar (Brad)

### **Ski Team Update**

Matt reported that the team is fairly young and the number of racers appears stable for the foreseeable future. In terms of ski team infrastructure he emphasized several issues:

Van maintenance schedule – (see below)

Late summer need funding for sufficient wax for the race team

Matt reported that even with the upcoming addition to his family he plans to remain active and coach at a minimum of 2 days/week.

Action items:

Calendar for allocation of funds and wax order in October (Brad)

### **Van Depreciation – Upgrade**

Several issues were discussed regarding the van. First is that routine/regular maintenance should occur on a schedule. The van has approximately 95,000 miles on it currently, but it was thought with regular maintenance it should be good for another couple of years. There have been no major issues; the organization remains committed to having excellent tires on the van. There was some discussion of beginning to look at a van replacement fund and whether if there are surplus JNQ funds, whether this can be used to help fund a replacement van when the time comes. Also discussed was sponsorship/advertising for/on the van and how this might be structured on an ongoing basis.

There was also discussion about van use and who should pay for it. Currently van use is covered by ski team fees, although not everyone utilized the van equally. A suggestion was made that van fees be separated from ski team fees, with separate fees for van use in town and van use/gas for races.

Action Items:

Creation of a van work group to address these issues – Matt, Lisa, Darryl. Matt also suggested involvement of Bob Hyslop. Issues to be discussed are: maintenance schedule/records, tires, fund raising for replacement, advertising/sponsorship, van fee for racers and how this should be structured.

### **Membership levels / Rewards for SNSEF membership**

The idea of getting our name out there and creating a sense of community was discussed in conjunction with membership levels. Some of this work had been done previously but never enacted. A former proposal was shared with the group regarding a proposal for membership levels and tokens of appreciation for different contribution levels (attachment 1).

Action Items:

Kate, Ann and Brad to work on this and to make a report at the upcoming board retreat.

### **Survey Results**

Brad shared preliminary findings of the recently conducted on line survey. A more in depth report will occur at the Retreat. Issues that rose to the top of concerns were improved grooming – this is an opportunity to promote SNSEF’s role in obtaining the new groomer as well as trail expansion, but we will also need to have a functional infrastructure in order to handle complaints effectively. The Selkirk lodge was for the most part well liked but it was felt that it could use updating and improvements. There was some discussion about what amenities to provide. Matt offered to put together a survey of other areas he has been to throughout his skiing career for comparison. Also discussed was how to attract new people to the mountain and make it easy for them – pros and cons and historical context in terms of food and rentals in the past were briefly discussed.

Action Items

Full survey report to be done at Retreat. (Brad)

Matt to contribute comparison of facilities in other areas he has visited.

**Souper Bowl Thank You**

The SNSEF Board received a letter from the Souper Bowl organizing committee thanking SNSEF for its role in Souper Bowl. SNSEF extends its’ liability coverage for this event, helps with its promotion and allows snowshoeing on the trails for this event. The event raised a significant amount of money for the Women’s shelter and restaurant. This thank you will be shared with the Mt Spokane Rangers as well as with Inland Empire Paper.

Action Item

Copies to be made and mailed to Mt Spokane Rangers and IEP (John/Lisa)

Respectfully submitted – Darryl Potyk

## Attachment 1

### Proposal to the SNSEF Board Regarding Membership Levels:

<b>Membership Category</b>	<b>Donation</b>	<b>Max Funds</b>	<b>Token of</b>
<b>Appreciation from SNSEF</b>		<b>Allotted for Token</b>	
Member	\$30	Less than 10%	*Pocket Map
Premium Member	\$50	Less than 10%	*Pocket Map + 1 mug
Bronze Member	\$100	Less than 10%	*Pocket Map + 1 hat
or 2 mugs/wine glasses			
Silver Member	\$250	Less than 10%	*Pocket Map + 2 hats
or 4 mugs/wine glasses			
Gold Member	\$500	Less than 10%	*Pocket Map + 4 hats
or Large Map			
Lifetime Member	\$1000	Same as “Gold”	*Same as
“Gold”			Plaque to displayed at Selkirk Lodge

All members above regular membership level to be recognized annually in the newsletter

All funds from these donations are to go into the general fund unless otherwise specified by donor.

Will need to have someone order and keep track of inventory of present offerings for tokens.  
(Especially if we decide to sell these in addition)

\* Possible tokens of appreciation – need to do more research to define, may change from year to year

Will need to have someone order plaque for lifetime members and ensure it is engraved, up at the lodge, updated regularly and taken down at end of season.

**APRIL 11, 2012**

**Directors present:** John McCarthy, Kate Burns, Matt Halloran, Darryl Potyk, Lisa Sunderman, Anne Hawkins, Kathy Fagyas, Trond Liaboe

**Not Present:** Jud Ford, Tom Schaaf, George Momany

**Also Present:** Brad Thiessen, Allison Liaboe

**Consent Agenda:** The following items were distributed ahead of the meeting for review and were approved.

1 Election of Kathy Fagyas to the board.

2 Draft thank you/appreciation letters to IEP and to the State Parks were circulated, edited and will be sent. To be signed to by the entire board at the next meeting and then mailed.

3 Discussion ensued about whether a letter should be sent directly to the Cowles family to thank them – no action taken

4 Also discussed was an idea to thank IEP by offering a certain number (unspecified at this time) of one day parking passes along with certificates for one day of Nordic ski instruction for their employees.

5 Discuss with Steve Christensen to see if there is a way to support MSSP directly with the purchase of these passes. John will pursue this discussion.

6 Brad also suggested that we consider a raffle, perhaps at the Banff Film Festival, of a season Sno-Park Pass.

**The following items were moved off of the Consent agenda and were discussed separately.**

### **Mission Statement**

John thought we should all be aware of our mission statement and consider ways to increase awareness of our mission. Unfortunately, during the meeting the mission statement could not be located.

After the meeting, Brad was able to retrieve a mission statement from the old website and distributed it by e-mail. The mission statement is below for review and future reference.

*“Spokane Nordic Ski Education Foundation teaches the public how to Nordic ski, does volunteer trail work on state and private land in cooperation with Mt. Spokane State Park and other agencies, and hosts ski competitions to develop the skills of amateur athletes.”*

George Momany found another mission statement that he felt was more current. It is quoted below.

*“The purpose of Spokane Nordic Ski Education Foundation is to: Create and implement programs and facilities that promote Nordic skiing within the greater Spokane community  
Support public facilities used for such activities through fund-raising and volunteer trail work in cooperation with Mt. Spokane State Park, private landowners and other public agencies.”*

### **Stove for the Nova Hut**

General consensus was that we should not pursue a used stove and should buy new from a reputable dealer in town who will be able to help in the selection of an appropriate stove for the space. Art Bookstrom was willing to try to coordinate but also stated that his availability might be limited. It was suggested that an SNSEF member, Chris Oxford, had an interest in this and was capable as he was previously a contractor. Trond will contact Chris to see if he is willing to be the point person on this issue. Trond will report back. It was also noted that Steve Christensen needed to be in the loop and be aware of these plans.

Action Item: Trond to contact Chris Oxford to see if he is willing to carry this forward.  
John to contact Steve, once original approval obtained, Chris (if he agrees) will coordinate with Steve.

### **New Business**

#### **Nordic Kids Report**

Alison and Trond Liaboe reviewed Nordic Kids financials and well as providing summaries of a survey of Nordic Kids families as well as a debriefing meeting with the instructors. These reports are submitted as Attachment 1.

Briefly: Had 135 skiers, collected \$6300 in fees, Nordic Olympics expenses increased but overall expenses were down for a net positive of \$4452. It should be noted that every Nordic Olympics participant went home with a medal or ribbon and this was very well received.

Survey of families and instructors comments were very positive – Themes for improvement that emerged were the following: lodge improvements, continue instructor development, skate only classes, more parental involvement, streamlining sign-in/sign-out process and consideration of an alternative pathway for older kids who do not wish to pursue Transition Team. These issues will be discussed further at the upcoming Board Retreat.

Succession planning – Alison and Trond are committed to be NK coordinators for one more year. They have recruited Chris and Dana Oxford to follow them. Over the next year, Alison and Tronde will mentor Chris and Dana so that they are well prepared the following year.

Alison and Tronde were thanked for their hard work and their success in the program over this past year was recognized.

Action Items: Selected issues from above will be discussed the upcoming Board Retreat.

### **Follow up Items/Old Business**

#### **Exit interviews**

Brad will create a policy by which all board members and staff positions will have exit interviews upon leaving the organization.

#### **Calendar for Board Nominations and Assumption of Duties**

Brad has already placed these on the calendar for future reference.

Action Items: None, Brad has already completed

**Spokane Nordic Board Meeting Minutes**  
**May 14, 2012**

**Present:** John McCarthy, Lisa Sunderman, Tom Schaaf, Kathy Faygas, Kate Burns, Jud Ford, Ann Torigoe-Hawkins, Trond Liaboe, Brad Thiessen

**Not Present:** George Momany, Matt Halloran

**Old Business:**

**Consent Agenda:** Minutes from the last meeting were distributed and passed without amendment

**Ski Passes / Instruction for volunteers**

Report and action deferred.

**New Stove for Nova Hut:**

Got the ok from Steve to proceed with a new stove in the Nova Hut. Trond reported that Chris Oxford had agreed to take charge and move this project forward with the goal of having a new stove installed prior to the beginning of next season. Prior to purchase, Chris will be asked to provide the board with a cost estimate prior to purchase and installation. It is anticipated that the board will approve as long as the costs appear reasonable. Trond will serve as both the immediate contact for Chris and to the board.

Action: **Chris Oxford** to obtain cost estimates for stove and installation and present to the board for final approval before purchase and arranging installation. **Trond** to contact Chris.

**Exit Interviews:**

Brad has this codified in a procedure on the board website. No further action necessary.

**Wild Apricot Functionality:**

Wild Apricot is the software we are using for our website and registration - Brad, Lisa and Kate have been looking into the functionality in terms of integration with our financial information. This group will continue to work on this, although it was felt that we have sufficient functionality that this item does not need to be carried forward as an agenda item. Brad, Lisa and Kate will report back if specific issues needing the board's attention arise, otherwise, no further action necessary.

**Board Member Election Process:**

This process has been formalized and the policy has been posted on the board website. No further action necessary.

**Board Member Orientation:**

Kathy has crafted a working document based on her experience and last month's discussion. This document will be circulated to the board in an electronic format for review and further board input.

Action: **John** to circulate this document for review and input.



**Financial Review:**

Lisa has ability to obtain a PC at no cost and she suggested that she donate it to Spokane Nordic for accounting and financial purposes. This PC can have all of the relevant software and files loaded onto it. This PC would then be in the possession of the treasurer for the duration of his or her tenure.

Lisa clarified that our fiscal year ends on June 30th. Taxes are due in November. In addition, the organization is required by state law to file with the state to continue to exist as a corporation. When this filing is done, the registered agent can be changed. Lisa will become the registered agent for the corporation. Since these duties fall largely to the treasurer, it was felt that having the treasurer as the registered agent was appropriate. Further clarification was provided with regards to non-profit status. Non-profit status is separate from filing as a corporation doing business in the state of Washington, and we do not have to re-file our nonprofit status as this is determined by tax law. In terms of non-profit status, no news is good news.

Action: **Lisa** will file this paperwork and will e-mail Brad the relevant information so it can be placed on the Calendar. **Lisa and Kate** will begin the process of transitioning the treasurer position.

**Bylaws Review:**

Report and action deferred.

**Van:**

The van work group (Matt, Lisa and Darryl) have had preliminary discussions. Highest priority thought to be putting together a van maintenance schedule. Matt has inquired with people he knows to help put together a maintenance schedule. Other issues to be addressed include van sponsorship policies as well as ridership issues.

Action: **Matt** to continue gathering information regarding maintenance. **Lisa** to review with Liorah types of decals currently on the van, how best to remove if necessary and cost of different size decals with the vendor previously used. Lisa will also determine what the initial agreement was with these original sponsors – ie, duration of commitment. Lisa will also distribute information she has regarding the process that SSRA uses for their van. Once this information is known, **Darryl** will help to create policy so that van sponsorships can be sought.

**Staff Review:**

Need to review coaches (transition team and ski team) as well as Brad. None of these reviews has taken place. In terms of the coaches, the parents and athletes will be asked to take a survey, likely Survey Monkey.

Action: **John** to coordinate coaches evaluations/surveys. **John** will also to arrange Brad's review.

**Facilities Comparison:**

Report deferred.

### **WiFi at Selkirk Lodge:**

Tom has been the point person for this and has communicated to AirPipe - we are currently in vacation mode to reduce costs during off-season. Equipment has been brought down from the lodge. Between now and next season, Tom will work to create a splash screen and to have a mechanism for throttled bandwidth for nonmembers but bandwidth will not be limited for SNSEF members.

There was discussion about getting a webcam up at the mountain for the purpose of monitoring conditions. Karl Sunderman is willing to help with this process - will need to get cost estimates, discuss technical issues with AirPipe - will likely have to be delayed until equipment is re-deployed at the mountain.

Action: **Tom** to work on splash screen and bandwidth issues during off-season. Will also work with Karl to further explore webcam issues.

### **Memberships:**

The membership workgroup consisting of Kate, Ann, Brad and Darryl engaged in productive process of several electronic meetings followed by an meeting in person. The main issues that were discussed included whether it was feasible to do increase dues and increase membership numbers without first engaging in an educational campaign to raise awareness of who SNSEF is, how this organization adds value to the Nordic ski experience at Mt. Spokane, and why people should join. In addition, the group thought that efforts should be made to foster a sense of community amongst members. When considering the issues below, the group also took into account the fact that feedback was received about costs (SNSEF membership, Sno-Park Pass, Nordic kids fees, skis for several kids...) being a stretch for some families.

A) Basic Membership Fees: in view of above, it was felt that for the coming season, the membership fees should be left as they are. Different membership levels and separate memberships for individuals and families should not be pursued at this time. The hope is that over the next year, we will educate and engage skiers to the point that raising fees in the near future would make sense to others and they would see the value in belonging to SNSEF. It was hoped that the educating/engaging process could be better defined after the upcoming Board Retreat. Suggested levels of extra donations will remain on the registration form.

B) Lifetime paid memberships: These should not be pursued as it was felt that one time giving could discourage ongoing support due to someone feeling that they had already done their part.

C) Tokens of appreciation for donors. Based upon experience from other nonprofits (including but not limited to public radio) it was felt that tokens of appreciation for different levels should not be pursued - those that give do so because of their commitment to the mission, not a gift. In addition, most members are more likely to desire that their money go towards trails and development rather than tokens. Inventory and distribution of these items was also discussed and felt to be problematic.

D) Awareness/community. This workgroup thought that there were some simple things that could be done to increase awareness of SNSEF and to promote branding of our organization. For instance, it might be worthwhile to have free stickers (regular and static) for people to take from the lodge. These would not be policed and would be available for the taking by anyone. It was also suggested that we could have a low cost but useful item that we could give to members up at the mountain (branded grocery tote bag, ski ties). One suggestion was that board members or other active members could volunteer to sit at an information table at the Selkirk Lodge and

allow members to take one of these items. It was felt that the presence of someone at the table would negate a snatch & run tendency. There was also talk of whether the organization could have a few branded items for sale at this informational table - items discussed included license plate frames, hats (same or different design) or similar items. In an expansive moment the work group discussed having a "Spokane Nordic" art quality poster designed for potential purchase. Another idea floated was having Nordic Kids T-shirts that the kids could wear throughout the year to remember how much fun they had in the winter.

E) Honorary Lifetime Membership. The workgroup felt that the organization should move forward with an award that recognizes a person or family who has made significant contribution to the Nordic Ski community in our region. It was recognized that the Gary Silver Award already exists, but that this award is given out by the Langlauf association with input from SNSEF. The group felt that SNSEF should have its own award. In rough terms, nominations could be made to the board by any SNSEF member, and the winner determined by a vote of the board. The winner would be profiled in the newsletter, would be honored with some sort of plaque to be displayed in the Selkirk lodge that would have the name of each year's recipient added to it.

F) Promotion - the workgroup considered how it might be useful to get SNSEF information to people who might be potential members - discussed having information (either a booth or material distributed in a swag bag) at Loreen Miller Bike ride, Spokefest, Spokane marathon/half-marathon, Camp Sekani run and other similar events. Consider a slogan for SNSEF – early suggestions included “Glide into winter” “Beats a treadmill” “Kickin’ Glide!”  
Action: To be determined after retreat based on strategic/marketing plans. (Consider low cost give-away items – stickers; Consider low cost items to give away to members from a “manned” table at the Selkirk Lodge; Consider items for purchase – license plate frames, ski ties, poster?)

**Brad** to look into distribution of promotional materials at area athletic events

**Darryl, Brad and Jud** to propose a draft policy for Honorary Lifetime Memberships (including possibly a new name) to the board.

### **Board Retreat:**

Full day working board retreat to take place June 10, 2012 @ the McCarthy's house. Plan morning session and an afternoon session broken up by some exercise in the middle.

Board members were encouraged to come prepared – there will be a significant amount of pre-work to be done in order to ensure a productive meeting. At a minimum, board members are asked to review priorities identified in earlier survey (available on board page of website). Trond suggested that a survey be distributed to board members ahead of the meeting and collated anonymously by Brad so that we can candidly share our thoughts and priorities –this will help us to utilize our time most efficiently; areas of difference – no need to spend time on topics in which everyone is in agreement. The board will complete a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis regarding the organization during the retreat. The hope is that after this meeting, we will have a coherent strategic and marketing plan to implement as we look towards the coming ski season.

Action: **Tom** to define and distribute pre-work.

**Everyone** to do the pre-work

Regularly scheduled June 11<sup>th</sup> meeting will be cancelled

### **NEW BUSINESS**

**Brad's Hours:**

When Brad was initially hired there was a cap on his hours (our expenses) and there was discussion tonight about whether this should continue. The majority of the discussion focused on how to best utilize Brad's talents and time in order to meet the needs of the organization. It was felt that the upcoming retreat will help us define exactly what those needs are and that it would be premature to make a recommendation prior to the retreat. After the retreat, this issue will need to be revisited based upon the needs as identified by the strategic and marketing plans. No action necessary at this time.

**Junior National Qualifier Race Request:**

Coach George was contacted and SNSEF has been asked whether we would be willing to once again put on a JNQ race in Spokane tentatively scheduled for President's weekend. There was general agreement that the Board would be supportive of putting on a race again if sufficient leadership and energy can be obtained from a JNQ subcommittee. There was also discussion of whether we could or should hold a concurrent PNSA J3 championship similar to the Western States events we have attended in the past. This would increase the work and to some extent the logistics. There was also some discussion of how flexible PNSA might be in terms of scheduling – the pros and cons of President's Day Weekend were discussed.

Action: **John** to send a query to the board and to the JNQ committee to determine the level of interest and energy for this event.

**Ski Team Uniforms:**

After some degree of discussion, there was a general consensus that Spokane Nordic should no longer act as a rental agency for the ski team uniforms. It was proposed that team members should buy their uniforms and when outgrown, can sell/trade with other team members at the beginning of the following season. Uniforms would be available for purchase with a selected online vendor. Purchasing new uniforms may necessitate new uniform design.

Action: **John** to discuss current inventory with Alison in hopes of moving this process forward. In order to be well positioned for the coming season it was suggested that action be started in July.

**Ski Patrol Area / Spokane Nordic Storage:**

Several board members have heard that there have been concerns raised regarding the storage of supplies in the Ski Patrol area of the Selkirk Lodge. In particular, there have been concerns about space and about privacy of an injured person who may be in need of first aid or medical attention. How real this problem is and its magnitude are currently unknown. There was also some question regarding who the appropriate contact person for the Nordic Ski Patrol is.

Action: **John** to contact Nancy Westbrook to discuss these matters.

**Spokane Nordic Ski Education Foundation**  
**Board of Directors Meeting**  
**7/9/2012**

**Directors present:** John McCarthy, Matt Halloran, Anne Hawkins, Kathy Fagyas, Tom Schaaf

**Not Present:** Jud Ford, George Momany, Kate Burns, Darryl Potyk, Lisa Sunderman, Trond Liaboe

**Also Present:** Brad Thiessen

**Deferred Agenda Items**

- Van Maintenance
- Stove - **Trond** indicated via email that Chris Oxford has not yet submitted a proposal
- Camera for Mt. Spokane trails - Carl Sunderman to follow up on this **LISA**
- Splash screen for Selkirk Lodge wireless network - **Tom** to follow up on this

**Lifetime contribution award**

Brad presented a document (attached) outlining the Lifetime Contribution Award, as created by Darryl, Jud and Brad. The document was affirmed, with the addition specifying that the call for nominations will be included in the October newsletter.

ACTION ITEM:      Let Langlauf know we're doing this -- JOHN  
                         Put on Board calendar - BRAD  
                         Create award - DARRYL, BRAD, JUD

**Treasurer's report**

John gave a brief overview of treasurer's report at submitted by Lisa Sunderman (attached). No action item taken. Lisa indicated three finance items that needed to be added to the Board calendar, 2 of which were already included.

ACTION:      Add Ski Team Budget Submission in October - BRAD

**Orientation Document Feedback**

The new board member orientation document as presented by Kathy was reviewed, with addition of title New Board Orientation Document. The Case for Support (once created) will be included with the New Board Orientation Document.

ACTION:      Post document to Board and Staff section of website - BRAD

**Van Decals and Sponsorship**

Matt presented that the original term of placement of sponsor decals on the SNSEF van was never defined. He recommended making it a 2-3 year cycle. He recommended considering a formal sponsorship of the Jr Racing Team by a local business, with business presence on van and race suits.

ACTION:      Get decals removed and re-approach sponsors – DARRYL if agreeable  
                         Create the sponsorship doc - ANN and BRAD

### **Relationship with local sport shops**

It was reported that Paul Fish from Mtn. Gear wants to get more involved in Nordic skiing, and that Robin from Fitness Fanatics is still committed. It was discussed that it benefits SNSEF to have 2 local partners/sponsors, and the community to have 2 local vendors. It was decided that SNSEF will continue to support both shops and that Ski Teams are free to approach either shop as a sponsor. Paul used to do on-hill rentals and demo days; reviving that would be a strong aid in encouraging new skiers.

ACTION: Talk further with Robin at Fitness Fanatics re: her plans with ski team - MATT

### **Marketing Plan**

Brad reported that the Marketing Plan has progressed slowly. The value of timely creation of a plan was reinforced by all. It was decided that Brad will take a more active role in creation of the document and solicit feedback from the working group of Ann, Kathy, Darryl and Trond (and other Board members as appropriate).

Brad also asked "Why does Spokane Nordic need to grow its income? What are the funds needed for?" Answers included maintaining facilities and trails; providing services such as the wireless network and camera at Selkirk Lodge; promoting Nordic skiing in the community; the need for organizational infrastructure including staff, in order to minimize volunteer burnout and make SNSEF sustainable and stable; and ability to pay coaches more than a stipend for their work.

### **Ski Patrol Request**

John presented that the Ski Patrol has requested funding for a new snow machine. It is unknown whether the machine would be a 4-wheeler with tracks or a snowmobile. The decision of whether to contribute was tabled pending review of the Ski Patrol's letter of request by Board members.

ACTION: Distribute letter to Board members - JOHN  
Review letter - BOARD MEMBERS

### **Lead contacts with Partners going forward, discussed at last board meeting**

ACTION: Send out with minutes - JOHN  
Respond if changes are needed or other partners should be added - BOARD MEMBERS

### **Mission Statement**

A small change to the mission statement had been raised prior, but no one could remember what that change was. Afterward, John remembered it was the possibility of replacing the word 'Nordic' with 'cross-country'. At the June 2012 retreat the issue was raised that some members of the public, particularly non-skiers, may not know that Nordic skiing = cross-country skiing and may even view the organization as a Nordic cultural group.

The mission statement, for reference, is "Spokane Nordic is committed to creating, developing and delivering programs and facilities to foster Nordic skiing within the greater Spokane community."

ACTION: Deferred for discussion if there is someone who wants to advance this change

### **Staff and Coaches review**

John has compiled questions for the online review questionnaire that will be completed by Board members (Brad's review) and Board members, parent and race team members (coaches).

\*NOTE: April 11 minutes indicated Brad's review is to be completed by John, Tom and Lisa

**ACTION:** Create online survey and publicize to parents/skiers - JOHN  
Complete survey - BOARD MEMBERS, PARENTS and SKIERS

### **Informational items**

1. Ian McCarthy wrote a letter to the Board thanking for its sponsorship of his trip to Junior Olympics in 2012. John will distribute that letter.
- 2 . Matt asked that an update on the adult lesson program be added to the next meeting agenda

### **For electronic vote:**

- acceptance of Lifetime Contribution Award document

### **Attachments:**

- Final Board Member Orientation document
- Lifetime Contribution Award document
- Ski Patrol snow machine funding request letter
- List of partners and lead Board member contact for each
- \_ Ian McCarthy note of gratitude

### **New future agenda items**

- Adult lesson program update
- Can we solicit a Meet-Up Group coordinator from among our members?

Meeting was adjourned at 8 pm

**Spokane Nordic Ski Association**  
**Board Meeting Minutes**  
**September 25, 2012**

**Present:** John McCarthy, George Momany, Kate Burns, Darryl Potyk, Jud Ford, Tom Schaaf, Trond Libaoe, Ann Torigoe-Hawkins, Chris Oxford (guest), Brad Thiessen

**Not Present:** Lisa Sunderman, Kathy Faygus

**Announcements:**

**Next Board meeting rescheduled for October 15.**

**Schaaf Oktoberfest Saturday 9/29/2012, 4pm - all are invited**

**Old Business:**

**Van Repair/Maintenance:** Van maintenance has been done on an as needed basis. The board has desired a preventive maintenance schedule if at all possible for safety and vehicle longevity. George Bryant has offered to put together and implement a van maintenance plan to achieve these goals. Included in this plan should be periodic updates to the Board.

**Action Item:** John to communicate this to George, George to present a plan hopefully at the next board meeting.

**Stove for Nova Hut:** In follow-up from prior meeting a second bid was obtained regarding the stove. Brian Hawkins leveraged his contacts at Country Homes and they provided a bid which was reviewed in detail.(Attachment 1) This bid called for a larger stove than the prior bid, and this vendor differed from Falco's in that they felt that the upper half of the chimney was ok and did not need to be replaced while Falco's said it did need replacing. The bid from Country Homes came in significantly less than Falco's at \$2235 (\$500 off regular price d/t relationship with Brian Hawkins). The board voted unanimously to approve the items contained in the bid from Country Homes. The board thanked both Brian Hawkins and Chris Oxford for their time and tenacity regarding this project.

**Action Item:** 1) Brian to give the OK to Country Homes. 2) Chris Oxford to help and be present when install is to occur (he has keys to the Nova Hut). 3) John to get final ok with from Park Ranger Steve Christianson prior to proceeding.

**Gary Silver Award:** A draft proposal regarding the award was circulated electronically ahead of the meeting.(Attachment 2) There were no issues regarding the selection process. It was noted that the draft proposal stated that we would publicize the award in the newsletter and the board would select the winner at its October meeting - this time frame was thought to be too tight and will be delayed. The award itself was reviewed to determine whether any modifications should



be made to the award. It was noted that the award was a bit outdated but those same traits helped to honor the history of the association as well as its namesake.

**Action Item:** 1) George Momany and/or Brad to discuss Gary Silver history for more background. George and Brad to coordinate with Sam Schleider in an effort to obtain a complete relevant biography. 2) John to discuss with Steve Christianson to get approval to display the award in a display case at the Selkirk Lodge.

**WiFi Splash Screen/Trail Camera:** Tom has the hardware and has noted that there are necessary software/firmware updates. He is in the process of doing these updates. The splash screen will direct viewers to a webpage reminding them that the WiFi has been provided by Spokane Nordic. Spokane Nordic members will have a password that will allow them to access the WiFi for unlimited time, while nonmembers will be time restricted. No report regarding trail camera.

**Action Item:** 1) Tom to continue software/firmware updates and design - will report progress to Board next month. 2) Tom and Carl Sunderman to make contact and discuss plans for trail camera and report to the Board next month.

**Van Sponsorship/Decals:** Brad has obtained possible sizes and pricing for new decals. Old logos have not been removed. It was noted that there are three categories of businesses who might have their logos displayed on the van: Major sponsor for the JNQ (\$1000 or greater), Sponsors who are asked directly if they would like to have a decal and Community Partners (these might include Fitness Fanatics, Mountain Gear, Spokane Parks and Recreation, Mount Spokane State Parks). Brief discussion revealed consensus that a unified plan/approach would be best. A working group was tasked with this - the group will be comprised of Brad, Ann and Darryl.

**Action Item:** Work group to take inventory of current logos on the van. Will contact those businesses to determine if they would like to qualify for ongoing display, if not whether they would like to renew their sponsorship. The work group will then develop a unified plan and present it to the Board at the next meeting for discussion and possible action.

**Coaches Review and Contracts:** Racers and their parents were asked to fill out a Survey Monkey survey and make comments regarding the coaches. Enough surveys were returned to have meaningful input on George Bryant and Matt Halloran from the racing team, an insufficient number of surveys were returned to be meaningful for Jud Ford from the Transition Team. Reviews of George and Matt were positive. As part of this process George was asked to provide details of what he does in his role. It became clear that he does a lot for the team and that he does this because of an underlying passion for skiing and seeing the athletes improve - dryland training, offseason training camp, weekend roller skiing to name a few commitments. As a result it was noted that his pay is not commensurate with what he is doing for the team and we would be hard pressed to replace him given current salary/contract structure. These issues lead to several discussions - first of what the tuition should be for participating on the team and second what the costs for participation in other competitive sports in the area are. Rather than debating these issues at the board meeting it was suggested that a work group be put together to study the issues of race team tuition, fees, as well as recommendations for coaches contracts and pay. This work group to be comprised of John, Jud and Tom. A summary of the coaches review are attached for review (Attachment 3).

**Action Item:** Work group to make recommendations to the board at the next meeting regarding race team fees including tuition as well as coaches' pay and contracts.

**Membership Coordinator (Brad Thiessen) Review:** John and Lisa met with Brad to discuss his performance since his hire last year. It was felt that Brad was performing well and has demonstrated to be an asset to both the Board and the organization. While Brad has helped to get us organized and to move the organization forward, this next year's performance will be based on more tangible factors so that we can quantify our return on investment in terms. These tangible items may include membership growth and increased funding for the organization. Attachment 4 is a summary of this review. No further action is necessary at this time.

**Budget:** Deferred until the next meeting.

**Action Item:** Carry this over to next meeting.

**WRAC Report:** Due to scheduling issues, the Spokane area did not have representation at this meeting but George presented the highlights of the meeting relating to our area. The new big Pinroth groomer is to be delivered 11/1/2012. Per existing contract, grooming is to start 12/1 although the groomer will likely need to be tested ahead of that so there may be an opportunity for early grooming. There has been talk that there will be a Pinroth service center in Coeur d'Alene, which would prove to be a very good thing for our area. Overall for the state, the SnoPark fees have been positive and a new SnoPark area will be located in Southeast WA. There was discussion regarding attendance at the WRAC meeting and George felt that he could commit to this twice yearly meeting as our representative.

**Action Item:** None at this time - Informational

**Trails Update:** Trail widening has occurred. All trails have been widened with the exception of a few trails on IEP land (the Wall, Paper Trail, ? Buckland). Widening included the inner/old trails. There will be a new trail added this year, Trips Knob - will have two access points, one at the Brickle Creek Junction and another near the Buckland/Mica Road junction. Upcoming Trails Days - it was asked that these be publicized in order to help mobilize adequate manpower.

**Action Item:** None at this time - Informational

**Area Trails Council (ATC):** This group has been convened to discuss trail use and to help advise Steve Christianson regarding grooming. This group will have its first meeting of the year in October. John McCarthy is our representative on this group. The board should be aware that there has been an increased push for more snowshoeing in the area. Multi-use, nonmotorized use is encouraged but careful management of trails and grooming will be important in maintaining the high quality Nordic skiing center we presently have.

**Action item:** None at this time - Informational

**Adult Lesson Plan:** Jud reported that Lisa has done a lot of work and distributed a preliminary schedule to key people, now that the PNSA race schedule is known the schedule can be refined as this represents a conflict for a number of the lesson coaches. Coaches are still being recruited. As currently structured, the adult lesson program is neutral in terms of budget. Those enrolled will pay a fee and coaches will be paid but as currently structured this program does not bring revenue to the organization. There was some discussion of whether this should be the case.

**Action Item:** May want to consider revisiting fee structure in order to generate revenue for the organization.

**Marketing - Name Change / SPR spot:** Research into the necessary mechanics and fees for proposed name change revealed that it is a fairly simple and inexpensive process. The fee is \$20 and although not present, those in attendance thought that Lisa was acquainted with the process. There was unanimous agreement from the Board to proceed with the name change from Spokane Nordic Ski Education Foundation to Spokane Nordic Ski Association. The Board wanted to thank Ann for her work in helping with the advertising spot on Spokane Public Radio - arrangements have been made to have prime time spots with the goal of acquainting occasional skiers with what we do. These spots should start airing next month. There was some discussion regarding the overall marketing plan and expenses. The marketing plan presented at the last minute included expenditures for items that had not been done previously. There was some hesitation about these additional marketing expenses. It was noted that there was some tension between investing in the future, holding Brad accountable for tangible results and enabling him to have the tools and funding necessary to do so. A motion was made and passed stating that the Board allocate \$2000 for marketing, which was to be spent on things that have not been done previously.

**Action Item:** 1) As president John is to proceed with the name change. He will likely require help from Lisa, Brad and Kate as Treasurer. 2) \$2000 dollars to be allocated to implement the marketing plan specifically to do things that have not been done historically.

**Nordic Kids:** Discussion took place regarding Nordic Kids particularly around the idea of increasing capacity of this foundational program. Ideas exchanged regarding oversight, delegation of duties such as registration, instructor development, marketing and implementation. There was concern about overextending and ability to continue to deliver a quality product. There was some discussion of developing Nordic Kids sessions on both Saturday and Sunday. A question was raised regarding scheduling and Langlauf – traditionally there has not been a Nordic Kids session on the Saturday preceding Langlauf and whether this could occur. Those in attendance felt that it should not interfere with Langlauf and recommended proceeding. There was also a question of raising fees for Nordic Kids. While these issues are important, it was felt that the Nordic Kids coordinators and a smaller working group might be more appropriate for these discussions.

**Action Item:** None at this time - Informational

### **NEW BUSINESS:**

**Scout (Alex Wende) Offer:** Alex has offered to build some sort of structure/shelter as his Eagle Scout project. This offer was made about a month ago and has been investigated on various levels. At this time, due to liability concerns, IEP does not want a permanent structure on their property. Upon discussions with Steve Christenson, there is not a need for another structure within Mt Spokane State Park. The Board discussed the possibility of a temporary structure that could be put up or hauled to a desired location and then removed on a seasonal basis. Based on prior experience of Board members this idea was rejected. The possibility of redirecting Alex to another project was discussed; it was noted that the present large trail map which was created as

part of another Eagle Scout project is now out of date/incomplete and should be updated. Because this was another scout's project, it was felt that we should inquire as a courtesy with the map's original creator to see if he had any objections to his map being replaced with a map that accurately displayed the current trail system.

**Action Item:** George Momany to contact the scout who originally made the map for permission to have it replaced. John to contact Alex once the above has occurred.

**Board Member Exit Interview:** Matt Halloran has left the Board, but will continue to serve as one of the race team ski coaches. Matt left due to personal reasons – the birth of his daughter, and he remains committed to Spokane Nordic. His work is much appreciated. An exit interview was conducted and a summary is attached as Attachment 5.

**Action Item:** None at this time – Informational

**New Board Member:** The board believes it functions better with a full complement of board members and thus is seeking to fill the vacancy created. Chris Oxford (who is attendance at tonight's meeting) has been put forward as a candidate. Chris and his wife will be taking over from Trond and Alison as NK coordinators. He is fairly new to skiing but is committed as evidenced by his commitment to NK and by his volunteer involvement in replacing the stove in the Nova Hut. While Chris appears to be a very good candidate, board members were encouraged to reflect on the board as a whole with particular attention to demographic factors and forward any other candidates to John.

**Action Item:** Ideas for candidates for open Board position to be forwarded to John.

**Request for donation for new Ski Patrol Snowmobile:** Nancy Westbrook from the Nordic Ski Patrol has forwarded a letter to the Board for consideration of a donation towards the purchase of a new snowmobile. (Attachment 6) Several Board members have been aware of this issue and shared the following information – the machine has already been ordered/purchased, over the spring and summer a draft letter to submit to the WRAC was reviewed by various board members but ultimately no such letter seeking funding from the WRAC was submitted. Also noted was the fact that Spokane Nordic and the Ski Patrol have a history of sharing snowmobiles and helping one another. After much discussion a motion was made to table the issue at this time in the hopes of obtaining more information prior to making a decision, hopefully at the next meeting.

**Action Item:** John to forward this request to Kate Burns in hopes of learning more about the request.

**Closing in the Ski Prep Area:** A proposal has been submitted to try to create a bit more shelter from the wind in the ski waxing/preparation area. The proposal consists of treated plywood below the benches and polycarbonate sheets above the benches. It appears that those involved in this project have done their due diligence and have researched the difference between plexiglass and polycarbonate sheets finding that polycarbonate is more stable in the cold weather and will likely be a better product in the long run. The proposed cost is \$840 with polycarbonate compared to \$600 with plexiglass. A motion was made and unanimously approved to fund this project with higher quality materials at \$840.

**Action Item:** Move forward with the project, with a request for pictures during construction for inclusion in a future newsletter.

**Ski Team Uniforms/Jackets:** A request was made to have the board donate the present stock of ski team uniforms/jackets to the team with the idea that the ski team would take over the uniforms. Likely this will take the form of skiers/racers buying their uniforms. The Board welcomed this opportunity and this motion passed unanimously.

**Action Item:** Board to donate uniforms to ski team. Ski team to manage uniforms internally.

**Partnering with Spokane Parks and Recreation:** John and Brad met with Ryan from Spokane Parks and Rec this week to explore ways in which we can partner together more effectively. Together we are looking for ways to increase accessibility to Nordic skiing and to encourage those who do ski through Parks and Rec to become SNSA members. A couple of ideas include the possibility of offering several days of on hill rentals from their large stock of gear and other ways to perhaps integrate into our adult ski lessons. Lisa and Brad will have a meeting tomorrow to follow up on areas of intersection.

**Action Item:** None at this time – Informational

**Knapweed:** Other spring/summer time users have noted an increase in this noxious weed particularly around the Nova Hut and the Selkirk Lodge. A request was made to help in pulling this noxious weed – discussion took place regarding effectiveness of pulling it and the risk of dissemination and that a definitive solution was to spray the area with approved solution. Others involved in the trails have these solutions. It was suggested that pulling knapweed could be incorporated into a trails day in the near future.

**Action Item:** Consider adding this to things that need to be done at trails days.

Respectfully Submitted.

Darryl Potyk

**Attachment 1:**

**HOME VISIT ESTIMATE**

Name Spokane Nordic  
 Address 101 Spokane State Park  
 State \_\_\_\_\_ Zip \_\_\_\_\_

*ok 9/21/11*



- 8108 N. Division • Spokane, WA 99208 • (509) 466-9100
- 5323 E. Sprague • Spokane, WA 99212 • (509) 534-9100
- 16814 E. Sprague • Veradale, WA 99037 • (509) 927-7800

Salesperson SAM Estimator \_\_\_\_\_  
*+ permit set w/ 125*

**SPECIAL INSTRUCTIONS**  
 110<sup>5700</sup> Brian Hawkins  
Fax # 624-3707

\_\_\_\_\_

\_\_\_\_\_

Qty Price	Line #	Item#	Description	Unit Price	Extended
1			WS 18 HEAVY DUTY WOOD SHOVELS		999.00
1			S/S COVER		29.00
1			TELESCOPING		172.00
1			36" 6" METAL FAB		125.00
1			INSTALL ROCK SLAB		800.00
			OPTION w/ W302 AA PERMITS	300.00 103.43	403.43 + TAX
SUBTOTAL					1625.00
SALES TAX					141.38
STATE STOVE FEE					30.00
TOTAL					1796.38
CASH MCVISA/DISC (CHECK#)					
<input type="checkbox"/> Finance BALANCE DUE					1796.38

**\*\* Note: Larger stove/permit & tax brings total to 2235 as quoted in text Attachment 2:  
Gary Silver Award Recognizing Contributions to the Nordic Skiing Community**

Gary Silver Bio – need information.

This award honors an individual, a family or a group who have made significant contributions to Spokane Nordic in support of its mission over a period of years. This award will be given to a single awardee (individual/group or family) on an annual basis (November). The Langlauf Association has asked that Spokane Nordic take responsibility for this award beginning in the 2012-2013 ski season.

**Nominations:** A call for nominations will be included in SNSEF newsletter – this call for nominations will include a brief description of the award (including prior winners) and will be included in the newsletter at the beginning/middle and end of each ski season. In addition, a notice regarding the award and a call for nomination will be placed in the Selkirk lodge. Anyone can nominate an individual for this award. Nominations should include a description of why the nominee should receive this award. Electronic nominations are preferred and can be submitted to [info@spokanenordic.org](mailto:info@spokanenordic.org), but hard copy nominations will be accepted (mailed to Spokane Nordic, PO Box 501, Spokane, WA 99210) Nominations should include the name of the person doing the nominating (for clarification, more information etc) although the nominator may request to remain anonymous if/when the award is given if they so choose. All nominations will be forwarded for review by the Spokane Nordic Board of Directors.

**Selection:** The Spokane Nordic Board of Directors will review all nominations gathered over the course of the prior season. A simple majority vote of a quorum of directors will determine the awardee at their October board meeting.

Note that nominations can be carried over from one year to the next.

**Announcement of the award:** After selecting a winner, the awardee and the nominating party will be notified by a phone call from the current Board Chair. The Board will also send a congratulatory card signed by all board members. If the SNSEF budget allows, an individual token of appreciation will be presented to the awardee. The announcement of the award and an accompanying story honoring the awardee will be prominently displayed in the December newsletter.

SNSEF will obtain and maintain the award to be displayed at the Selkirk Lodge. While the final design of this award remains uncertain at this time, the goal is to have the names of awardees added serially to the display.

### **Attachment 3:**

#### **Review of George Bryant completed 9/8/12**

It was noted that George continues to have profound passion for the sport of x-country skiing. He has done a lot of work on his own free time to make sure the skiers are having good experience. It is noted that his communication has improved markedly and he is getting communique out routinely to the skiers in a predictable fashion.

Some people (skiers/parents) see him as unapproachable and he will make an attempt to reach out to everyone. He doesn't feel he needs much from the board aside from recognizing the importance of the team to the skiing endeavors we are advancing at this time, (growth, recognition).

He is aware (now more so) that parents are willing to help though not sure what they can/should be doing. Feels that they should be letting him coach and he feels this currently is the case.

He does a complete job of running the show with respect to many things

Dryland - usually two days a week in summer,(after spring sports are done) 1 hr-strength/agility, 2-3 hrs rollerskiing . The same for the fall, typically after early Oct

5 day rollerski camp in N. Idaho with Northshore Nordic in Aug. and coach at the Trout Lake camp in July.

Once snow falls and grooming commences, usually Late Nov, 1 evening dryland(1 hr), U district group(1 hr) , one night ski-4 hr, Sat. and Sun.- 4-5 hrs/day, this goes thru Feb. and continues into Mid march if skiers are heading to JN.

Races vary from 5 days out of town(SOHO)( West Yellowstone) to 3 day weekend trips, usually drive the van, oversee ski waxing, apply any wax topcoats and try to make for a good couple days of racing for the skiers.

Take care of the van, make training schedules,team nights @ Fitness and Mtn Gear, attend PNSA coaches meetings( typically twice a year out of season), then usually meeting at the JNQ races as well. Reviewing videotaping, emailing, dealing with parents and skiers, as well as board members!

Overall, just the actual hours (600+) with the team coaching probably puts at minimum wage, but that is only on the racing season contract. The summer and fall hours are purely volunteer, the paperwork and prep for the season are beyond that.

*Reflections from George which were solicited.*

If I were to stop coaching, I see the time commitment as a limiting factor if a coach can't justify the limited pay. In part, it will depend on the scope of the coaching contract and what SNSEF wants to accomplish with coaching. Until we can build a program with 2-30+ skiers each year



and a continual infeed from the nordic kids to the transition to the race team the program will hold the middle ground between Bend Endurance Academy( a full race program with top 20 JN results), MBSEF and those programs with minimal snow time and minimal participation. At this point I would say we are the second or third strongest program in the PNSA, probably better situated than the Methow, but the next step will need added membership to support a program with loftier goals.

Fortunately , or unfortunately dependent on your view, I don't intend to stop coaching for at least the next few years. If we can keep participation up during the week for at least one added day on skis it will help the skiers, two would be even better. I hope this gives you an idea of where the coaching is at and it's value. Any question or concerns please let me know.

My vision would involve a greater influx of SNSEF participation in races and some relief for the racer parents, but I think without added club membership it will likely remain as the status quo.

### **Review of Matt Halloran completed 9/9/12**

Much appreciated, able to mobilize the team and generally respected by all, good communicator, defers to George for some of the organizational material. Appreciated as fun. Helped with goal setting and then obtaining those goals. 1:1 time is appreciated. Kids would like more of him. Personal tips would be appreciated

Parents would like waxing tips

#### **Attachment 4:**

John McCarthy, President, and Lisa Sunderman, Vice President, met with Brad Thiessen, provider of contract membership coordinator services through flipjacket, inc. during August 2012. The purpose of the meeting was to evaluate services provided to Spokane Nordic Ski Education Foundation during the prior year, especially during the 2011-2012 ski season. Discussed were Mr. Thiessen's self evaluation; a compilation of individual surveys comprising the Board's evaluation of membership services provided; topics discussed by Mr. McCarthy, Ms. Sunderman, and Tom Schaaf, Past President, at a special meeting held earlier; and goals and performance measures going forward.

As a result of the favorable evaluation and the Board's opinion that the membership work should continue, Mr. McCarthy, Ms. Sunderman, and Mr. Schaaf recommend to the Board that performance objectives for the 2012-2013 season be finalized and that the contract for the membership coordinator services be renewed at an hourly rate of \$20. We also recommended minor changes in the contract including removing the ending date, and therefore the need to renew annually. Mr. Thiessen shall finalize the performance measures and submit them for Board approval. Ms. Sunderman shall update the contract and Mr. Thiessen and Mr. McCarthy shall sign the contract.

## **Attachment 5:**

EXIT INTERVIEW  
MATT HALLORAN  
September 17, 2012

### 1. Suggestions for Future Actions:

The board should identify a larger, single long term goal and work to achieve that goal on a 1-2 year time line and the goal should be public. We are continuously asking ourselves "why don't people want to pay to be an SNSEF member?," and the simple answer, that we have discussed thoroughly, is that they don't know what we do. A large reaching, public goal, that is 100 % SNSEF driven would show people why our group is necessary. This is in addition to maintaining current programs offered by SNSEF such as nordic kids and race teams.

### 2. Suggestions on How Board Can Run Better:

I think that this is beginning to be done better and the meetings are becoming more productive, but emphasize the "action items" from previous meetings first. Where I work, we manage complex projects that cover multiple disciplines with a relatively simple spreadsheet. People are asked to provide brief updates on their task, if further discussion is warranted, then they meet separately and report back later. New business is always kept till last, this allows ongoing projects to take precedent.

### 3. Constructive Criticism:

Not a criticism, but a concept that it took me a while to really understand was that we are constantly working in two different directions. Effectively there are two concepts that the SNSEF board manages 1) Mountain Resources (i.e. trail/facility improvement) and 2) Ski Programs. The reality is that to effectively manage and progress on both of these front, there needs to be a "coordinator" for either side of this equation. Currently it is not clear were that division of labor lies with our membership coordinator and it can become difficult to make large strides without singular goals in either category.

### 4. Improvements/Accomplishments During Tenure:

Hiring of a part time membership coordinator was a big success and if used properly over the next years could prove to be one of the wiser choices the board has made. I like the enthusiasm and dedication that the board has to help build a skiing community and have been extremely happy to be a part of that.

### 5. If I were the ruler of the world:

See # 3. I would hire three people: a fundraiser, a coordinator for "Mountain resources" and a coordinator for "programs." The two coordinators would work towards the common goal of building a sustainable community of skiers in the inland northwest but approach it from two different angles. One would organize resources for trail/facility maintenance and improvement, and the other would organize programs for SNSEF members. It is obvious what the fundraiser would do :) These people would be given creative liberty with oversight and direction from the board.

### Exiting thoughts:

Thanks and I hope that the trend of forward thinking continues. I appreciate the work that all of the board puts in to make sure that the ski community has a voice.

## **Attachment #6:**

Dear **Spokane Nordic Club Board Members**,

Mount Spokane Ski Patrol would greatly appreciate Spokane Nordic Club help in purchasing a new rescue snowmobile for our Nordic ski area.

Few realize that Mt. Spokane is the most frequented Nordic ski destination in Washington State. Our Selkirk Lodge saw approximately 80,000 visitors this past winter season. They arrive with various degrees of skiing ability. Many groups host ski events and several organizations offer weekly lessons. In addition to skiers, Mount Spokane is growing a healthy population of snowshoe enthusiasts.

Our current snowmobile is old and tired. It is a fourteen year old Yamaha that burns oil fast and furious. My fellow patrollers do not trust the machine to go far from home. Our snowmobile is primarily used as a rescue sled. If someone becomes injured while visiting our park, it is our responsibility to offer aid. The members of the Mount Spokane Ski Patrol team are highly trained OEC (Outdoor Emergency Care) technicians. We specialize in stabilizing injured skiers so they can be safely transported. A working snowmobile is ideal for pulling a guest by toboggan. It becomes a necessity when a guest is reported to be lost. Our Search and Rescue team has a responsibility to go out and look for those folks. With miles of trails, a snowmobile is the most efficient and reliable means of transportation to facilitate these searches.

Not all snowmobiles are capable of carrying two people and transport an injured person, we require a touring model. They do not stock these in dealer shops and it is nearly impossible to find a “gently used” machine that would suffice. After much research, it became clear that our best option was to have one made. We have ordered a 2013 Polaris FS IQ Widetrack. This is a four stroke machine which is better for our environment. It has two seats and has a reverse feature, both of which are functionally imperative. This will be a great machine for us and our guests. Service and safety will be enhanced.

We need to raise an additional \$6000.00, to match the \$5,000 the Mount Spokane Ski Patrol has set aside for this obvious need. We have until November 2012 to secure funds necessary to take possession of our new Polaris Widetrack. Any amount you give would greatly be appreciated. Sometimes it is more difficult to give during these tighter economic times but I strongly believe **Spokane Nordic** would be investing in something of great value. As you well know, communities that provide a space for outdoor winter recreation reap many healthy rewards. Donations can be sent to the address below or I will be available for direct pick up. Thank you for your time and consideration,

Nancy Westbrook

Nordic Director of Mount Spokane Ski Patrol

[nancy@wbrook.org](mailto:nancy@wbrook.org)

(509) 993-4265

**Mount Spokane Ski Patrol \* PO Box 152 \* Mead, WA 99210**

**Spokane Nordic Ski Association**  
**Board Meeting Minutes**  
**October 15, 2012**

**Present:** John McCarthy, Lisa Sunderman, Kate Burns, Darryl Potyk, Jud Ford, Tom Schaaf, Trond Libaoe, Ann Torigoe-Hawkins, Brad Thiessen

**Not Present:** George Momany, Kathy Faygus

**Old Business:**

**Van Repair/Maintenance**

John reported that George Bryant has been taking the van in to be serviced twice a year. Currently, the average yearly mileage is about 5000 miles. It is unclear what is being done at these service visits and the board would like assurance that regularly scheduled maintenance as specified by the manufacturer is occurring (timing belts etc in addition to oil change/lube and checking tires)

**Action Item:** **John** to communicate this to George Bryant

**Stove for Nova Hut:**

The new stove in the Nova Hut has been installed; report was that the installation went well. We were able to reuse certain parts and we will be getting a small refund. Due to high fire danger, the stove was not tested at the time of installation.

**Action Item:** 1) Thank you note to be written by **John**, on behalf of the entire Board, to Chris Oxford and Brian Hawkins thanking them for their help and diligence with this project. 2) **Brad** to determine how best to ensure that there is recognition within the Nova Hut to recognize Spokane Nordic's role in getting this new stove installed.

**Gary Silver Award:**

Steve Christenson has said that displaying the Gary Silver Award at the Selkirk Lodge will not be an issue. No nominations have been received.

**Action Item:** 1) **George Momany** to discuss Gary Silver history with Sam Schleider for more background and relevant biography. 2) **Brad** to do same contacting Rich Landers. 3) Solicit nominations and determine when, how the award will be announced.

**WiF Splash Screen/Trail Camera:**

In process, nothing new to report at this time.

**Action Item:** 1) **Tom** to continue software/firmware updates and design - will report progress to Board next month. 2) **Tom and Carl Sunderman** to make contact and discuss plans for trail camera and report to the Board next month.

**Van Sponsorship/Decals:**

JNQ sponsorship is going well, donors of \$1000 or more will have logos displayed on the van (exceptions will be Fitness Fanatics/Mountain Gear who have been asked for \$500 d/t their significant in kind donations). In addition to the new SNSA logo, to date the following sponsors will have logos on the van – Group Health, Providence, Spokane Regional Sports Commission, Washington Trust Bank, First Choice Health Network. In addition, community partners who wish to make contributions at the same level to SNSA in general can have logos placed on the van. Hoping to have a deadline of 12/01/2012 so that we can have logos made and applied to the van.

**Action Item:** Logos to be forwarded to Brad (prefer Vector or BMP format so fully scalable) by 12/10/2012. Update as more sponsors come on board.

### **Coaches Review and Contracts:**

In process, nothing new to report at this time.

**Action Item:** Work group to make recommendations to the board at the next meeting regarding race team fees including tuition as well as coaches' pay and contracts.

### **Performance metrics for Brad:**

These have been prepared as well as a contract that is to be signed by Brad tonight after the meeting.

**Action Item:** These documents need to be forwarded to and approved by John as President, and then circulated to the Board so that Board members are aware of metrics and obligations.

### **Adult Lessons:**

Lisa reported that adult lesson planning was going well on several fronts. She will be partnering with Ryan at Spokane Parks and Recreation Dept to provide Level 1 certification for instructors. This will be an 8 hour class that can serve as both certification and renewal of certification for those already certified. Conversations have begun regarding perhaps founding a “Spokane Nordic Ski School” as this might be more cost effective than having individuals pay certification fees individually (especially when considering push to have NK instructors certified). This conversation has been started independently by Lisa and Trond and they will get together to discuss this issue and eliminate redundancy. To date, 4 instructors, Lisa has consulted with and invited the two instructors from Fitness Fanatics. After some initial push-back, it appears that they will participate and that this will be viewed as a positive venture – perhaps offering an opportunity for them to provide more private lessons. In response to inquiries from several women who wanted women’s only classes, at least one of the classes will be women’s only and will be an extension of last year’s Gals Get Going. Other classes will have be for both men and women. Several sessions are planned – Early season 5 session class for both skate and classic, later classic session geared towards Langlauf, as well as single individual session. Fees for the classes are \$25 for a single lesson, and \$100 for a 5 session class. Net projections are that this venture will be \$700 positive for Spokane Nordic. In addition, these lessons will be promoted as a benefit of Spokane Nordic membership. Those who sign up for lessons, including single sessions, are expected to become Spokane Nordic members. Details of scheduling are being worked out to reduce conflicts.

**Action Item:** Lisa and team to continue their great work, update next meeting.

### **Marketing - Name Change:**

Formal change from Spokane Nordic Ski Education Foundation to Spokane Nordic Ski Association to be undertaken. Lisa, John and Brad have researched and apparently this is a fairly simple process requiring the following: 1) Formal request to change name, 2) Amendment to the Articles of Incorporation to reflect this change, 3) Filing with IRS by November 15, 2012 to reflect this change.

**Action Item:** **Brad** to do paperwork, **John** to sign, **Kate** to write check – then submit prior to 11/15/2012

**Nordic Kids:** No formal report tonight.

### **Scout (Alex Wende) Project – Re-doing Map:**

The scout who created the existing map has been contacted and has given his ok to proceed with replacing with a more accurate map. Alex is up for this project. There was some discussion regarding where the most accurate map (including new trails to be added this year) currently resides. The group has appreciated the work Tom Frost has done in the past with these maps. Apparently he is a cartographer for the local US Geological Survey group and as such he has worked with Art Bookstrom. Brad will contact Art to put the board in contact with Tom Frost to see how best to ensure maps that are put out will be entirely accurate.

**Action Item:** **Brad** will contact Art to see if Brad can get in contact with Tom Frost to help create accurate map that includes the newly added trails.

### **New Board Member**

Chris Oxford has shown a great deal of enthusiasm and dedication and he was unanimously approved to join the Board by those members in attendance. It was noted that Kathy has not yet met Chris and Trond volunteered to facilitate a meeting between the two of them prior to the next board meeting.

**Action Item:** Chris to join the board at the next board meeting. Between now and then, **Trond** will facilitate a meeting between Kathy and Chris.

### **Request for donation for new Ski Patrol Snowmobile:**

Some informal investigative work has been done – reportedly the President of the Mt. Spokane Ski Patrol didn't know about this purchase. A lively discussion took place regarding how and why this proposal did not go to the WRAC. The Board feels that it was ultimately the ski patrol's responsibility to put forward a proposal to the WRAC for their new machine, and is disappointed that it was not presented there. At this point it, considering the lost opportunity and other financial pressures, the Board elected not to contribute to the purchase of this new snowmobile.

This discussion led to a related topic regarding the utilization of space within the Selkirk Lodge. The Board pointed out that the Selkirk Lodge was constructed by Spokane Nordic and is owned by Mt Spokane State Park. There has been increasing tension regarding the storage of supplies in

the back room and traffic through the back room. Lisa volunteered to discuss this issue with Nancy Westbrook.

**Action Item:** **John** to write letter to Nancy Westbrook acknowledging this request but stating that Spokane Nordic was unable to contribute due to other financial pressures at this time. **Lisa** to discuss the topic of shared space utilization within Selkirk Lodge with Nancy Westbrook.

### **On-site Rentals and Space Concerns:**

Brad has been in discussion with Spokane Parks and Recreation regarding the possibility of on-site gear rental from the Selkirk Lodge. They appear to be willing to pursue this idea. Several barriers were discussed; obtaining approval for this enterprise from the State Park and where to securely store the gear. As above, there is increasing demand for space within the lodge and it is unclear where this gear could be stored. The loft above the snowmobiles contains a lot of gear, unclear what is up there, what is necessary to be there and who it all belongs to. Also discussed was whether the metal frame in back of the Lodge could be made secure to store gear. It is unclear how this space is utilized and what is stored there during the season.

**Action Item:** **Brad** to pursue issue with Spokane Parks and Recreation. **John** to talk with Steve Christianson regarding utilization of space behind the lodge. Plans will need to be made to inventory storage space in loft above snowmobiles.

### **ATC (All Trails) Update:**

This committee is somewhat ill-defined but was requested by Steve Christianson to help with shared trail use within Mount Spokane State Park. There has been increasing push for a snowshoeing trail to go from Selkirk Lodge to Nova Hut to Lookout. Such a trail would not utilize the existing groomed trails but would likely have trail crossings at several locations. It was noted that there are potential conflicts with shared trails. The snowshoe users will be encouraged to self-police regarding staying off of the groomed trails except at designated crossing points. Nordic skiers will be encouraged to be polite and help educate any wayward snowshoers. There has been a request of this committee to do a winter triathlon including biking /running/x-c skiing all on the Nordic trails this winter. The details are forthcoming but apparently this request is being made by a for profit entity. The group was not enthusiastic about this proposal but will do its due diligence.

**Action Item:** None – Informational

### **Grooming Committee:**

There was discussion regarding the composition of this committee and its relationship to Spokane Nordic. Board members who have been serving for some time recall this committee being formed at Steve's Christianson's request to help take some of the pressure off of him with regards to complaints about grooming. Members of this committee are George Momany, Tim Ray, Nathan Caproni, Sam Schleider. It was noted that a couple of these people are not currently members of Spokane Nordic. After discussion, the following questions surfaced:

1 Who is currently on this committee? Is there a chair?



- 2How does one get on the committee? Are positions elected or appointed?
- 3Who is this committee responsible to? Who do they report to?
- 4Is this committee a Spokane Nordic Committee or an external committee of some sort?
- 5If a Spokane Nordic Committee, should all committee members be Spokane Nordic members?
- 6How is this committee empowered?

In addition to these structure-related questions, it was the understanding of the group that the primary role of this committee would be to help advise Steve Christianson regarding grooming and to help respond to complaints regarding grooming. If this is indeed the primary role of the committee, several additional issues were thought to require clarification:

1How are complaints filed or solicited?

2It was the opinion of the group that quality and rapidity of response to complaints was very important – raising the question of how complaints will be responded to.

Lastly, the issue of condition responsive grooming rather than scheduled grooming was discussed. All agreed that condition responsive grooming is desired, but recognized that the grooming contract is with the State and the groomer is a State employee which may place some constraints on the issue. A related question was whether a supplemental grooming could be done and under what terms.

**Action Item: George Momany** is the liaison to this committee and he will be asked to research and respond to these questions and report at the next meeting. If this committee is under the auspices of Spokane Nordic, we will make sure the appropriate structure is identified.

### **New Business:**

#### **Payment to IEP for Land Use**

In the past Inland Empire Paper has received payment from the snowmobile community for access to trails on IEP property. In a discussion with IEP last spring, it was suggested that the Nordic Skiing community similarly pay IEP for access to these trails. At that meeting the figure of \$1000 was suggested by IEP, although it is unclear how firm this figure is. We have not received an invoice for this yet. There was some discussion of whether this could have been funded by the WRAC and that this may have been a missed opportunity. We have not yet received an invoice or request for payment from IEP, but we want to be true to our word as well as being good stewards of IEP land.

**Action Item:** Hold off on payment at this time. **Tom** will try to set up a meeting with IEP to discuss this issue.

#### **Spokane Public Radio Testimonial:**

Through work, Ann has been given the opportunity to select 5 clients who have purchased air time on Spokane Public Radio to give a one minute testimonial on why they have chosen to advertise on Spokane Public Radio. This is a testimonial to SPR but also helps us by getting our name out there more often. The spot is one minute long and will run for 2 years.

**Action Item: Brad and Ann** to work on content and to decide who would be the best spokesperson for our organization.

#### **Fund Raising Event:**

Brad recently participated in a fund raising event at No-Li Brewhouse and wanted to explore whether we could do something similar at that venue. The idea is a get together in which we could invite existing members as well as potential members for socializing and learning more about our organization. The focus of discussion was primarily whether we wanted to do this and about timing – whether we could pull something off within the next month or not or whether we should wait until the spring. In addition, the hope was that each Board member could bring or invite 5 new people/families to the event. After a fair amount of discussion it was decided that this should be pursued and we should see if we can put together a quality event within the next month or so. As someone pointed out, this event could be the next iteration of the prior Snowball.

**Action Item:** Tom has already given Brad the contact information for the General Manager at No-Li, **Brad and Ann** will pursue further logistics and ideas. Since we are on a tight time schedule, anticipate further on-line discussion prior to the next meeting.

#### **Free Ski Day:**

Brad was notified by REI that January 12 has been declared “FREE SKI DAY” and he is looking into what we can do to participate. REI will be promoting it, Parks and Recreation may be able to allow free ski rental, and he was inquiring about whether we could provide free lessons. Brad is also looking into trying to obtain a sponsor to help underwrite our costs of participation.

**Action Item: Brad** to pursue

#### **Public Relations/Member Updates:**

Signs – we are hoping to have 2 signs drawing attention to the Nordic area placed in close proximity; one on the road indicating the turnoff to the Nordic area and another sign in the lower parking lot. Steve Christianson has approved the idea and is sending for approval by the State Park. At this point we do not have a cost for these signs but hopefully this will be forthcoming. Booklet – “Introduction to X-C Skiing” Brad distributed a booklet that he had produced as a general introduction for new skiers. The plan is to have the new SNSA logo prominently displayed to indicate this is brought to you by SNSA – to be distributed at Diva Night at REI, at the Banff Film festival, at Mountain Gear, Fitness Fanatics and REI. Materials were reviewed. All in attendance supported the idea – feedback was that it might be better suited to a tri-fold flyer rather than a booklet.

**Action Item: Brad** to pursue

#### **Banff Film Festival at Mountain Gear**

Preliminary communications have indicated that there will be no room for a table display this year. We have been asked NOT to sell drinks, but hoping to have a good turnout for the Bake Sale. It appears that Karen Momany is once again heading this up, although this requires confirmation. Karen had indicated that she might be looking for someone else to take this over in the future. Will need to develop a succession plan.

**Action Item: Brad** to confirm no display table, no drinks to be sold. Confirm that Karen will be coordinating the bake sale and the group will discuss succession planning.

**Promotion of Non Sales Events:**

Brad asked the Board whether promotion of non-sales events at REI, Mountain Gear, Fitness Fanatics on our website. An example of such events include the used equipment ski swap at Fitness Fanatics. The board felt that this was appropriate as long as we are careful not to promote sales.

**Action Item:** Brad to follow up and pursue.

**Member Benefits:**

Brad suggested that we try to offer more to our members as member benefits. Discussion included ensuring that it is explicitly stated that the lessons programs is for members only , there are ongoing discussions with Ski Trax magazine – may offer a 30% discount on subscriptions. Brad inquired about whether he could/should approach local business, perhaps those on the route to/from the mountain regarding possibility of offering our members a discount coupon. This was thought to be worth pursuing. Also discussed was the idea of having local businesses help underwrite the costs of producing maps that were available in the Selkirk Lodge – this was successful last year and is thought to be of benefit with additional trails this year. Issue were raised regarding tax implications of this approach – need to be careful because even in-kind donations may have tax implications. It was suggested that if maps were to be sponsored in some way, that perhaps they could be produced by the sponsor then given to Spokane Nordic for distribution.

**Action Item:** Brad to pursue all of the above.

**Hats:**

Discussion of whether we wanted to order hats again this year. Cost is \$18 each with a minimum order of 50. There was some discussion of whether the market for hats was saturated or not. A suggestion was made that we see if we can get our new logo embroidered onto the hats – Lisa informed the group that for a small order the costs would be prohibitive. Those in attendance thought the hats were a good idea and that there was potential to sell 50 if ordered.

**Action Item:** Lisa to pursue and order, although the *location of the organization's debit card needs to be determined*, given to Lisa and then turned over to Kate as Treasurer for safe keeping.

**Partners: Spokane Mountaineers**

It has been noted that we have had little or no contact with the Spokane Mountaineers and that we should have some as we likely have shared interests. No one on the Board is a member although several are former members. Ann volunteered to make contact with them, to begin a conversation and explore points of intersection and potential ways to collaborate for mutual benefit.

**Action Item:** Ann to contact the Mountaineers as above.

**Roller Ski & Equipment Reimbursement:**

While at a dryland training session for the race team, George Bryant's car was broken into and gear used for the race team was stolen and has not been recovered. The team parents contributed money and gave George a check for \$1650 to cover his costs so that he has no out of pocket expenses related to this incident.

**Action Item:** None, Informational.

Newsletter:

The Fall Newsletter is going to be mailed out soon. The Board and the organization have been very productive recently and we should publicize our hard work and accomplishments to help kick off the season. Newsletter articles are due to Brad by October 18.

Lisa - Adult Lesson Plans

Trond - Nordic Kids

Darryl - JNQ

George - Trails expansion

Other items: President's message, board retreat, new groomer, new stove

? Naming of new trails to be opened to membership and publicized in Newsletter

Respectfully Submitted.

Darryl Potyk

**Spokane Nordic Ski Association**  
**Board Meeting Minutes**  
**October 15, 2012**

**Present:** John McCarthy, Lisa Sunderman, Kate Burns, Darryl Potyk, Jud Ford, Tom Schaaf, Trond Libaoe, Chris Oxford, Ann Torigoe-Hawkins, Kathy Faygus, Brad Thiessen

**Guest:** Dennis Cowley – Mountaineers, Alpine/Nordic Ski Section

**Not Present:** George Momany

**Old Business:**

**Partners: Spokane Mountaineers**

Dennis Cowley from the Mountaineers was kind enough to come to our meeting. The intent of having Dennis at the meeting was to learn more about the Mountaineer and to look for areas of intersection and synergy. Dennis shared that the Mountaineers have 800 members and that in a recent survey, 70% identified themselves as cross country skiers. It is not known how many of these skiers are back country skiers or all terrain skiers or traditional Nordic skiers. It is also unknown how many of these people are members of Spokane Nordic. Their group has volunteers who sign up to lead Thursday night skis at Mt Spokane. There is not a published schedule but people sign up to lead trips, with nights with a full (or nearly full) moon being most popular. Dennis informed the Board that the Mountaineers tend towards technical activities, but that they also had an active trail maintenance group. Other things we learned about the Mountaineers included the following:

- Annual membership fee \$35
- They have a backcountry ski school that may be appealing to some of our members.
- They do have some XC ski classes that are taught by their members
- They share our commitment to conservation and preservation of non-motorized areas.
- Then number of snowshoers is unknown, but thought to be significant.

It was noteworthy that despite having much in common there has not yet been much talk between the two organizations. In this regard tonight's meeting was thought to be very positive.

Dennis thought there were several ways to collaborate, though he felt that we were too late to do something formal this year. Although next year we could certainly collaborate on trail maintenance. Their funds are limited but for areas of shared benefit, he stated that he would be willing to take proposals to their Board of Directors.

**Action Item:**

Ongoing conversations, cross promotion in general, but also cross promote Thursday night skis. We will also extend an invitation to Mountaineers members who would like to take our ski instruction class. Dennis will let their people know about this opportunity. **Brad** will follow-up with Dennis and the Mountaineers.

### **Van Repair/Maintenance**

Coach George has communicated with John and assured him that all routine and scheduled maintenance for the van will be covered and he will provide the Board with details as necessary and/or requested.

**Action Item: None – Resolved.**

### **Stove for Nova Hut:**

Stove in the Nova Hut has been installed, tested and is working well. Chris has made copies of instructions for the Stove with regards to air circulation. This one page information sheet has been laminated and will be kept in the Nova Hut for reference. Touch up paint and manuals were handed over to John for safekeeping. Not all materials for installation were required and we were due a refund which has been processed and deposited.

#### **Action Item:**

**John/Brad** to plan for a ribbon cutting/celebration to increase awareness of Spokane Nordic's role in getting this new stove.

**John** to write formal letters to Chris and Brian Hawkins for their help.

**Chris** to look into construction of a safe drying rack.

Old stove to be removed at season's end and to be listed on Craigslist.

### **Gary Silver Award:**

Notice of this award went out in the Newsletter. Since this award had previously been given by the Langlauf committee, John will ensure that they are aware that we are taking nominations. One nomination has been received – John nominated Steve Christianson. The nomination period will be open another couple of weeks at which time an electronic vote will be taken amongst Board members, with the hope that a winner can be announced in the next newsletter.

#### **Action Item:**

**John** to contact Tim Ray to ensure Langlauf Association is aware. Submit any additional nominations to Brad.

### **WiF Splash Screen/Trail Camera:**

Several hardware issues remain; Tom and Carl Sunderman will get together to resolve. There was a robust discussion regarding provision of WiFi to members and non-members. A motion was made and passed stating that non-members will be able to have access, but on limited bandwidth and for a limited time. Members will have a password to access greater bandwidth and be time unlimited. Also discussed was free service versus low cost fee that allows the splash screen to link directly to our website. The fees were low enough that it was felt that this was a low cost form of advertising and promotion to justify the costs and the Board recommended proceeding with this approach.

**Action Item:** 1) **Tom** to continue software/firmware updates and design - will report progress to Board next month. 2) **Tom and Carl Sunderman** to make contact and discuss plans for trail camera and report to the Board next month.

### **Van Sponsorship/Decals:**

Major sponsors for JNQ will have logos on the van with sizing to be consistent with donation/sponsorship amount. Hoping to have a deadline of 12/01/2012 for sponsors and hope to have these prepared and on the van by mid December.

**Action Item:** Logos to be forwarded to **Brad** (prefer Vector or BMP format so fully scalable) by 12/10/2012. Update as more sponsors come on board.

**Coaches Review and Contracts:**

Coaches pay has been established by working subgroup. This was done in conjunction with setting the fees for the race and transition teams. These numbers were circulated to the board and approved via electronic vote. (Attachment #1)

**Action Item:** None, Informational

**Performance metrics for Brad:**

Goals for the upcoming year for Brad have been defined. John, Lisa and Brad will get together and formulate a metric upon which performance will be measured.

**Action Item:** Once formulated by **John, Lisa and Brad** these metrics will be circulated to the Board so that Board members are aware of metrics and obligations.

**Adult Lessons:**

Lisa reports that lesson plans are going well. Sign-ups are beginning to occur. Instructor class has been planned for 12.02.2012 – to date there are 6 instructors signed up of this one day, Level One certification. We have become a formal ski school as this is cost effective. The instructors class is open to anyone willing to teach at least 4 classes. Nordic Kids Parents who have been or are planning on being instructors are encouraged to sign up. Need to get the word out to all interested in obtaining this certification.

**Action Item:** **Brad** will e-mail all NK parents about this opportunity. A special “2-Minute Update” will also be broadcast to the general membership regarding this opportunity.

**Name Change:**

Name change has been officially submitted. John proposed an amendment to the minutes of the September Board Meeting to specifically state that we had a quorum and that the quorum voted unanimously to approve the organization’s name change. This proposal for amending the minutes also passed unanimously. The name change has been submitted, John will notify the Board when officially notified of change. Brad suggested that the name change itself was a formality and that in all communications that we refer to the organization as “Spokane Nordic.”

**Action Item:** None, Informational.

**Nordic Kids:** No formal report tonight, although sign-up are open and have begun to occur online.

**Action Item:** None, Informational.

**Trail Maps – Tom Frost/Scout (Alex Wende) Project:**

Tom Frost has prepared our trail maps for many years and has agreed to update the maps with the new trails. He apparently drives, walks and measures the trails and then draws the trails on the maps by hand. He has agreed to make maps available to those who make sizable donations to the organization, but given his investment in the process he would like to maintain control of the

process. It was suggested that larger size maps be made available to those who make a \$500 donation and a smaller map be available for a \$100 donation. Sizes need to be determined and it was clarified that donors would receive the map itself and that any backing or framing would be up to them. This benefit of extra donation should be advertised to members.

Alex Wende has agreed to take on a project to re-do the map at the trailhead although the timeframe is unclear and it looks as though this may not occur by the time the ski season begins.

**Action Item: John** to discuss with Tom Frost sizing and availability of maps as above. Once known, **Brad** to make membership aware of this benefit.

#### **New Board Member – Chris Oxford**

Chris has joined the board. In the process of joining the board a deficiency in the Board Orientation material was noted – meeting dates have not been specified as the second Monday of the Month.

**Action Item: Brad** to update the Board Documents on the secure portion of the website to reflect the meeting time.

#### **Request for donation for new Ski Patrol Snowmobile/Discussions with Ski Patrol:**

Since our last meeting, no communication with the Ski Patrol has occurred. While up at the mountain for trail work, it was noted that Ski Patrol was installing a hospital bed in the back room. Space concerns remain an issue with regards to that back room and also in the snowmobile area. There was discussion about the use of the back room, of inventorying the contents of the loft area, and whether there would be room for both the ski patrol and our snowmobile.

This in turn led to a discussion regarding the snowmobile that was used by SNSEF. Apparently that machine had been “given” to the State Parks, but unclear if this was done so officially – ie, has the paperwork been filed, has title been transferred?

**Action Item: John** to discuss space considerations in the back room with Steve Christianson prior to embarking upon a conversation with Ski Patrol representatives. **John** to then write letter to Nancy Westbrook from the Ski Patrol explaining inability to contribute to their snowmobile purchase d/t financial pressures. **Lisa** had previously volunteered to discuss space considerations with Nancy as well, but this will be put on hold until the above conversation occurs between John and Steve Christianson. When talking with Steve Christianson, **John** will inquire about the status of the snowmobile and establish whether the title was officially transferred.

#### **On-site Rentals– Free Ski Day:**

Parks and Rec have recently taken on deep, unanticipated cuts in their budget. As a result, they will be unable to provide on-site equipment rentals. They will also be unlikely to participate in the instructor certification class.

January 12 is National Ski Free Day, and REI has asked if we can help promote something on this day. Previously had talked about partnering with Parks and Rec to provide free ski rentals and to combine forces between Spokane Nordic and Parks and Rec to offer free lessons. As a result of budget issues (above) this will no longer be feasible. Several Board Members in attendance recall that the state has offered a “free snowpark” day when a pass is not required. John will inquire with Steve about this - if such a day exists it will likely not coincide with the National Free Ski Day. Brad would like to participate in this in some manner and will continue researching.



**Action Item: John** to speak with Steve Christianson about whether a “Free Snowpark” day exists, and if so when it is. **Brad** to continue to pursue how we might be able to participate in a Free Ski Day.

#### **Payment to IEP for Land Use**

See minutes from last meeting. Tom placed a call to Paul Buckland but has not heard back.

**Action Item:** Tom to pursue meeting/discussion with Paul Buckland or other IEP representative regarding payment for use of IEP property (previously a stipend paid by the Winter Knights).

#### **Spokane Public Radio Testimonial:**

Brad and Ann feel that John is best suited to be the voice of our SPR testimonial. They are working on copy, will circulate to the board ahead of time, but recording of message to occur on 11/29.

**Action Item:** None, informational.

#### **Public Relations/Membership Coordinator Updates:**

**Signs** – Previous discussions regarding new signage on the road and to the lodge. There has been no further action on this issue. It is thought that Steve Christianson was waiting for approval from someone else at the state before we move forward.

**Action Item: John** to inquire about status with Steve.

**Snowlander Event** – We were asked to participate, and it was clear that this was not our event, more geared towards motorized recreation. Brad was there for a short while and this was beneficial as there were several important people there from the WRAC and we were able to interact with them in a positive manner.

**REI Winter Kick Off Event** – This was well attended by Spokane Nordic Board Members. We were given a booth with a good location, lots of traffic leading to many inquires. This was our event, contrary to the above event, and the feeling was that this was time and energy well spent. Informational, no action necessary.

**Seattle REI Winter Event** – occurring 12/1, similar to the event above but in Seattle. We were asked to attend by the WRAC. While supporting the WRAC and their request, it was felt that this event in Seattle was a low yield for our organization. Informational, no action necessary.

**Lesson Fliers** – These fliers contain information about Nordic Kids as well as adult lessons. Copies have been made and Board members were encouraged to distribute widely. These will likely be added to the distribution bags for an upcoming KPBX kids concert. Confirmed with Trond and Chris that an effort would be made not to turn kids away from Nordic Kids.

**Action Item:** Board members to distribute these fliers.

**Window Cling stickers** – These have been ordered and will be provided to members. Discussed possibility of next year providing other useful items as member benefits – windshield scrapers or ski ties.

**On Hill Membership Drive** – No action has been taken but the work group of Kathy, Ann, Trond and Brad to discuss options with hopes of having something in January.

**Action Item:** Work group (Kathy, Ann, Trond, Brad) to present a plan at the next meeting.

### **Banff Film Festival at Mountain Gear**

We will have a presence at the Festival with a traditional bake sale thanks to Karen Momany. Karen reportedly has all things under control and is not in need of any further cookie donations. No display or drink sales will be permitted by the new owners of the Bing. Two Spokane Nordic Ski hats will be donated and will be part of the intermission raffles.

**Action Item:** After the event, the Board will write a letter to thank Karen for her efforts.

### **Hats:**

Sample hats were brought to review – colors, tassel choices reviewed. Decisions made, 50 will be ordered – cost of \$18 and will be sold for \$25.

**Action Item:** Lisa order, sales will be coordinated through Lisa and Brad.

### **Grooming Committee:**

Discussion of this item was deferred to late in the meeting in hopes that George might make it and report in person. In his absence, Chris, who attended the meeting provided a brief summary. He says that all members of the Grooming Committee were asked to be sure that they renewed their Spokane Nordic membership. Much of the time was spent on new signs at the junctions with an emphasis placed upon safety on the outer trails. A preliminary version of the map was reviewed. While our name is on the map it was suggested that for branding purposes, our logo be included. There will likely be a request from Spokane Nordic to help pay for costs of these signs. There was no report regarding the structure of the Grooming Committee – its constituents, its relationship to Spokane Nordic and its authority and reporting structure.

**Action Item:** George to report at the next meeting. John/Brad (?) to pursue getting our logo placed on the trail maps to be placed at all junctions.

## **New Business**

### **Vetting of information prior to dissemination**

As a result of a notice that was put out on the web, George asked that the Board consider what our policy was in terms of vetting information before it went out to a larger audience. The group discussed the relative tension between exhaustive review and importance of getting information out in a timely manner. Brad noted that nothing goes out without him seeking consultation with a board member, typically a member who has recently been identified to be close to the issue. He says all communications have at least two sets of eyes, his and those of a Board member reviewing all content before publishing either on the internet or in paper. At this point, those in attendance felt that it was not necessary for the entire board to review all information prior to it being sent out.

**3 races to promote this year** – John informed the group that there will be 3 races at Mt Spokane this year and asked whether the board would support these. The races are Langlauf, the Group Health/Providence Health Care Challenge (our JNQ in which we want to promote a citizens/masters race) and the Selkirk Challenge (John Hatcher’s traditional long distance ski event towards the end of the season, this year he will offer a 35 and a 50 kilometer challenge). The board voted unanimously to support these races recognizing that what that support looks like needs to be determined.

Respectfully Submitted.

Darryl Potyk

**Spokane Nordic Ski Association**  
**Board Meeting Minutes**  
**December 10, 2012**

**Present:** John McCarthy, Lisa Sunderman, Darryl Potyk, Jud Ford, Tom Schaaf, Trond Libaoe, Chris Oxford, Ann Torigoe-Hawkins, George Momany, Brad Thiessen

**Not Present:** Kate Burns

**Next Meeting:** January 14, 2012

**Old Business:**

**Partners: Spokane Mountaineers**

Brad had a conversation in follow up with Dennis Cowley from the Mountaineers after he attended the last Board meeting. The Mountaineers will promote our adult lesson programs with flyers and will also post something about these lessons on their Facebook page. Dennis indicated that we could look into providing a consolidated adult lesson program next year.

**Action Item:**

Little to do now other than keep the conversation going and plan for next year.

**Stove for Nova Hut:**

It has been suggested that an effort be made to let users of the new stove in the Nova Hut know that it was Spokane Nordic who worked hard to get it there. John and Brad are working together to plan a recognition event. No date has been set but there are preliminary plans would include getting there early to stoke the stove and heat up the Nova Hut, have the new groomer parked outside for viewing. It was suggested that this could coincide with the adult lessons. Before too much more planning occurs, **John** will discuss this with Steve.

Since the new stove puts out so much heat, the Board felt strongly that we should set up some type of barrier or corral around the stove to try to prevent kids from getting burned. In conjunction with this, a drying rack will be considered. Chris was willing to pursue this and will come up with a proposal, recognizing that this will not likely be a permanent structure and that the plans will need to be ok'd by Steve. Chris also suggested that he was in contact with someone who was willing to pursue various upgrades to the Nova Hut. These changes will be funneled through Chris to Steve for approval.

Also noted that the old stove is still up there and needs to be sold at end of season.

**Action Item:**

- **John** to talk to Steve about recognition event / celebration of new stove.
- **John** and **Brad** to plan this event.
- **Chris** to present plans for safety corral around stove, drying rack and possible upgrades to Nova Hut to Steve.
- **Chris** said he would ensure that there are matches present there.

**Gary Silver Award:**

There have been two considerations for the Gary Silver award. These were Steve Christiansen and Inland Empire Paper. Both were felt to be great candidates for this award based on their commitment to Nordic Skiing at Mt Spokane. John pointed out that Steve is planning to retire about a year from now and that we could consider him for the award next year. Based upon IEP's advocacy in terms of trails and expansion it was felt that the timing of the award for them felt right. There was some discussion of whether the award should be given to individuals or to the organization they represented; ie, should the award go to Paul Buckland or to IEP in one instance or to Steve Christiansen or Mount Spokane State Parks in the other instance. This point was well taken. At this time, it was felt that this year's award should be presented to Paul Buckland but the award will be given to IEP.

**Action Item:**

- 1Need to plan the festivities for presenting the award – **Brad/John**
- 2Including an article in newsletter
- 3Need to get the award engraved – **Brad**

**WiFi Splash Screen/Trail Camera:**

WiFi is up and operational at this time, although in a temporary mode. A new router needs to be installed. Tom has the router and it will be configured so that it will be operational for the lodge but also for the JNQ timing. Carl has a camera but it was discovered not to be outdoor friendly. Tom has spoken with AirPipe, the internet provider at the mountain. They may be able to provide a suitable camera for a one-time fee of \$250. A motion passed authorizing Tom to spend \$300 on camera and installation.

**Action Item:**

**Tom** to pursue refinement of WiFi and installation of camera.

**Van Sponsorship/Decals:**

Major sponsors for the JNQ will have their logos displayed on the race team van. Current JNQ fundraising is \$12,000 with \$8000 collected to date. Another \$1500 in in-kind donations. See attachment 1.

**Action Item:**

**Brad and Darryl** to coordinate obtaining proper format of logos from sponsors and display on the van.

**Name Change:**

Name change has been submitted, although we have not heard back regarding whether this change has been processed and granted by the state.

**Action Item:**

**John** to follow-up.

**Trail Maps – Tom Frost/Scout (Alex Wende) Project:**

Tom Frost has prepared our trail maps for many years and has updated the maps with the new trails. He would like to print the maps that will serve as gifts for members who make substantial donations to the organization. Two sizes will be printed, a larger size for a \$500 donation and a smaller one for a \$100 donation above the basic membership level.

There was no discussion tonight regarding Alex Wende's proposal to redo the map at the trail head.

**Action Item:**

Once maps are received, a distribution plan will need to be created- **Brad**

**Spokane Nordic Snowmobile:**

George clarified the discussion from the last meeting; Spokane Nordic has retained the title to the snowmobile. In addition, the Yellowstone Groomer and the roller are both titled to Spokane Nordic. George also has the title to these. Also refer to discussion below.

Informational, no action necessary.

**Payment to IEP for Land Use**

Spokane Nordic has paid IEP \$1000 for the use of their trails. This was IEP's request.

**Action Item:** This will be a recurring cost and these funds should be obtainable from the WRAC. We should plan ahead and submit a request for these funds from the WRAC for next year.

**Public Relations/Membership Coordinator Updates: (See Attachment #2 in addition to below)**

**Signs** – Previous discussions regarding new signage on the road and to the lodge. There has been no further action on this issue. It is thought that Steve Christianson was waiting for approval from someone else at the state before we move forward.

**Action Item:** **John** to inquire about status with Steve.

**Snowlander Event in Spokane:** Brad attended this event and spoke with WRAC representatives present. There was value in interacting with and getting to know the WRAC leadership. This event was more geared towards motorized users and alpine skiers. It was felt that it was a low yield and we would not likely attend next year.

**Local REI Events: Diva Night, Introduction to Nordic Skiing:** These events were very valuable. Attended by both Brad and Board members. There seemed to be some enthusiasm generated for Nordic skiing and for our organization. Seventy-seven new e-mail contacts were generated from these events. The hope is that many of these contacts will become Spokane Nordic members. As a result of participation at these events we have made good contacts at REI, particularly Carol Christianson who has become a great Spokane Nordic advocate. We currently have flyers on display at REI.

**Seattle REI Event:** Tom and his son Liam attended this event for Spokane Nordic. A few contacts made there, but the event was felt to be worthwhile in that we were asked to be there by the WRAC and we were able to have positive interactions with them.

**Note:** Since attendance at this event was requested by the WRAC, the Board voted unanimously that Tom should be reimbursed for expenses incurred on this trip. He will submit receipts for these costs.

**Free Ski Day:** There is no way to dispense with the Snow Park fees. This together with inability to partner with Parks and Rec on this project (d/t their budgetary issues) makes a Free Ski Day not logistically feasible. This will not happen this year.

**On Hill Membership Drive** – No action has been taken but the work group of Ann, Trond and Brad to discuss options with hopes of having something in January.

**Action Item:** Work group (**Ann, Trond, Brad**) to present a plan at the next meeting.

**Banff Film Festival** -The bake sale at this event produced \$2000. Thank you letters to be written by **Jud** on behalf of the Board to Karen Momany and Paul Fish. In addition a new Spokane Nordic hat will be given to Karen as a token of appreciation.

### **Hats:**

The new hats are in. Lisa has them, if any board member would like to purchase or to sell them please contact Lisa.

### **Grooming Committee:**

George reported on the Grooming Committee. This committee is chaired by George and consists of Sam Schleider, Art Bookstrom, Nathan Caproni, Tim Ray, Steve Christianson and Chris Oxford. George stated that constituency of the Grooming Committee consists of the chair who is a Spokane Nordic Board member, a racer, a recreational skier, ski patrol, MSSP ranger and an individual in charge of trail maintenance. With this composition, the committee feels they are representative of the skiing community. He clarified that this group was initially convened at Steve's request in 2007 to field complaints and feedback regarding trail grooming. This group interacts with MSSP and IEP in addition to Spokane Nordic. George stated that this committee was not part of Spokane Nordic, but is semi-independent. George described this committee as more action than process oriented. There is currently no tenure for committee members, nor is succession planning in place. Succession planning was encouraged. There was some discussion of whether the Grooming Committee should be a subcommittee under the auspices of Spokane Nordic, but no conclusion was reached.

Clarification from George was provided regarding the "trails committee" – there is no separate "trails committee" but rather someone who helps coordinate off-season trail maintenance. This position is one that Art Bookstrom has held for many years. Art would like to step back and relinquish this responsibility. Chris Oxford has taken this on as an interim position and has joined the Grooming Committee.

George also gave an update on current trails. All are looking good. The new grooming machine has not been out yet due to lack of snow. A new groomer driver (Nathan) has been hired and he is beginning to get to know the trail system and will be driving the older smaller machine. He will be going out in the daytime this week with Steve and Tim Ray and hopefully beginning regular grooming next week. Weather permitting, the plan is to groom every day over the Christmas break.

On Quartz it was recently discovered that 2 trees that we thought were going to be removed were not. At this point it is unclear whether the trail is wide enough to allow the big groomer to pass. These trees cannot be removed at this time without damaging the trails. Other trails that were not widened and will not be groomed with the new groomer include Mountain View, Ridge Run, The Wall, Paper Trail. In addition to Quartz, it is unclear whether the big groomer will be able to groom Buckland.

The Grooming Committee is working on a prioritization plan for grooming the trails. This will include which trails are groomed when and which groomer to send out when. The Grooming Committee wants to be responsive to feedback, but unfortunately is not in a position to provide condition responsive grooming.

**Action Item:**

1The grooming committee will create a feedback box at the Selkirk Lodge to collect handwritten comments regarding grooming. George will facilitate this.

2Feedback on grooming can also be given through our website. **Brad and George** to coordinate how handwritten and electronic feedback regarding grooming will be integrated and addressed in a timely manner.

3**George** to report back to the Board about the prioritization plan.

Trail Signs. New maps, trail signs as well as new Caution and Directions to the Lodge signs have been designed by the grooming committee. For this year, they will be printed, laminated and attached to existing signposts. Where there are no signposts, they will be posted on trees. Spokane Nordic has agreed to pay for these. The hope is that by next year, we can obtain these maps/signs on high quality aluminum. The cost for these high quality signs is estimated to be approximately \$1500. There was some discussion that we could perhaps ask the WRAC to help underwrite this in part or in its entirety.

**Action Item:** Prepare a WRAC grant request to fund this during their next funding cycle.

Media Event: With the addition of a substantial amount of new trails this year along with obtaining the new groomer a media event is being planned to celebrate these enhancements to our area. This event is preliminarily planned for Saturday 12/22. We are hoping that our significant partners, WRAC, IEP and MSSP will have representatives present. Announcements regarding this event will go to Out There, The Inlander, KREM, KPBX as well as others.

**Action Item:** **George** to coordinate and update the Board regarding these plans ahead of the event.

George also informed the Board that there are ongoing discussions regarding further new trails to potentially add to our system depending upon how the current expansion goes and how much of the trail system can be groomed with the larger machine.

Spokane Nordic Snowmobile. The new Ski Patrol snowmobile has had engine problems and they currently have a loaner. George has granted permission for the Ski Patrol and MSSP to use our snowmobile for emergency use, and for IEP/MSSP to use our machine for trail maintenance purposes. Currently there are 4 other people who are certified to drive the snowmobile – there is a 3 part process including an introduction to the snowmobile, personal safety and public safety



that need to be completed to become certified to drive our snowmobile. Those interested in doing so should contact George.

### **Nordic Kids Space in Selkirk Lodge:**

There have been mixed signals regarding the use of the back room for storage of Nordic Kids supplies. One visit with the head of the Ski Patrol stated that we could continue to utilize that space, while communications with the Nordic Ski Patrol has indicated that the back room is theirs and that access to the space that we have traditionally utilized will be more difficult. Trond said he feels that we will be able to work something out as new shelves have been added and he may need to construct locking cabinet doors.

Also discussed was the loft space above the snowmobiles where skis and other supplies have been stored. This space was described as a mess with skis, race supplies and junk all being stored up there. It was suggested that the ski teams (transition team and race team) could help pass gear down to inventory and organize this space.

### **Action Items:**

**1Trond** to discuss storage of NK supplies and access to these supplies with Nordic Ski Patrol representatives.

**2Trond** to coordinate with Jud and George to enlist transition team and race team help in moving and inventorying gear in the loft.

### **Calendar**

A calendar of when things should be done has been posted on the Board Section of the website. It was recognized that this is rarely accessed at this point. John was hoping that this could be a standing agenda item for every meeting. This will help us look ahead and be strategic about things like grant writing and applying for WRAC funds. Examples given were WRAC funding for signs and for IEP access fees along with possibly redoing the parking lot and the Selkirk Lodge.

### **Action Items:**

**1**This will become a standing agenda item for future board meetings.

**2Brad and John** will review the calendar prior to the meeting, look ahead and call out specific items needing to be addressed at each meeting.

### **New Business**

#### **Scholarships**

Lisa reported on behalf of the scholarship committee that there were 5 requests for scholarship funding for transition team and race team participants. She informed the group that the requests were reviewed in context of the federally determined poverty levels. The scholarship committee recommended the following:

1 \$300 scholarship to a transition team member

1 \$200 scholarship to a transition team member

2 \$300 scholarships to race team members

1 scholarship request was denied as not meeting criteria.

Thus a total of \$1100 was recommended and it was noted that the scholarship fund has sufficient monies to cover this request. The recommendation was passed unanimously.

**Action Item:** Lisa to write individual letters informing those requesting scholarship what was approved and what was denied.

### **Skijoring:**

In a recent story in the Spokesman review, George was misquoted in saying that certain new trails would be open to skijoring. It was unclear to the Board which trails are involved and where this decision actually lies. Those in attendance thought that the new trails that were suggested for skijoring were not that extensive, adding a loop at the end rather than a simple out and back on Linder/Mica. Tom pointed out that increased utilization of the trails in this manner could be a win for skijorers and could also be a win for Spokane Nordic since further trail expansion may depend upon increased use of the newly expanded trails. With this in mind, the Board voted in favor of allowing skijorers access to these trails at beginning at 2 pm on Sundays and Wednesdays. The process moving forward is unclear but the recommendation of the Board will be taken to the All Trails Council (ATC) who Steve Christianson stated should be the body to grant final approval.

### **Action Item:**

1John to communicate the Board's recommendation to the ATC

### **Races – Langlauf Association**

John noted that the JNQ Committee recently met and John Hatcher pointed out that the Langlauf organization was founded to put on races. Thus, there is some degree of redundancy with two separate organizations putting on local Nordic ski races. John has had some preliminary discussions with Tim Ray from the Langlauf Association regarding working more closely together to reduce redundancy. Tim was in favor of this. John asked the Board their opinion, and all were in favor of further exploration to reduce redundancy.

**Action Item:** John to continue talks with Tim Ray and Langlauf association to more work more closely together.

### **Upgrades to Selkirk Lodge:**

John brought this forward –based upon feedback from our end of season survey last year, there was enthusiasm for upgrading the lodge in various ways. He inquired amongst the Board whether this was something that we wanted to embark upon and begin discussing now so that perhaps we could have concrete plans by spring that would facilitate a) moving forward on the project, b) be a potential basis for requesting money from the WRAC, c) could be the basis of a capital campaign for Spokane Nordic. The idea was embraced by the board and further discussion, likely in the form of a work group will be pursued. It was mentioned that there may already be some plans that have been drawn up but no one in attendance knew what these entailed or where they were. Brad commented that at this point, it would be helpful if those plans could be located but then that they serve as a jumping off point to help us identify our overarching vision for what we would like the Selkirk lodge to be like. Robin at Fitness Fanatics is aware of someone who is an avid skier without kids who would likely contribute to a capital campaign that had a tangible outcome. She said she would put us in contact with that person once a campaign is underway.

### **Action Items:**

1John and Chris to put together a work group to move this forward.

2John to contact George and/or Steve to see if they know any more details about the prior plans.

### **New Board Member – Exit Interview:**

Since the last board meeting, Kathy Faygus has informed us that she wishes to resign from the Board. There were a number of reasons for this, but during exit interviews, the primary reasons she cited for wanting to resign were the following: she didn't feel she was contributing and that she didn't feel that she fit in well with the board – she felt that without having kids who went through Nordic Kids or the Race team, she did not have adequate knowledge of the programs. John, Darryl and Ann have talked to Kathy and all emphasized to her that we valued her representations of an important group of skiers who were under-represented. She was told that we felt she was making significant contributions by representing this constituency. She responded that she didn't feel that way and that she was firm in her desire to resign. She thanked the Board for all of their hard work and said she will continue to be a champion for Spokane Nordic.

The Board discussed whether it was important to have a board member to represent a certain demographic or whether it was important that a new board member come to the board with a passion for a particular aspect of the organization (NK, adult lessons, facilities, trails etc.). Also discussed was the idea of recruiting new board members or on-boarding someone in the ski community. Those on the board were asked to think of potential new Board members and perhaps engage in an online discussion. An item will be placed in the newsletter notifying recipients of an opening on the Board and a request to contact us if interested in joining.

#### **Action Item:**

**1** Board members to share ideas of potential board members in an online discussion prior to the next meeting.

**2** Brad will place a notice in the next newsletter regarding the opening and asking interested parties to contact the board.

### **Money from WRAC**

As alluded to throughout this meeting, it is felt that we have the potential to obtain funding from the WRAC for improvements to our ski area. These things include money for new trail signs, payment to IEP, upgrades to the Selkirk lodge, upgrades to parking lot etc. The calendar mentioned above will help keep the funding cycle in sight and allow adequate time to prepare paperwork.

#### **Action Item:**

At future meeting **John** and the Board will need to prioritize what projects to move forward and prepare documents to have ready for the next WRAC funding meeting.

### **Connector Trail:**

There has been talk about new connector trails between the downhill area and the Nordic area as well as a potential trail between the condos and the Nordic area. Apparently this is being driven by a bicycling group for summer use, but those in attendance were in favor of these connector trails as added enhancements to the Nordic area. Mt Spokane State Park is looking at a master plan in the near future and these connector trails would be part of that master plan. The Board was in favor of weighing in and advocating for these connector trails. Chris Curri has been a driving force behind some of this as well some of the snowshoe activities. It was suggested that Chris be invited to attend a Spokane Nordic Board meeting sometime in the relatively near future to update the Board on these topics.

**Action Item:**

- 1John** to write a letter in support of connectors trails from the Nordic skiing community.
- 2John** to invite Chris Curri to a future board meeting.

Respectfully Submitted.

Darryl Potyk

**Attachment #1:**

**Major Sponsors for Spokane's Junior National Qualifying Race**

***"The Group Health – Providence Health Care Challenge"***

Updated 12/10/12

**Naming Sponsor(s)**

Group Health	\$2500
Providence Health Care	\$2500~

**Major Sponsors**

Numerica Credit Union	\$2500~
Spokane Regional Sports Commission	\$1500~
Washington Trust Bank	\$1000
1 <sup>st</sup> Choice Health Network	\$1000~
Fitness Fanatics*	\$500
Spokane ENT	\$500~
Mountain Gear*	In-kind - \$1500 raffle prizes

Total Cash Donations: \$12,000

Collected to Date (~): \$8000

Total Donations: \$13,500

\*Mountain Gear and Fitness Fanatics – major sponsors at \$500 level based upon prior commitment to Spokane Nordic and Race Team.

- major sponsors decals on team van

Group Health to make payment after Jan 1, 2013

Remaining asks for major sponsors:

Subaru of Spokane

HotStart

**Attachment #2: Membership Coordinator Report to SN Board**

Dec 10, 2012

**1. Membership Report**

- Contacts: 304

- Members: 198

TotalActiveOverdueLevel 1: Member[1466779](#)Level 2: Contributor[272713](#)Level 3:

Friend[15157](#)Level 4: Advocate[331](#)Level 5: Benefactor[22](#)-Level 6: Champion[11](#)-Membership -

Free43-Nordic Kids 2nd Contact---Total198118100- NK registrants: 82 (early registration deadline Dec 15, max 140)

- New contacts from fall REI events: 70

## **2. Challenges with web-based membership system**

△ there have been a few instances where credit card payments haven't proceeded, registrants get bumped backward -- haven't been able to fix because can't replicate

△ several instances where members forgot which email was on their account so couldn't log in to renew. Solved by communicating with them via email

△ system does not allow adding 2nd email addresses to memberships. Possible solutions don't work: 1) adding 2nd person as a unique contact will confuse them at renewal / lesson sign-up; 2) adding 2nd person as 'free' member will confuse them at sign-up and lead to ability to register without paying renewal on main membership

△ system does not allow member to upgrade / change membership level at renewal. Need to find a work-around so we can nudge members upward. May mean revamping how membership levels are defined / created on the site, including re-working membership signup/renewal form

## **3. Key messages**

△ Mt. Spokane Cross-Country Ski Park is partnership between State Parks, IEP and SN

△ All the things we do, including this year's trail and facility improvements

△ The NPR metaphor: don't have to join in order to ski, but trails and facilities suffer if you don't

## **4. Mountaineers**

△ have publicized our lessons via email, will put on facebook page

△ will get back to us with Thursday night ski dates so we can commit to put together a few

△ raised possibility of running an adult lesson program together next year

## **5. Trail Maps**

△ got trail map from Tom Frost, will create new pocket maps

## **6. Newsletter**

△ will go out end of week

## Spokane Nordic Ski Association Board of Directors Meeting

January 7, 2013

**Present:** John McCarthy, Chris Oxford, George Momany, Jud Ford, Tom Schaaf, Lisa Sunderman, Ann Torigoe-Hawkins, Kate Burns, Darryl Potyk, Brad Thiessen

**Absent:** Trond Liaboe

**Guests:** Art Bookstrom, Cris Currie

**Next Board Meeting: Monday, February 11, 2013**

**Upcoming Social / Networking Meeting to be scheduled per John**

### Old Business:

#### **Trail Celebration Ceremony:**

This event was well attended by general public, as well as by prior Gary Silver award recipients. All felt that this was a successful event and that it was a good opportunity to acknowledge the fruits of our labors – expanded trail system, new stove in the Nova Hut and a nice transition to recognize our Gary Silver Award recipient. This may be a model for future celebrations

**Informational – no action necessary**

#### **Safety corral around stoves:**

Upon mentioning this to Steve Christianson, he replied that the state would be happy to do this. They have a metal fabrication shop and he is having his guys work on this.

While on the topic of the stove in the Selkirk Lodge it was noted that it wasn't drawing well, likely because it has been quite some time since that chimney has been cleaned. It was suggested that this needs to be done, but unfortunately will likely need to wait until after the season as it requires someone getting on top of the lodge, something that is not feasible with snow cover. John asked that Brad add this to the Calendar - perhaps to link it to one of the trails days during the summer. Whether SNSA or MSSP pays for this is unclear and will need to be determined when the time comes.

**Action Item: Brad** to add Selkirk Lodge chimney sweeping to the summer calendar with a note that payment issues need to be addressed.

#### **WiFi / WebCam:**

The WiFi is up and running, the new router is set up. The hotspot system is working. Tom shared the log in screen, noting that slight modifications to reflect cross country skiing rather than alpine skiing. Chris offered to help modify these screens as it did not seem difficult.

AirPipe, the ISP at the mountain appears able to mount a camera and a WiFi antennae (which would be helpful for timing during the upcoming JNQ race). Placement of the camera was discussed; it should be mounted on the lodge with some protection above. Tom has been authorized to continue to explore the costs of the camera, disseminate this information and then

hopefully we can have an electronic vote as it makes most sense to get this installed during this season. The long term plan is to have a link on the website to view the trails and get an idea of conditions. It was noted that there is a WA state Web Cam site and we can have this added to that site – hopefully providing increased outreach and publicity about the mountain and SNSA.

**Action Item:** Tom to pursue costs and camera placement/view then disseminate this information to the Board for an electronic vote in the very near future.

### **WRAC Funding:**

There is a general sentiment that there are funds available from the WRAC for projects which we would like to pursue. A strategy of having an idea of what we would like funded be presented at the winter (nonfunding) WRAC meeting to plant the seed, but then to work on grant applications in advance so that we have these well prepared for the funding meeting that the WRAC holds during the summer months. Thus, it is imperative that SNSA have adequate representation at upcoming WRAC meetings. (These meetings should be on our calendar) It was noted that the WRAC currently looks more favorably upon one time capital projects. Things that we think we could apply for funding for include:

- Signage for the trails (estimated \$1500)
- Payment of annual \$1000 to IEP for use of the expanded trail system
- Education

This last idea generated a robust conversation. It was felt that we could apply for funding to produce a teaching skiing in the different settings that SNSA does including Nordic Kids, adult lessons, Transition and Race Team(s). We could apply for funding for training of instructors involved in our new ski school. This funding request could include paying people to work on this project. While we are not yet ready to apply for funding now, we would like to be in a position to have plans to bring to the WRAC about expanding the garage to house both groomers, and potentially to expand the Selkirk Lodge.

George pointed out that we needed to download the necessary forms, review these and then prepare the grants, review them internally and have them ready in final form by April.

**Action Plan:** At the next board meeting, we will decide which projects we will apply for funding and decide who will be preparing which grants. **Brad** to add WRAC meetings to the Calendar so we can plan ahead.

### **Grooming Committee:**

Based upon internal discussions George brought a charter for the Grooming Committee. This Charter is attached as *Attachment 1*. This charter specifies that the Grooming Committee is a standing SNSA committee, functions to integrate and interact with major partners and as requested by Steve Christianson, protects MSSP and Rangers from too many complaints regarding grooming. Succession planning was not specified in the document and was something that was thought to be important and will be discussed at the next Board meeting.

**Action Item:** Grooming Committee succession planning to be discussed at next board meeting - **George**

Cris Currie who represents Friends of Mount Spokane and the MSSP Advisory Committee was present for parts of tonight's meeting. He informed the Board that his committee is working on a project he referred to as "limits of acceptable change" which functions to address user group conflicts. Examples of user conflicts include nordic skiers and snowmobiles in the winter, in the



summer conflicts between bikers, hikers and horseback riders. They are trying to develop a modifiable PDF form on their website to collect information regarding user conflicts so they can track them and if reaching sufficient threshold come up with a plan to address these. Chris was hoping that SNSA could help in this process by cross-linking our websites and that we could use the same form to collect this information. He was hoping to collect this information in a uniform manner. He noted that Steve Christianson has requested to review all conflict reports for awareness, but a collective group will decide when and if action is necessary. The relationship between this group and the ATC (Area Trails Council) was brought up. The role of the ATC in addressing winter trails conflicts is unclear; although people were confident that this would be refined over time.

**Action Item:** Brad to get in contract with Chris Curri to develop crosslinking of websites and hopefully to share user conflict forms once these are developed. These conflict forms will be forwarded to Chris for collation and record keeping.

### **Membership Drive:**

Refer to *Attachment 2* prepared by Brad. The idea is to publicize SNSA's role at Mt Spokane and to recruit skiers who are present but not already members. Brad was hoping that Board members can volunteer in 2 hour increments over the MLK weekend (January 19-21). Since Saturday is Nordic Kids the group felt that emphasizing a presence on Sunday and Monday might have the highest yield. The rangers have agreed to put a sandwich board up on a daily basis that promotes and recognizes SNSA's role and function for publicity. It was suggested that a SNSA sign or banner be placed in the Nova Hut; particularly a sign that will be in view when sitting looking at the new stove. The hats that have been ordered for this year are almost sold out! The Board thought that placing another order for sale this season was appropriate. John noted that he has received multiple positive comments about the increased visibility of SNSA and the positive things the organization is doing.

### **Action Items:**

**1Board members** who can volunteer and others (**members, race team members**) who can volunteer for membership drive are encouraged to sign up with **Brad**.

**2Brad** to pursue a sign or banner in the Nova Hut and get it placed there

**3Lisa** to place second order of hats and facilitate distribution for sale.

### **Nordic Kids Report:**

Trond not present tonight, no formal report but Chris did provide several updates. Last weekend was the first NK session with an enrollment of 120 kids. By all accounts the 1<sup>st</sup> day was a success. A new on-snow check-in system was implemented in effort to decompress the Selkirk Lodge. Kids met their instructors on the snow and the instructors passed out and collected buttons. This seemed to work very well. There was very good and positive parent involvement. There are currently 11 newly certified PSIA Level 1 Nordic Kids instructors! Chris and Trond placed doors on the shelves in the Selkirk Lodge to facilitate storage of NK supplies outside of the ski patrol room. Art packed down the jumping hill and was thanked for his efforts. Chris reported that while he and his wife will be taking over for Trond and Alison, they have already identified potential NK parents to take assume leadership roles in the future.

**Informational – no action necessary.**

### **Calendar:**

As we grow and become a more complex organization, items that need to be addressed have been placed on a calendar so that we can be proactive rather than reactive in our actions. The following items need to be addressed:

1 IRS paperwork. Karen Nelson has kindly agreed to prepare the necessary paperwork to submit to the IRS (1099) this year. Kate, with Lisa's assistance will forward appropriate paperwork to Karen.

2 Our bylaws state that Board members should be reappointed every two years. John will review this topic and bring it back to next month's Board meeting.

3 WRAC grants with target dates, as above, to be added to the calendar.

### **Action Items:**

**Kate**, with **Lisa's** assistance if necessary, to provide reports to Karen Nelson so she can prepare SNSA's tax documents for the 2012 year.

**John** will review Board reappointments and WRAC grant timetable to be discussed at the next meeting.

### **Skijoring:**

There has been talk about skijoring – initially to include a “lollipop” route to avoid a straight out and back route. However, after skiing this area it was felt that there were portions that were too steep and therefore created potential hazards. Thus, skijoring will be allowed on Linder Road, out Lower Tripps as an out and back route. Clarification was provided that skijoring is also permitted on Mica Road out to near junction 7 where it has always been.

The last Sunday of January there will be a Skijoring open house during skijoring hours.

**Informational – No action necessary**

### **Selkirk Lodge Planning:**

At the last meeting, the Board agreed that expansion and upgrades to the Selkirk lodge was something that we should pursue with the recognition that this would be a complex and long process. Likely to include architectural drawings, approval from MSSP, SEPA reports along with a capital campaign. There has been no action on this since last month so it was tabled to be revisited.

**Informational – No action necessary**

### **Connector Trail –**

At the last meeting we discussed supporting a connector trail between the downhill ski area lodge and the Selkirk Lodge. Initially the Board had been supportive of this trail. However, since that time we have learned that Steve Christianson is opposed to the idea as he thinks this will encourage people NOT to purchase SnoPark passes. We had previously supported this, but consensus was to withdraw that support based on this new information.

**Informational – no action necessary**

### **Financial Report:**

Not ready for presentation tonight, will be presented at next meeting.

**Action Item:** **Kate** to present financials at February meeting.

### **Board Vacancy:**

Several suggestions have been made regarding filling the vacant spot on the Board. While several candidates have been discussed, Julie Goltz has been identified as a person who is passionate about Nordic Skiing and our organization. Julie will be invited to a social gathering of some sort before the next meeting, and then if all goes well she will be asked to join the Board and participate in the next meeting.

**Action Item:** **Chris** to organize a social gathering to have Julie meet Board members she does not know.

### **Maps:**

Tom Frost has donated large scale maps for those SNSA members who have donated extra money to the organization. These will be distributed by John. Once these are distributed the board felt it would be appropriate to thank Tom for the generous donation of his time and the maps themselves.

**Action Item:** **John** to identify donors who qualify for maps and to distribute them. John will also be responsible for writing a thank you note to Tom Frost.

### **New Business:**

#### **Membership Report:**

Brad reported that we have increased active membership to 194. He noted that this does not include 61 members from last year who have not yet renewed. There was some question whether all Transition and Race Team members have signed up as SNSA members since this was not on the sign up form. Brad also reported that our E-mail contact list has increased from 200 to 400. There is a subjective sense that there are increased numbers of people up at the mountain compared to prior years. Around the table this was thought to be in good part a result of Brad's publicity efforts together with the adult lesson program. Brad reports that the relationship with REI is very positive and that there should be increased opportunity for cross promotion moving forward. The Board expressed appreciation for all of Brad's efforts.

**Action Item:** **Brad** and **Kate** to compare rosters and ensure that Transition Team and Race Team participants are all registered SNSA members. These names will be forwarded to coaches so they can follow up with their skiers.

#### **Thursday Night Ski:**

The mountaineers sponsor loosely organized Thursday night skis and Brad thought it would be a good idea if we did same. We know when they are doing their nights, and Brad proposed that we sponsor other nights that were close to a full moon. It was suggested that a meeting place could be designated and the group would go out for an informal ski. Dates suggested were 1/24 and 2/21. We need a volunteer to be the contact person and to lead the ski – these volunteers do not need to be Board members. Chris volunteered to lead one night, he thought Julie Goltz may be willing to lead the other.

#### **Action Items:**

1 **Brad** to publicize on website, newsletter (2<sup>nd</sup> one) and 2 minute update  
Specify time and meeting place for each date

1 **Chris** to lead one evening ski and will confirm with **Julie** that she will lead the second and let **Brad** know

**Transition Team Coaching:**

After circulating preliminary e-mails, Jud brought forward a proposal to pay Jeannie Nelson as an assistant Transition Team Coach. He proposed the \$600 for the season, noting that the Transition Team fees should more than cover this proposal. This proposal passed unanimously.

**Informational – No Action necessary**

**Groomer:**

General consensus is that the groomer operator is getting better. He is getting used to the machine and the trail system. He has been accompanied by Steve and Tim Ray as part of this educational process. George noted that there was some confusion on the part of the WRAC in terms of the width of the tiller for the new groomer – this is being rectified by the WRAC. George also noted that the state has been responsible for maintaining the SNSA snowmobile but that the maintenance schedule has been suboptimal to date.

**Action Item:**

**John** to mention snowmobile maintenance to Steve, recognizing manpower shortage at MSSP.

**SnoPark Vendor:**

Tom has researched this topic and it appears fairly simple for SNSA to become a SnoPark Vendor. In addition to providing a convenient service to our members, there is a \$4 fee that goes to the vendor for each purchase. At this point, the board felt that we should proceed with this but for this season we should limit our sales to special events, for example at the on-hill membership drive, at the JNQ. Other opportunities might include the first day of Nordic Kids. Suggestions were made that we could offer this service to members when they sign up each year, perhaps we could include this on membership forms for general members, NK, TT and Race team for next year.

**Action Items:**

**Tom** to pursue becoming a vendor and mechanics of selling the permits. For this season, sales by SNSA will be limited to special events. **Tom** to coordinate for the remainder of this year.

**Brad and a to be determined subgroup** to work in offseason (needs to be on calendar) to decide how we can best implement this for the following season.

**USSA Snowshoeing event:**

SNSA has been approached by the Spokane Regional Sports Commission to see if we wanted to partner with them to bring a USSA National qualifying snowshoeing event to Spokane in 2014. The Board felt that while we would like to support human powered winter activities; that this was outside of our mission. Further we have too many other projects within our mission that the Board chose to decline this opportunity.

**Action Item:**

**Darryl** will contact the Sports Commission to notify them of the Board's decision.

**Non-Groomed Trails:**

Art pointed out how much kids enjoy being out in the woods and skiing off trail. He has scouted out several routes that would provide the opportunity for those interested to ski on unofficial, but marked trails. These routes are not far off the groomed trail but would provide this experience.

He noted that these trails would be flagged and would cross groomed trails only at defined junctions. He offered to pioneer and flag these trails. The Board was supportive of this on a trial basis. Clarification was made that at the present time, these are not to be snowshoeing trails.

**Action Item:**

**Art** will pioneer and flag these unofficial trails for use on a trial basis.

Respectfully Submitted.

Darryl Potyk

## **Attachment 1:**

### ●SNSA Grooming Committee Charter

#### **Purpose**

The purpose of the SNSA Grooming Committee (GC) is to provide ongoing communication between multiple entities including Mt. Spokane State Park (MSSP) management, the Spokane Nordic Ski Association (SNSA) Board, Inland Empire Paper (IEP), and the general Nordic Skiing public in order to help ensure the best possible Nordic Skiing experience at Mt. Spokane Nordic Ski area, and to alleviate State Park's workload in responding to suggestions/complaints from the public

#### **Responsibilities**

This Committee is responsible for:

- 1Receive feedback from the general public regarding trail grooming quality and signage, compile into periodic reports, create grooming improvement, and deliver to the State Park designee (to be determined by the State Park), and to the SNSA Board as requested.
- 2Setting trail priorities and strategies for Trail Grooming.
- 3Coordinate with the Trail Maintenance Manager to define summer and winter volunteer trail maintenance dates and strategy, help support Trail Maintenance work as required, and to help cut and split firewood for Nova Hut and the Selkirk Lodge.
- 4To provide input to SNSA and assist with ongoing trail sign improvements.
- 5Coordinate with all agencies and landowners (WRAC, MSSP Advisory Commission, MSSP, IEP, etc) in cooperation with the SNSA Board and Mt. Spokane State Parks, as necessary to continue Grooming operations, equipment improvement, etc.
- 6Coordinate use, storage, and maintenance of SNSA grooming and trail equipment

#### **Meetings**

The Grooming Committee will meet at least 1 time per season and additionally as scheduled by the GC chair. Other work may be achieved by electronic communications with summary to be submitted to SNSA board, MSSP Manager, and other affected parties.

#### **Committee Composition and Governance**

The Grooming Committee will have 3-8 members, including:

- the Committee Chair,
- the Trail Maintenance Manager (appointed jointly by the Grooming Committee with SNSA approval.)
- 1-6 other active SNSA members, appointed by the Grooming Committee Chair, based on the expertise, diversity of background, and experience required to execute Grooming Committee responsibilities. These members will be reviewed each year by the Grooming Committee.

MSSP Management is invited but not required to attend all GC meetings. All decisions of the GC must ultimately be acceptable to MSSP Management, SNSA Board, and IEP Co when applicable.

Committee members are appointed by the Committee Chair for two-year terms approved by the GC and SNSA board, and may be renewed as needed by the GC and SNSA. Committee members may be removed from the Committee without cause by the SNSA board.

The Committee Chair will be appointed jointly by the GC and SNSA Board for a 2 year term, and may be renewed as needed. The GC Chair may be replaced by the SNSA Board if so approved by a majority of the SNSA board.

Grooming Committee Chair is SNSA Board member:

George Momany

Trail Maintenance Manager is SNSA member:

Chris Oxford (temporary, replacement TBD ASAP).

Committee members are SNSA members:

Tom Frost

Tim Ray

Sam Schlieder

Nathan Caproni

Liason between Grooming Committee and Mt. Spokane State Parks Management and between GC and SNSA is the GC Chair or their designee.

### **Decision Making**

The Committee will make decisions by consensus, or failing that, by a majority vote of the members present at the in-person or email meeting.

Recommendations and suggestions made to MSSP Management or to SNSA Board should be agreed to [**as indicated above**] before communicating with State Parks or SNSA, except for minor decisions that can easily be made by the GC Chair in the knowledge or belief that the GC would approve (reporting clerical changes, new phone numbers, immediate operational decisions, and similar; use common sense). Disagreements about such decisions will be brought to the Chair's attention for further discussion as necessary and appropriate.

All decisions/recommendations of concern to SNSA, such as those that require expenditures or relate to matters normally involving SNSA must be submitted to the SNSA Board for approval, except ongoing expenses already approved (fuel/oil for tools, required tool maintenance, etc). SNSA will also respond in a timely fashion.

### **Reporting**

A member of the GC will record the minutes of meetings and produce a brief report to the SNSA Board that includes Committee activity, decisions, and recommendations to the SNSA Board and/or to MSSP Management, and IEP Co when appropriate.

The Committee Chair will work with the Board President to schedule time on the monthly SNSA Board meeting agenda when the Committee has information, issues, or decisions that require the full Board's attention.

**Duration**

This is a standing committee of the SNSA, in cooperation with MSSP, WRAC, MSSP Advisory Committee, IEP, and MSSP Nordic Ski Patrol. This charter will be revised as necessary by approval of this committee, the SNSA Board, and other entities as appropriate.

**Adoption and Approval**

The Board of Directors of Spokane Nordic Ski Association adopted and approved this charter of the Grooming Committee on \_\_\_\_\_.



## Attachment 2:

### **On-Hill Membership Days, January 2013**

**Proposed Dates:** Jan 19-20 (and 21st?)

#### **Purpose:**

- A. 'Tell the story' of Spokane Nordic: what it does to make the Cross-Country Ski Park what it is today
- B. Serve skiers
- C. Present the possibility of becoming a members

#### **Selkirk**

- Table in Selkirk Lodge, staffed by 2 volunteers per 2-hour shift
  - SN display on table
  - hot chocolate, coffee -- free
  - packaged snacks (muffin, bumble bar, etc) -- \$.50
  - SN branded paper cups ??
  - Window cling / sticker
  - new member signup / renewal using laptop & wi-fi
  - membership forms
  - contact sign-up forms
  - drawing for SN hat
  - Spokane Nordic hat for sale (using credit card processing)

#### **Nova Hut**

1. Sign outside
  - year built
  - new stove 2012-13
2. Inside
  - hot chocolate?

#### **Main Trailhead**

- sign
  - outgoing side: "*Mt. Spokane is one of the premier cross-country ski areas in the northwest!*" -- skier comment in Spring 2012 skier survey"
  - return side: "Join us in the lodge for hot drinks and snacks"

#### **Junction 1**

- Sign:
  - side 1: "These trails are a partnership of Mt. Spokane State Park, Inland Empire Paper Co., and Spokane Nordic Ski Association"
  - side 2: "Spokane Nordic is skiers like you, working together to maintain and improve these trails. Join today! [www.spokanenordic.org](http://www.spokanenordic.org)"

#### **Junction 2**

- Sign:

- side 1: "Your \$84 Sno-Park Permit gets you ... a cleared road, a cleared parking lot, groomed trails ... and *no daily use fee*. The best ski deal in the Northwest!"

- side 2: "*For the money, Nordic skiing at Mt. Spokane is one of the greatest things about winter in Spokane!* -- skier comment in Spring 2012 skier survey"

# Spokane Nordic Ski Association Board of Directors Meeting

**Monday, February 11, 2013**

**Present:** John McCarthy, Tom Schaaf, Lisa Sunderman, Ann Torigoe-Hawkins, George Momany, Trond Liaboe, Darryl Potyk, Brad Thiessen

**Not Present:** Chris Oxford

## **Old Business:**

**Safety corral around stoves:** This has apparently been approved by Steve and he was to be working on it. The safety corrals are not present yet, status unknown.

**Action Item:** **John** to contact Steve C. for update

**New signage at road:** New signs on the main road indicating the turn off for the Nordic ski area and Selkirk Lodge have been installed. Informational – No action necessary.

**WiFi / Camera:** Tom reported that WiFi installation is complete. Currently have 2 channels, one for members, one for guests each with the same bandwidth. An external antenna has been installed, although increased signal strength would be beneficial. Tom will look into how to make this happen. Cost for the camera was more than the \$300 allocated at the last meeting; real costs approximately \$400. Some discussion took place whether to pursue this now or wait until next year. Consensus after discussion was that we should wait to install at the beginning of next year, giving SNSA the opportunity to ensure members are aware of the value added by the organization. Four hundred dollars were allocated for Tom to spend on the camera and installation prior to the beginning of next season.

**Action Item:** **Tom** to look into increase WiFi signal strength and will pursue having camera installed prior to next winter.

**WRAC Funding Report:** The next WRAC meeting takes place July 26-27 in Wenatchee and the deadline for grant requests is June 1<sup>st</sup>. In follow up to last month's discussion regarding attempting to get funding for different projects John suggested that we set a functional date of May 1<sup>st</sup> to get paperwork done for funding requests.

Items that were felt to be important to request funding for during next funding cycle include the following:

- \$1000 for payment to Inland Empire Paper for use of trails
- Signage – trail map/junction signs, “no snowshoeing” signs, safety signs warning of snow falling off of Lodge roof, and markers for the non-groomed trails (see below) have been recommended by the Grooming Committee.
- Education/curriculum – curriculum for teaching classes (both NK and adults) with specified goals at each level before progressing to the next one. This proposal might also include instructor education and supporting school groups who may come to the mountain. It was unclear whether the WRAC would fund this but it was suggested that we inquire. If they don't fund this project they might be able to direct us to other funding sources.

Other items mentioned for possible funding requests included lodge expansion, parking lot expansion and new trails. While these are all worthy of pursuing, those in attendance did not feel we were ready to bring this forward without performing more due diligence. For instance, the lodge expansion will entail bringing together stakeholders (SNSA, MSSP, patrol, Langlauf and others) have a discrete plan, seek EPA

and state park approval etc. These items were thought to be best approached as part of a 5-10 year strategic plan that hopefully will include a timeline.

The board was reminded that one thing that will help with these proposals is our ability to capture and document the number of service hours that has been provided by SNSA. Activities that will count towards these hours include; trail maintenance crews, Nordic Kids, Board meetings amongst others. It was mentioned that there may be those amongst the membership who have grant writing experience and could help with this process.

**Action Items:** **John** is the point person for the request for payment to IEP. Have application for funding ready by 5/1.

**George** is the point person for the signs. Have application for funding ready by 5/1.

**George** to inquire with the WRAC about their feeling about funding education projects as above. To report to Board and Jud prior to the next meeting via email.

**Jud** is the point person for the education / curriculum development program. If WRAC amenable to such a proposal, to have application for funding ready by 5/1. If WRAC not amenable, pursue other avenue for funding.

**All Board Members** are encouraged to look at their calendars and consider attending the WRAC meeting so that SNSA will have a strong presence.

**John** and **Brad** to decide how to proceed in order to produce a 5-10 year strategic plan.

**Chris** is the point person for Selkirk Lodge expansion. Plans for lodge expansion should be embedded within this strategic plan.

**SnoPark Passes:** George reported that SnoPark revenue is up, so much so that a new SnoPark area is being developed. The board was reminded of the importance of the SnoPark system in that it is self funding and all money remains internal to the program. There has been ongoing confusion between the SnoPark Passes and the Discover Pass program. The Discovery Pass revenue goes into the general fund and is not specifically designated to the SnoPark system. Rangers have been spending a lot of time and energy patrolling lots and educating people about where each pass is necessary. Plans are in the works to try to simplify the system for next year – it has been proposed that during winter months a SnoPark Pass alone will be necessary. However, SnoPark passes are vehicle specific and not transferrable between vehicles. In the summer months, Discovery Passes will be necessary, and Discover Passes are transferrable between vehicles.

Informational – No Action Necessary.

**State Parks:** It was noted that the Commissioner for the State Parks was present last weekend at Langlauf. The board felt that it would be appropriate to write a letter thanking him for coming out and participating in this great event and to let him know how grateful we are for the job that Steve C. has been doing.

**Action Item:** **John** to write and send a letter to the Commissioner on behalf of the SNSA Board.

**Grooming Committee:** George reported that the Grooming Committee is beginning to think about succession planning for its members – the seed has been planted but there has been no action on this topic. Members of the Grooming Committee have met with the groomer operator and reviewed in detail where to set tracks, where the tracks should be set on turns, developed a priority list for different ski conditions. There have been positive comments on improved grooming, noting that the Grooming for Langlauf this past weekend was great. The rangers are going to be trained to drive the smaller groomer and may be able to provide supplemental grooming. It was mentioned that we have a new groomer operator this year and there has been a lot invested in educating him with positive results. Briefly

discussed was what we can or should do to let him know how much we appreciate his hard work and that we would like to try to retain him. His name is Nathan, and he has kids who may be interested in Nordic Kids. The possibility of making arrangement for his kids to participate in NK without cost was discussed. While this is being explored, a letter expressing our thanks and including a Spokane Nordic hat was felt to be appropriate.

New signage was discussed above.

A rapid response group who could be called upon when trees are down is being formed. Chris Oxford is involved in this process and the development of a telephone tree for such events. Hopefully this can be in place for quick deployment next season if necessary.

**Action Items:** **John** to write a letter to the groomer operator thanking him for his commitment and a job well done. A complementary Spokane Nordic Hat will accompany this letter. In addition, **Trond** will explore whether the groomer operators kids can be integrated into NK at this point. How the letter/hat and offer of NK will be delivered to him need to be determined.

Although somewhat tangential to this discussion, **John** will also to write a letter to the Langlauf Committee thanking them for a well run race.

**MSSP Advisory Committee Report:** Committee did not meet, no report.

**Membership Drive:** Initial concept was to have a Board presence on the mountain to provide information about SNSA in attempt to increase membership. This did not occur for a variety of reasons – many board members were out of town on the planned weekend and it was felt we may have reached a saturation point given the amount of promotional material that is up at the lodge currently. A tentative plan for next year is to decrease the SNSA presence in the Lodge but to place a sandwich board at the trailhead. There was a discussion about the role of the board members in the recruiting new members. It was suggested that a process could be developed to have each board member recruit or contact a given number of people. Also discussed was that we should make a concerted effort to have a membership drive early next season. What form this should take is unclear (Banff film festival, on the mountain, separate event perhaps at NoLi). It was suggested that a membership development subgroup work on this and have a plan prepared for next season. Membership recruitment subgroup consists of Brad, Trond, Ann and Darryl.

**Action Item:** Membership recruitment subgroup (**Brad, Trond, Ann, Darryl**) to make a proposal to the board about recruitment plan for next year. Target mid-summer for this report so ready to go.

**Nordic Kids Report:** Trond reported that NK has 125 kids enrolled. This is down from a capacity limit of 150 the last two years. This was a conscious decision to not advertise this year for fear of not being able to deliver a quality product. There seem to be more “older” kids participating this year. It has also been noted that after instructor training, the instructors appear to have an increased level of confidence and that the kids are skiing great. A new system of check-in and check-out has been implemented and has been well received and has decompressed the lodge during peak hours. This decompression of the lodge may increase capacity. The optimal numbers of kids to participate in the program as the program goes forward will need to be defined. Similarly there was talk about whether to have NK on one or two days. These decisions should be made in the off-season as they will affect advertising and promotion. Chris and Dana Oxford are set to become NK leaders next year. They are reportedly looking at restructuring how things run, perhaps with increased delegation of duties. There has been talk of considering expanding some classes from 2 to 3 hours, particularly for older kids. Linking back to prior discussion about development of a curriculum, the development of a progression from class to class and for an avenue that does not involve racing (recreational skiing, backcountry, orienteering, avalanche safety etc) was strongly recommended. There are plans for a end-of-season survey to help guide next year.

**Action Item:** **Trond & Alison** to present “Nordic Kids by the Numbers” at the next Board meeting. **Jud and George** to work on development of a recreational skiing program to provide a non-racing pathway.

**Transition Team Report:** Jud reported that the Transition Team continues to grow. As mentioned earlier, he also spoke about the need to have a skill-based curriculum for kids as they progress through Nordic Kids but also to develop a curriculum for those who are not interested in racing, but would like to continue skiing after Nordic Kids. This recreational skiing group could do things like orienteering, avalanche safety, first aid as well as backcountry / off-trail skiing. Jud will chair a working group to pursue formalizing this type of curriculum. Others interested in helping to develop this pathway include George Momany and Mike Burns. While this will be an off-season project, Jud and George will look into the possibility of obtaining funding from the WRAC or other sources, keeping in mind that applications for WRAC funding are due 6/1.

**Action Item:** **Jud and George** to look into WRAC or other sources of funding for NK curriculum and development of a recreational skiing curriculum for those who are not interested in racing. Jud to chair this curriculum development subgroup that for now includes **George Momany and Mike Burns**.

**Race Team Report:** John reported that the race team has travelled to different venues this season and has a good presence. He also reported that the team seems to be functioning well with the racers supporting one another. There is an overall feeling that the van has been a great asset in terms of team building and camaraderie. George Bryant submitted a request for reimbursement for expenses incurred while taking a couple of racers to a race in Montana. The board unanimously approved this reimbursement as the team appears under its budget. Issues had been raised about communication and John will discuss these with George.

**Action Items:** **George** to be reimbursed for requested expenses, check to be written by **Kate**. **John** to discuss communication issues with George.

**Calendar:** This discussion focused primarily upon Board composition. There is currently one opening on the Board and Julie Goltz has been approached about this. Per the protocol started earlier this year, Chris Oxford is trying to arrange an informal gathering so that Julie can meet the Board and vice versa. We are hoping that this can occur before the next Board meeting so she can join at that time. Per our bylaws, each Board member has a two year term, with a planned turnover of terms for ½ of the board each year. There are no term limits. Those Board members whose term is up in March include John McCarthy, Tom Schaaf, George Momany, Chris Oxford (filling Matt Halloran's vacated position) and Jud Ford. As an officer, John will automatically remain on the Board. Jud informed the Board that he was stepping down but continuing his involvement in other ways. Trond also said he was stepping down but continuing to serve the organization in other ways. With this in mind, there are potentially two new openings on the Board, members were encouraged to think of people who might be willing to serve on the Board.

**Action Item:** Board members and officers to be re-appointed at the next meeting. **All** are encouraged to think of others who may serve on the SNSA Board.

**Lodge Expansion:** No report on this tonight. Chris Oxford was to begin the process by putting together a work group to look at possible designs and what steps are necessary to make any changes. This might be considered as part of the 5-10 year strategic plan. Informational – No action necessary.

**Financial Report:** Kate presented the balance sheet and profit/loss statement through 2/11/2013. Copies of these documents were sent out in electronic format and hard copies were provided at the meeting. Overall the organization has a strong balance sheet with total assets increasing from \$59,000 last year to \$61,468 currently, although it was noted that significant JNQ expenses have not yet been incurred. This brought up the question of whether we had a plan for these assets. At this point there is not distinct plan but it was suggested this could be part of the 5-10 year strategic plan. Several big ticket items were highlighted and discussed. The first of which was PSIA certification for instructors. This year, SNSA paid for the course but also for PSIA membership for all instructors. There was discussion about the fact that the information from the course was extremely valuable although the value of having everyone being

PSIA members was unclear. It was suggested that PSIA membership was more important for the adult lesson instructors than for the NK instructors. With this in mind, consideration of paying membership for adult instructors but not NK instructors was mentioned. The Board felt that ultimately this decision should be made by the NK and Adult Lesson leaders. The other big ticket item was for van maintenance and repair. These expenses were significantly over budget and it was generally thought given the benefit to the team and for the safety of the team members, that this was money well spent. The budget for van repairs and maintenance should be increased next year.

**Action Items: Nordic Kids and Adult Lesson Leaders (Trond/Alison, Chris/Dana, Lisa)** will decide about importance of PSIA membership for class leaders and report back to the Board for budgeting purposes next year. Increase line item for van repairs and maintenance. Discuss plans for assets as part of the strategic plan.

**Thursday Night Ski:** The first Thursday Night Ski sponsored by SNSA was cancelled d/t illness. A second ski is scheduled for 2/27 and Chris Oxford has a guide ready to lead this outing.  
Informational – No action necessary.

**Name Change:** The organization received official word from the IRS confirming the name change to Spokane Nordic Ski Association.  
Informational – No action necessary

**SnoPark Pass Vendor Status:** Tom had pursued having SNSA become a SnoPark Pass Vendor. The hope was that this could be in place to help out of town racers for the JNQ. This has not occurred. At this point, we are hoping we can become a vendor for next season. There was some discussion about possibly selling SnoPark Passes at the Banff Film Festival next year and prior discussions included some mechanism to purchase these passes when renewing membership although the details have not been worked out.

**Action Item: Tom** to continue pursuing becoming a SnoPark Pass Vendor for next season. Once this status is obtained **Brad** to help determine how best to provide this as a benefit to our members.

**Snowmobile Maintenance:** Since SNSA hold the title to one of the snowmobiles up at the mountain we wanted to ensure that it was being serviced and repairs were up to date. George informed the group that Steve C. recently had the machine serviced and that it is running well. George also informed the group that the Yellowstone Groomer that his pulled behind the snowmobile is in need of repairs, although not sure how extensive these are.

**Action Item: George** to report to the Board the status of the Yellowstone Groomer.

**Non-Groomed Trails:** This item is in follow-up to Art Bookstrom's suggestion at the last meeting that we try to provide an off-trail, in-the-woods experience to those interested. Art marked several routes that are adjacent with flagging on the trees. The reaction to these trails has been very positive. It was felt that some sort of permanent markers should be used to mark these routes. Blue squares marking the trees would be a perfect solution. It was clarified that these trails are not to be groomed and that these trails are for skiers and snowshoeing on them would not be encouraged.

**Action Item: George** to include the square blue metal signs to permanently mark the route in his request to the WRAC for signage.

### **New Business:**

**Souper Bowl:** This event was once again a well run, successful event. Over 300 women participated and \$14,000 was raised. All of this money will go to the Women's and Children's Free Restaurant here in town. The event was underwritten by Numerica Credit Union (\$2000) which facilitated the large donation to the restaurant.

Informational – No action necessary.

**Survey:** A survey will go out to all members and those who receive electronic notifications through the "2-Minute Update". Demographic information will be collected as well as information about facilities. Additional questions may address the desirability of warming huts on skids on the outer trails and the possibility of a terrain park. The information gained from the survey will help to inform the direction for SNSA and the 5-10 year strategic plan. All Board members were encouraged to fill out the survey.

Informational – No action necessary.

**Friends of SNSA:** John is attempting to bring together those who have a shared interest in human powered winter sports in our region. An informal gathering is planned for 2/27 at the McCarthy home in order to get to know one another as well as explore potential areas of intersection and synergy. If there are people who Board members identify as those that should be at this event, please forward names to John. John pointed out that we may need to be inclusive and somewhat restrictive at the same time in order to be able to have a productive meeting in which all parties get to know one another.

**Action Item:** All – Mark your calendars for 2/27 and send names of people you think should attend to John.

**Sustainable Business Plan:** This idea was briefly presented – while the organization is on relatively sound financial ground we need to become more self-sustaining if we are going to achieve our long term goals. The basic thought is that we need to redefine how we do things and that we cannot simply rely upon membership fees as our financial foundation. It was pointed out that the development of a Sustainable Business Plan is quite separate from the development of a strategic plan although they do complement one another. Board members were encouraged to think about this and be prepared to discuss it in more detail in the near future. Informational – No action necessary

**Inland Northwest Trails Council:** This group is having function at the Convention Center downtown 3/21 to highlight area trails. They have offered us the opportunity to have a table and to make a brief presentation. This group primarily highlights hiking and biking trails in the area, but their website does have a picture of the Nordic trails. Thus it was thought that this is an opportunity for synergy and that we should attend if possible. We need to define what sort of materials to present and who will do so.

**Action Item:** Since **George** was the point of contact for this, he will continue in this role and determine who will attend and what materials to be presented.

**Lodging Tax Grant from City of Spokane:** Brad became aware of a potential grant based on filling hotel beds and increasing tax revenue. Brad applied for this grant on behalf of SNSA for the JNQ. We were recently notified that we were awarded the grant and my submit invoices of up to \$3500 to the City for reimbursement. The key statement in our application is as follows:

*"Funds from the Lodging and Tax Fund will allow for greater promotion of the event; and a higher-quality event with more streamlined registration, better timing system, and high-quality food service."* In order to take advantage of this grant, we need to enter into a contract with the City of Spokane. That contract is currently being reviewed by John. There was a motion made that if John's review is positive, that we enter into this contract between SNSA and the City of Spokane in order to take advantage of this grant. The motion was seconded and approved by unanimous vote.

**Action Item:** John to review the contract. JNQ committee will be notified of the grant and will be responsible for submitting the invoices for reimbursement.



Respectfully Submitted,

Darryl Potyk

## Spokane Nordic Ski Association Board of Directors Meeting Monday, March 18, 2013

**Present:** Judd Ford, John McCarthy, George Momany, Chris Oxford, Brad Thiessen, Tom Schaaf, Ann Torigoe-Hawkins, Kate Burns, Alison Liaboe, Julie Goltz, Lisa Sunderman, John McCarthy, Tom Schaaf, Lisa Sunderman, Ann Torigoe-Hawkins, George Momany, Trond Liaboe, Darryl Potyk, Brad Thiessen`

### Old Business:

**Board Openings:** Names were brought forward: Jude Martin, Lou Slack, Mike Powers. Dennis Cowley's name has been brought up in the past, he has not been approached.

**Action Item:** \_\_\_\_\_

**Fireplace enclosure update:** none

**Camera and Wifi:** Camera will be installed in summer (by Tom). Wifi is working well.

**WRAC funding items:** Paul BuckInd (IEP) requests \$1000 for Spokane Nordic for use of IEP land. This will be taken to the WRAC. Need to get a formal letter from IEP indicating the amount. WRAC has also indicated possibility of providing funding for skier education curriculum, so long as it is recreation-based for adults and/or children. WRAC is also open to funding trail signage. It was decided that permanent junction signage will be put on hold until next year due to anticipated addition of new trails in summer 2013.

There was discussion about Selkirk Lodge expansion; further action was referred to Chris to identify stakeholders and build a team to further investigate Selkirk Lodge expansion. Regardless, expansion will not be taking place in summer 2013.

**Action Items:** **JOHN** to get letter from IEP confirming \$1000 for trail usage and share with Steve Christensen. **CHRIS** to identify stakeholders and develop Selkirk Lodge expansion/upgrade committee. **JUD** to develop proposal for skier education curriculum/program. All to be brought forward to WRAC.

**Trail Signage:** Tom presented the idea of having message boards at junctions so skiers can leave messages for each other or post alerts. Referred to Trails and Grooming Committee via **George and Chris**.

**Inland NW Trials Council event:** George reported that he will be unable to make the INTC informational evening Thursday March 21 at Mtn Gear headquarters. Spokane Nordic has been invited to set up a display.

**Action Item:** ANN will attend and set up a display

**Yellowstone Groomer:** George reported that the Yellowstone groomer (pulled behind snowmobile) has been repaired, as has the snowmobile.

**Letters:** letters will be sent.

**Action Items:** **JOHN** will send the following letters: 1. to IEP as per WRAC funding item above; 2. to Nathan Dronenburg, the groomer operator, inviting his kids to free Nordic Kids lessons next year. Will

send once he has a hat to include; 3. to Tim Ray thanking him for Langlauf; 4. to John and Kathy Hatcher thanking them for 10 years of Selkirk Challenge.

**Nordic Kids report:** Alison gave a 1-page report with catchy color graphics and graphs that wowed the group. Summary: The gender split was wider this year, with percentage of females growing; there were less young kids than in past years; 1/3 of participants come from 99203 postal code; participation was 117 two years ago, 136 last year and 126 this year. Alison and Trond will host a “coach wrap-up” event in the next couple of weeks; John indicated there are funds available to cover cost of food.

Discussion ensued about marketing Nordic Kids. Is there a danger of getting too many kids? It wouldn't be a bad thing to have to turn people away; and there's the possibility of having a Sunday Nordic Kids program if needed. Two NK coaches have already suggested having an option for kids to do two days each week (Saturday and Sunday). The critical path identified was having sufficient number of instructors. **Chris and Jud** will work at tying an educational curriculum to NK. B said we should go ahead and market.

**Action Items: Marketing team (BRAD)** will discuss marketing strategies over the summer. **ALISON** and **TROND** will host NK wrap-up event. **CHRIS** and **JUD** will work on integrating educational curriculum into Nordic Kids planning for next year

**Membership:** Brad reported 222 current active members, up from 135 last year; plus 56 who did not renew. Discussion around how to grow membership. Ideas: How make it easy – sign up opportunities in Selkirk Lodge, cash drop box, sandwich board at trailhead, have on-hill Ambassador by lodge and possibly out on trails, have Spokane Nordic jackets that board members and volunteers can wear. Create a business card with instructions on how to become a Spokane Nordic member. For races, charge extra (5\$) to non-members.

**Action Items: BRAD** will ask to membership to volunteer as hosts. **MARKETING TEAM** will pursue membership strategies during the off-season. **John** will send note to Tim Ray

**Marketing Team:** With the end of Trond's term, Julie was added to marketing team. She joins Ann, Darryl and Brad.

**Ski Team:** John reported that the ski teams are in a much better place than a few years ago. A larger time, more camaraderie. The van is a good community-builder. We need to give more money to our coaches. Chris reported how his daughter has become hooked on racing after just her first race.

Jud said a discussion has to be held with George Bryant and Matt Halloran about the need for succession planning.

Lisa raised question of PSIA certification for coaches of adult lessons and Nordic Kids. Last year coaches were offered that if they finished the one-day clinic, they could have PSIA certification and Spokane Nordic would pay for it. All the coaches said yes. Is it worth the money, since they take the clinic anyway? Chris said that certification gives Nordic Kids coaches a greater sense of empowerment and commitment and they take their coaching more seriously. It was decided to continue to offer PSIA certification to lesson program coaches.

**Action Items: JUDD** will work on succession planning for himself and encourage George B. and Matt to do the same.

**Board Retreat:** Question was raised if we want a board retreat this year. Consensus was that a retreat is great, although the loss of a week-end day was a big sacrifice. A retreat day will be planned prior to summer holidays.

**Action Item: JOHN** and **BRAD** to look at dates for board retreat.

**Board Composition and elections:** See discussion on Board Openings (above). Also, it could not be recalled who was up for 2-year election. Darryl was re-elected, George was also re-elected, just in case.

**Thursday night skies:** Chris and Julie reported that Thursday night skis were not successful this year. Consensus was that lack of success can be anticipated because it's the first year it was tried. It was decided that dates will be planned again for next year in conjunction with Mountaineers. Ideas were that attendees not be required to sign up ahead of time; and that there be a volunteer (possibly ski team parent) up at Selkirk Lodge to host. Thursday night skis can be promoted through REI in-store and on their email calendar of events.

**Action Items:** BRAD to create plan and work with Dennis Cowley from Mountaineers.

**Sno-Park vendor status:** Tom reported that Spokane Nordic became Sno-Park vendor in time for Langlauf, sold four 1-day passes for next gain of \$8. Idea raised of having Sno-Park pass sales tied into an October 2013 membership drive.

**Action Item:** BRAD to include Sno-Park pass sales into marketing plans discussion

**Board Calendar:** Brad maintains the calendar and posts it on the website.

**Action Item:** BRAD will continually inform the board of upcoming deadlines.

**Stakehold meeting:** There was quick affirmation that the stakeholder meeting at John's place in February was excellent. There was particular value to having Paul Buckland (IEP) hear the universal gratitude for new trails IEP has made available on IEP land. Mt. Spokane Downhill rep needs to be invited next year.

**Grant for JNQ:** A grant of up to \$3500 for JNQ expenses was give by the Spokane Regional Sports Commission. Most or all of that amount should be able to be claimed from JNQ expenses. This is a renewable grant so it bodes well for future funding.

### New Business

**Treasurer's Report:** Kate provided a balance sheet that showed we are in a good fiscal position in Spokane Nordic

It was noted that of the late-season hat order, only 8 were sold to there are currently 30+ hats left in inventory, to be sold next year. There was brief discussion of a future had having more 'feminine' colors. The idea of headbands gained some enthusiasm as well.

More funds needed to be budgeted for van maintenance and repair.

Scholarships given for Nordic Kids and Ski Teams totaled \$1,100 in 2012-13.

**Magazine Offer:** Ann reported that Cross-Country Skier magazine has offered 2-for-1 magazine subscriptions to members. It is geared more toward the casual skier than Ski Trax, which focuses on racing. It was decided to offer Cross-Country Skier to members in 2013-14, and drop the Ski Trax offer.

**Action Items:** ANN to contact Cross-Country Skier magazine for next steps. BRAD to incorporate magazine offer into marketing plan for 2013-14.

### **Scholarships:**

Voted: to move \$500 to Suzie McDonald scholarship fund

Voted: to give \$500 to Ian McCarthy for Junior Nationals as the representative from Spokane Nordic.

**Action Item:** KATE to send certificate and check to Ian.

Respectfully submitted,

**- Brad Thiessen**

**Spokane Nordic Ski Association  
Board of Directors Meeting  
April 8, 2013**

**Present:** John McCarthy, Chris Oxford, Ann Torigoe-Hawkins, Kate Burns, Darryl Potyk, Tom Schaaf, Alison Liaboe, Julie Goltz, George Momany, Brad Thiessen

**Not Present:** Lisa Sunderman, Mike Powers

NEXT MEETING currently planned for 5/13/2013  
Tentative Board Retreat 5/11/2013 (see below)

**Old Business:**

**Board Composition and Terms:**

The duration of service on the Board as well as board member's terms should be documented. Our bylaws state that we have two year terms and that one half of the board members should turn over each year. Current board members were asked to get information to Brad regarding when they first joined the board. Brad will compile this list and distribute. Bylaws also state that there are 3 officers; upon review of the bylaws the officers include President, Secretary and Treasurer. At the meeting there was a misconception that officers were President, Vice President and Secretary. Current officers therefore include John, Lisa, Darryl and Kate, each of whom have one more year to serve in their current capacity.

**Action Items:** All Board members to forward information to Brad as to when service on the Board began. Brad will compile this information – document will then be posted on the Board portion of the web site. This document will also be forwarded to Darryl to be included in minutes.

**WRAC Meeting Requests:**

The WRAC's funding meeting is taking place this summer, requests for funding are to be received by the WRAC by 6/1/2013. The SNSA Board has imposed a deadline upon itself to have proposals for funding prepared for internal review by 5/1/2013. George M. distributed a copy of the updated forms that will need to be submitted for review. The following items will be pursued:

Inland Empire Paper - \$1000 request for use of IEP land. Both John and George M. have contacted Paul Buckland to request a letter formally documenting the above.

Skier Education Curriculum proposal – Jud Ford and Chris Oxford are heading this up. There are preliminary indications that the WRAC is open to funding this type of project. There has been no new action to report since the last meeting.

Request for signs has been modified. George M. indicated that there may be further trail expansion and therefore a decision has been made to hold off on a request for permanent trail signs. The request will proceed for other signs not likely to require updating, including Avalanche Warning signs outside of the lodge, Caution signs and No Snowshoeing signs.

Lodge expansion subcommittee/stakeholders group is being organized by Chris Oxford with the goal of defining a project and subsequently preparing a proposal to submit to the WRAC one year from now after further due diligence has been done.

The point was made that the WRAC looks favorably upon organizations who document volunteer hours when making requests. This organization has lots of volunteer hours that are potentially not being captured. Examples of volunteer hours include the following: Board Meetings, Nordic Kids planning and teaching, Grooming Committee. Any work that is done at the mountain can include travel time in the volunteer hours. George Momany stated that he tries to capture these hours prior to going to the WRAC meetings. He offered to tally the hours and report back on this at the next meeting.

**Action Items:** **John** to f/u with Inland Empire Paper regarding documentation of request for \$1000 and to prepare proposal to the WRAC.

**Jud Ford and Chris Oxford** to formalize request for funding to develop a ski education curriculum and prepare WRAC proposal.

**George M.** to prepare proposal for signs. Per discussion below, George is also to inventory current tools for off-season trail maintenance and consider adding a proposal to the WRAC for new tools (pole trimmer/chain saw, loppers, brush cutters)

All requests should be prepared for review by May 1, 2013.

**George M.** to tally volunteer hours and report this figure at the next board meeting.

#### **Grooming Committee Report:**

George M. reported that there has not been a recent meeting. There has been some discussion of possibly expanding the storage facility for the new groomer, although Mt Spokane State Park will likely take the lead on this project. George M. also indicated that during the off-season some trails may need to be widened additionally in preparation for the larger tiller for the groomer. There has also been discussion of placement of a warming hut on the outer trails. Plans for construction are moving forward per Chris Oxford. Discussions with Inland Empire Paper need to be pursued in terms of placement of a temporary warming hut structure as well as whether a bathroom facility will be pursued in the decided upon location.

**Action Items:** **George M.** to contact IEP and coordinate with Chris Oxford about details of warming hut on IEP land.

#### **Nordic Kids Report:**

No formal report today. A NK coach's wrap up session is planned. Feedback will be reported back to the Board.

#### **Race Team Report:**

Succession planning for coaches was discussed at the last meeting, although there have not been follow-up discussions that Board members are aware of. Evaluation of coaches is planned, see below. A thank you note to the Board from Ian McCarthy was circulated (attachment #1)

**Action Items:** **John** to follow-up with coaches regarding succession planning.

#### **JNQ Accounting:**

Final accounting not yet completed, but preliminary numbers look favorable – if we receive full \$3500 from the City grant, estimated profit from the event approximately \$14,000. Some

discussion ensued regarding allocation of funds, “fluid silos” accompanied by an organization tax. These issues will be discussed further at the Retreat.

### **Marketing Report:**

No formal marketing report today, those in attendance felt that a discussion of marketing efforts will be more informative following the Board retreat.

### **Board Retreat:**

The Board retreat will address several important issues including the following: Present/Future business model, sustainability of chosen business model, strategic plan for the next several years, expansion of the Selkirk Lodge, SNSA organizational structure to include Ski School, NK, Racing team. In terms of planning there was some discussion about differing philosophies regarding Lodge expansion, specifically meeting the needs of current skiers versus attracting new skiers. In this context the desirability of concessions and rentals were briefly discussed. The potential for an IEP sponsored lodge at Tripps Knob was also mentioned and the fact that it would be helpful to obtain more information about these plans. These issues will be triaged and discussed at the retreat planned tentatively for 5/11/2013. Tom has agreed to help facilitate this meeting as he did last year.

**Action Items: Board retreat is tentatively scheduled for 5/11/2013, although John will send out a “Google Calendar Request” to determine Board member availability.**

**John and Tom** in conjunction with **Brad** are to collaborate in setting the agenda for this retreat.

### **Inland Northwest Trails Council Event**

This event took place 3/21/2013 at Mountain Gear. Ann was present and made a brief presentation on behalf of SNSA. She expressed the fact that this was fruitful in terms of interacting with others outdoor enthusiasts with whom there may be opportunities for future collaboration/synergy. While there, Ann polled the audience and found that approximately 50% of those in attendance had Nordic skied at Mt Spokane. It is unclear how many of these skiers are SNSA members.

### **Thank you notes from Board to Members:**

John has written numerous thank you notes to donors. A special thank you will be provided to Nathan, our new groomer operator. He will be given a SNSA hat and a certificate for his kids to participate in NK courtesy of the Board. Other thank you notes to go out include those for John & Kathy Hatcher as well as Tim Ray. John will complete these.

**Action Items: Brad** to get hat to **John** to give to Nathan. **John** will complete thank you notes to Nathan (including hat and NK complementary certificate for kids), the Hatchers and Tim Ray.

### **Brad's Title and Funding:**

Brad's title has been changed to “Membership and Marketing Director”. The Board was reminded that when initially hired, the idea was that there would be a \$5000 maximum per year. Each year since Brad has been with the organization his hours/payment have exceeded this amount have been exceeded with prior Board approval. Discussion of increasing hours will be deferred until after the Board retreat.

## **New Business:**

### **Review / Evaluation of Hired Positions:**

End of season review for SNSA hired positions is upon us. Current hired positions include: Brad Thiessen (Membership Coordinator), Race Team Coaches (George Bryant, Matt Halloran), Transition Team Coaches (Jud Ford, Jeannie Nelson). There was some discussion of whether the coaches for the adult ski school should be included in this group of “hired” positions. Ann mentioned that Lisa had already provided some feedback to these coaches, although it was mentioned that it would be appropriate to have evaluations stored in a single repository for future reference. Also discussed was criteria by which hired positions will be evaluated, suggestions included the inclusion of objective as well as subjective data, survey of end-users and a self-evaluation. Our goal should be to have a matrix determined ahead of time and shared with the person being evaluated ahead of time so expectations are clearly stated. Defining these expectations may also help in terms of succession planning for these hired positions. Given that these reviews need to occur in the very near future, it is likely that a clear matrix will not be available for current reviews but an effort will be made to develop these tools. In the meantime, surveys similar to those that have been utilized in the past will be used to inform these upcoming reviews.

**Action Items:** Evaluation Committee comprised of **Tom, Kate and Darryl** will work together to coordinate reviews and develop new tools. **John** will provide last year’s survey to the Evaluation committee for review in order to get this process moving forward.

### **Building Request from Ski Patrol:**

Nancy Westbrook from the ski patrol has asked us to consider a separate temporary building for ski patrol in the interim before Selkirk Lodge expansion occurs. She feels that the space dedicated to Ski Patrol is too small and is unable to provide adequate privacy. She has circulated information regarding a temporary building. Reports from the Ski Patrol in general have indicated that they are not going to take the lead in advocating for this building. After discussion, it was decided that the SNSA Board would similarly not take the lead in advocating for this temporary structure. Expansion for Ski Patrol will however, be taken into account as the working group convenes to consider Selkirk Lodge expansion. There appear to be increased requests of ski patrol to find skiers who have lost their way on the trails. While these snowmobile “rescues” may be necessary, the Board thought that they could be largely addressed (although not entirely eliminated) through increased skier education and better signage. Other things to be considered are the traffic pattern through the ski patrol area as well as better/larger snowmobile port as well as storage capacity for NK supplies. These items will be taken into account by the work group looking into Selkirk Lodge expansion.

**Action Items:** **John** to communicate to Nancy the position of the SNSA board as outlined above.

### **Off Season Scheduling:**

Board members in attendance thought it was important to continue meeting throughout the summer, including a one day retreat in order to continue momentum for growth.

Off-season trail maintenance was discussed – in terms of advanced notice of scheduled days and organization of tasks to be accomplished each day. Brian Hawkins will be heading this up.

There was discussion of whether we had the tools we needed to accomplish trail maintenance in



a relatively efficient manner; items that were specifically mentioned include a heavy duty brush cutter, pole trimmer/chain saws. The WRAC may be willing to pay for some of this, although they will likely be hesitant to buy heavy duty machinery that will be complicated by storage and maintenance needs. George M. will coordinate with Brian Hawkins regarding current inventory of trail maintenance tools and decide what is needed and what might be amenable to a WRAC proposal.

**Action Items: Board Retreat tentatively planned for May 11, 2013.**

**Monthly meetings to continue 2<sup>nd</sup> Monday evening of the month through the off-season.**

**George M. and Brian Hawkins** to inventory trail maintenance equipment and **George** will bring forward a proposal to the board and the WRAC about equipment needs.

Respectfully Submitted,

Darryl Poytk

**Attachment #1:**

Dear Spokane Nordic Board Members,

Thank you for supporting me in my endeavor to travel to Fairbanks, Alaska. I knew that when I was there it could have been a once in a lifetime experience and I tried to enjoy every part of it. After all, it is not every day that you get to see a line of magnificent green shimmering northern lights.

For ten days I was able to enjoy the squeaky cold snow and know that I was competing at a national level. I had worked hard to make it to Alaska this year and to do my best and it was very gratifying to be there. Even though I may have not been quite where I wanted to be in the races I learned a colossal amount. I learned about racing from my successes and mistakes at Junior Nationals more than I ever have before. Also because I was there in Alaska, I was able to see some of the best skiers in the nation and beyond (the Norwegians won some of the races). All of this competition is what will make me become a better skier.

This trip was very successful and I hope that after an exciting and rigorous year of training I will be able to make it to Vermont with some of my teammates from Spokane. I think that this donation is a great gift that will hopefully allow many other skiers to follow their goals and make it to Junior Nationals in the future.

Thanks for your help,  
Ian McCarthy

**Spokane Nordic Ski Association  
Board of Directors Meeting  
June 10, 2013**

**Present:** John McCarthy, Chris Oxford, Ann Torigoe-Hawkins, Kate Burns, Darryl Potyk, Tom Schaaf, Alison Liaboe, George Momany, Lisa Sunderman, Mike Powers, Brad Thiessen

**Not Present:** Julie Goltz

**Notes:** 1) Next meeting scheduled for July 8, 2013.  
2) No Board Meeting Took Place in May –  
Retreat was held, summary available (below/website/Attachment #2)

**Old Business:**

**Board Composition and Terms:**

The Board Officer positions are up for renewal. The current slate of officers includes the following: John McCarthy - President, Lisa Sunderman - Vice-President, Kate Burns – Treasurer, Darryl Potyk – Secretary. All are willing to serve another year, through April 2014. This slate of officers was approved. There was discussion included asking other Board members to consider an officer position in the coming year as a major transition is planned at that time. Anyone interested should contact the nominating committee which consists of John, Lisa and Tom. Further discussion took place regarding George Momany who will be leaving the board effective 6/30/2013. George says he is willing to represent SNSA at the WRAC meeting in July but then will remain involved although not formally part of the board. With George leaving, there will be a vacancy on the board.

**Action Items:** Board members to consider officer positions for next year, plan to have officer election done in April 2014 which means candidates identified by March 2014 at the latest. Board members were also asked to consider potential names to fill the opening on the Board beginning next month.

**WRAC Meeting Requests:**

SNSA has 3 specific proposals going forward to the WRAC this summer, each with a monetary request. The first is an ask for an additional \$1000 to pay Inland Empire Paper for the use of the trails that cross their land. The WRAC has been contributing \$1000 to date and we are asking for a total of \$2000 in order to make a shortfall from IEP's perspective from loss of payment from the snowmobile community. Also requested will be funds for better signage and a separate proposal for funds for trail maintenance equipment. The previously discussed "Skier Educational Curriculum Proposal" is not moving forward at this time.

The WRAC meeting is taking place July 26 & 27 in Wenatchee. George Momany and Trond Liaboe are planning to attend. In terms of succession planning, George Momany is planning to phase out from the WRAC and Trond has indicated he would like to be engaged in this committee. The committee is a state committee so there is a separate process by which these appointments are filled. Once we know what that process is, SNSA will write a letter to support Trond's formal appointment on this committee.

**Action Items:** **George Momany & Trond Liaboe** will attend the WRAC meeting 7/26-27 in Wenatchee, and will report back to the Board in August. Since we have funding proposal before the committee, others who are able to attend are encouraged to do so. **George Momany** to inform John when he formally steps down from this committee and then **John** will write a letter from SNSA in support of Trond's appointment to the Committee. See below regarding follow up upon development of ski school curriculum.

#### **Volunteer Hours:**

The Board recently gathered estimated volunteer hours to help support our proposals from the WRAC. It was agreed that this should be a more formal and ongoing process, as capturing volunteer hours may be helpful in other arenas. The lead person from each of SNSA's various areas will be responsible for keeping track of volunteer hours. This should be a standing agenda item for each meeting. Internal areas to capture volunteer hours include: SNSA Board, Nordic Kids, Adult Lesson Program, JNQ, WRAC, Trails Committee & Maintenance, Hatcher Event. External volunteer hours that should be captured include Nordic Ski Patrol and Parks and Recreation volunteer activities. Everyone was reminded that travel to and from each volunteer activity can and should be counted as well.

**Action Items:** **Brad** to identify the lead person for each of the areas above and to develop a reporting form to capture volunteer hours regularly. **John** to ensure that this is a standing agenda item at each SNSA Board meeting.

#### **Race Team – Coach Succession Planning:**

John has spoken with each of 3 team coaches regarding their plans for the future. All have affirmed that they are planning to continue in their current roles for the next 2 years. George Bryant indicated that he was planning on continuing for the next two to three years. Matt Halloran is planning for 2 years, while Jud Ford from the Transition Team is planning to continue for the next 4 years.

**Action Items:** Coaches contracts and pay need to be addressed prior to the fall - **John**

#### **Race Team – JNQ / Event Update:**

SNSA was not granted a JNQ race this year – this was not a commentary on the races here the last two years, but rather a sense of sharing races with clubs around the region. Races this year will be in Bend, Leavenworth and Snoqualamie.

Discussion took place regarding whether SNSA should host a race anyway. Consensus was that there were not enough elite racers to host a JNQ type event locally. It was noted that the Selkirk Series is likely not happening this year. To date it appears that the parties have agreed to share calendars in order to avoid conflicts with events, but the formal racing series is not likely to occur. Several thoughts were incorporated into discussion – we should partner with Langlauf more closely, if we are going to do an event we should focus on the general membership rather than a select few. There was some enthusiasm for doing some sort of a “Loppet” event – perhaps building on the existing John Hatcher event. The suggestion was made to perhaps hold this event on the same day as the NK Olympics in order to have a Nordic Ski Festival up on the mountain. The existing JNQ committee may have too narrow of a focus and will need to be reconfigured to take on this new event.

**Action Items:** **John** to convene a group to serve as an organizing committee for this event.

### **Ski School / NK Instructor Certification:**

Lisa informed the group that annual dues for ski instructors through PSIA were due by 6/30/2013. The current fee is \$110 per instructor. There are currently 8 certified instructors for the adult ski school. Lisa informed the Board that the adult ski school paid instructors a nominal amount and that the ski school provided \$500 net positive revenue to SNSA. She noted that there was advantage to SNSA in having certified instructors and that there was additional advantage to individual instructors in terms of discounted gear. The Board approved funding for 8 adult ski school instructors.

Discussion took place regarding the value of having NK instructors being certified and how many certified instructors NK should have. Last year there were 9 NK instructors who were formally certified for whom SNSA paid the certification fee. It is unclear how many NK instructors attended the training session who did not become formally certified. Similarly, a “train-the-trainer” model was to have been enacted by those attending the course although the degree of follow-through is unclear. For these reasons the number of certified trainers versus those who attend the instructor’s course without becoming formally certified is not currently known. Chris will discuss this with last year’s instructors as well as Lisa. Chris will make a proposal regarding the number of certified NK instructors he believes will benefit the program and that SNSA should support. The issue of NK instruction is tied closely to the development of a curriculum with defined progression of skills, John will follow up with Jud with regards to where we are with the development of the curriculum.

**Action Items:** The Board approved funds for certification of 8 instructors for adult lessons program. Fees to be paid before 6/30/2013 in order to avoid late fees – **Lisa/Kate**. **Chris** to determine appropriate number of NK instructors to be certified – **Chris** will contact the Board via e-mail in hopes that approval can be obtained before late fees become applicable. **John** to speak with Jud Ford regarding status of skiing curriculum.

### **Marketing Report:**

A board survey has been sent out, but insufficient number of responses to date to report tonight. This will be resent and all Board members are encouraged to submit responses.

Events Plan – see attachment #1

**1) Langlauf Run.** Plans for a Langlauf run on August 24<sup>th</sup> (possibly the 25<sup>th</sup>) were distributed including dates, business plan etc. Several logistical issues were discussed including the discussing using the name “Langlauf” with the Langlauf committee, obtaining approval from Steve Christiansen. At the meeting, there was discussion of moving ahead, but very shortly after the meeting the Board received communication from the Langlauf committee with some questions about this event, particularly its close proximity to the Moose Run which was founded by Nordic Ski folks and then resurrected by the EWU Physical Therapy program. There is ongoing discussion of if/how to proceed given the input from the Langlauf Association – In the event that things move forward, Brad had agreed to head this up, both Alison and Ann agreed to help out, Tom agreed to check his availability regarding timing and there was some discussion about food although no definite lead person was identified for this role.

**Action Items:** Brad, Alison and Ann will determine how and whether to proceed with this event this year. A decision in the near future is desired because of the short lead time. Timing (Tom) and food will need to be clarified if this moves forward. John will seek approval from Steve Christiansen if this moves forward.

1) Hut Drag – October 12 or 17. Chris has volunteered to build a hut that will be placed out at one of the outer junctions on IEP land. Discussion centered around perhaps making this part of one of the Trail Maintenance days and making it a low key member celebration. Chris is taking the lead on this.

**Action Items:** Chris to decide upon a date, coordinate with Trail Maintenance Days (Brian Hawkins) and check with IEP to ensure no issues with placement of temporary hut.

1) Snowball sometime in November. The initial proposal included a low key gathering at someone's home with food being provided in a potluck fashion. The membership as a whole would be invited to participate. The pros and cons of having this at someone's home were discussed and other venues were considered – perhaps even doing it up at the Selkirk Lodge or perhaps at Camp Caro (indoor facility) at the Dishman Hills area. There was some enthusiasm about doing it on the mountain, perhaps early in December once it has snowed, although it was acknowledged that December is terribly busy. Pros and cons of whether to do this before or after the snow arrives was discussed with no conclusion reached. There was also discussion about the possibility of combining this event with the Hut Drag discussed above. Other ideas included providing free food to members or to those who wore their Spokane Nordic ski hat. Ann agreed to take the lead on this event.

**Action Items:** Ann to work with Brad on some sort of membership gathering in the fall/early winter. Discussions can take place via e-mail prior to a formal report at the next Board meeting.

1) On snow events – SNSA will partner to help with Langlauf and Souper Bowl. As discussed above, there will not be a JNQ race this year, but perhaps a Loppet. Again there was discussion about holding the Loppet on the same day and in conjunction with NK Olympics. Refer to discussion above.

1) Moonlight ski – it was decided to promote this as an informal event via e-mail and word of mouth.

**Action Item:** Brad to craft an e-mail message and send out to membership.

Demographic Report: Brad reported that analysis of member zip codes revealed that > 60% of SNSA members live on the South Hill or in Southwest region of Spokane. The Board was asked to reflect upon this and to consider what to do with this information – do we build upon the market we already have or do we seek to penetrate a new market. It was noted that the former is easier than the latter.

**Action Items:** No action necessary other than Board reflection/contemplation.

**Review of Hired Positions:**

Positions to be reviewed include Brad and the three primary coaches. John is to review Brad, and this still needs to be done. Tom and Darryl proposed a short survey for both ski team members and parents regarding coach's performance. This survey does not include numerical scores but rather asks for narrative input – 2 things coaches do well, 2 things coaches could improve, 2 things they like about the ski team and 2 things they would like to see changed about the ski team. This survey will be done through Survey Monkey in order to assure skiers/parents of anonymity.

**Action Items:** **John** to review Brad. **Tom and Darryl** to get final draft of questions to Brad to get them posted on Survey Monkey, once posted an e-mail will be sent to ski team members and parents asking for responses.

### **Chimney Sweep at Selkirk Lodge/Guards around stoves at both Selkirk Lodge and Nova Hut:**

No update on these issues. John will check with Steve Christiansen – Chimney sweep should occur prior to winter.

**Action Item:** **John** to contact Steve Christensen to determine what is currently planned.

### **New Business:**

**Retreat follow-up:** See Attachment #2 for summary. All felt that the retreat was useful and productive. It was noted that not everything that was set out at the beginning of the day was accomplished. It was a good opportunity to discuss the future direction of the organization, although little there were few specifics to be enacted as a result of the retreat.

**Action Items:** None, informational.

### **Board Composition/Succession planning:**

George Momany informed the group that he was planning on transitioning off of the board within the next month and that he wanted to be sure that there was sufficient follow-up on the many things he has been involved with. In addition to the WRAC discussed above, the following opportunities were brought up:

*Friends of Mt Spokane:* This committee is headed up by Chris Curri and it is supposed to represent all of the user groups who are up on the mountain. George says the group meets intermittently with the next planned meeting being in September or October. Preliminary interest was expressed by Mike Powers and Chris thought his wife, Dana Oxford might be interested as well.

*Grooming Committee:* Chris has been involved with the Grooming Committee recently and he would like to remain involved however he is feeling that he has already committed to NK's and is not ready to take on both tasks. He says he would actually prefer the Grooming Committee if another lead could be identified for NK. (Nathan Caproni has also been involved

and is a potential lead for this committee) John suggested that a NK Leader “job description” was produced and to advertise for as an opportunity among NK parents. Alison Liaboe said she might be interested. Alison and Chris will discuss this further.

*Snowmobile maintenance:* SNSA holds the title to the snowmobile but the state is responsible for doing maintenance. George has the title in his safe deposit box and he says that someone needs to keep track of the maintenance issues as it is not a high priority for the ranger staff. George also has information about who is authorized to drive the snowmobile and what the training consists of to be able to drive the machine.

John suggested that we could further engage membership by having others besides board members could become involved in these areas and could make regularly scheduled reports to the board.

**Action Items:** **George Momany** to get the paperwork/documentation regarding these committees as well as the title for the snowmobile to **John**. **John** will ensure safekeeping and appropriate access to these documents.

### **Items not on the Agenda:**

#### **SNSA community relations:**

Brad relayed a conversation he had with a member of the Mountaineers. The person he was speaking with provided feedback on how SNSA is viewed. This person felt that SNSA was an insular organization and that we had not done much to reach out and work with the Mountaineers. Board members were somewhat surprised by this feedback and comments in response included the fact that we had invited Dennis Cowley from the Mountaineers to attend one of our board meetings to discuss ways we could work together. Dennis was represented to the SNSA board as the Mountaineer’s winter activity coordinator. Further, representatives from the Mountaineers had been asked to become involved in the Selkirk Lodge planning committee. Lisa had spoken with Dennis about ways to increase synergy and work together on adult lessons. Brian Hawkins has e-mailed Dennis about upcoming trail maintenance days, but he has not heard back. It was noted that there is somewhat of a divide in that SNSA does many activities with kids/families and to take part in most Mountaineer activities one has to be 16 y/o or older. This issue was seen as a breakdown in communication and the Board felt like we needed to be more proactive and visible in ways we reach out to groups in the community.

**Action Items:** **John** will invite the Mountaineers President/Vice President to attend a future board meeting. (darryl’s note – should they be offered a voting/nonvoting position on our Board?)

#### **Selkirk Lodge/Nova Hut Maintenance:**

Alison relayed a brief conversation she had with Steve Christiansen recently. He mentioned that both the Selkirk Lodge and Nova Hut were in need of painting and chinking between logs. This was a brief conversation so the extent and scope of the work to be done is unclear.

**Action Item:** **John** to discuss this with Steve. Will see what needs to be done, whether this is a State maintenance issue or whether we should be trying to organize volunteers to move forward.

#### **Selkirk Lodge Research and Advisory Committee (SLRAC):**

Chris is the lead person on this project; he is trying to be very inclusive to get input from all stakeholders. Currently the lodge is a “winter lodge” according to the state, but it is unclear

whether this might be converted to a year round facility. The process is moving forward and the hope is that a Final Report can be made to the Board and that we might be ready to move ahead as soon as May 2014.

**Action Items:** None, Informational

Respectfully Submitted,

Darryl Potyk



## **Attachment #1:**

### **Spokane Nordic Events Plan 2013-14**

Late August

- ▲ Langlauf run

October 12 or 17

- ▲ Hut Drag and Barbecue
  - ▲ Make part of Trail Days
  - ▲ Membership celebration, low key

November

- ▲ Snowball
  - ▲ pot-luck in a home
  - ▲ invite NK parents, adult lesson participants

December 31

- ▲ Moonlight ski / juice and cheese

Feb

- ▲ Souper Bowl
- ▲ Langlauf
- ▲ Feb 22: JNQ

March 2

- ▲ Selkirk Challenge Loppett, NK Olympics and Winter Festival
- ▲ or is this too late for NK Olympics?
- ▲ food celebration (potluck, SNSA-sponsored barbecue, or...)

### **Options Not Recommended**

September or October

- ▲ Langlauf Cycle Race
- ▲ Rationale: do not have capacity to host 2 summer / fall race events

November

- ▲ No-Li fundraiser 'banquet'
- ▲ Rationale: concerns of low return on time/energy investment

Thursday evening skis

- ▲ recommend offering to promote Mountaineers' thursday night skis
- ▲ rationale: low interest among members and board members last season

### **Notes on Selkirk Challenge Loppett**

- ▲ need separate organizing committee from JNQ
- ▲ to keep it manageable, it must stay relatively low-key, at the scope of the 2013 event

### **Langlauf Run Plan**

Date: Saturday August 24, 2013 (or Sunday August 25?)

Location: Mt. Spokane Cross-Country Ski Park

Course: Langlauf 10k

Hosting Org: Spokane Nordic Ski Association

Goals:

- ^ Fundraising
- ^ Community Exposure
- ^ Skier community building
- ^ Grow Langlauf ski race

Cost:

- ^ \$20, with shirt
- ^ no non-shirt option

Timing: Tom Schaaf

Registration: Via SN Website / check mailed in

Sponsorship:

- ^ each board member recruits 1 sponsor -- focus on S. Hill
- ^ 62% of members are S. Hill (extrapolate same for general skiers)
- ^ Brad recruits 4 or 5

Promotion

- ^ Langlauf racers from past 3 years
- ^ SNSA Members and contacts
- ^ Facebook
- ^ Race Rag
- ^ Local shops - REI, FitFan, Mtn Gear, Runners World, Fleet Feet
- ^ Fliers handed out at races, Flying Irish, Manito Run group, Cycle club (Matt H.)
  - ^ 1 event/board member

## People

- ^ Coordinator = Brad
- ^ planning team: 4
- ^ Brad - overall coordinator
- ^ Ann
- ^ Volunteer Coordinator
- ^ 1 more volunteer planner
- ^ Race Day volunteers: 20 people
- ^ Course setup: 3
- ^ Registration table: 4
- ^ Timing and announcing: 2
- ^ Race Marshals: 6
- ^ Water stops: 2
- ^ Parking: 2

## Optional: Barbecue afterward

- ^ burgers, chips, pop
- ^ \$3 per person
- ^ 3 volunteers to buy food, do the barbecuing

**Attachment #2:**

**Spokane Nordic Board Retreat**

May 11, 2013

**Agenda**

- |       |                                  |
|-------|----------------------------------|
| 9-930 | Introductions                    |
|       | Review agenda                    |
|       | Review Mission statement         |
| 930   | Growing the skier base           |
|       | -Users                           |
|       | -Members                         |
| 1015  | Skier experience                 |
|       | -Lodge (brief update from Chris) |
|       | -Trails                          |
|       | -Events                          |
|       | -School                          |
| 1130  | Ride and Reflect                 |
| 1230  | Financial Viability              |
|       | -Current revenues                |
|       | -Expenses                        |
|       | -Opportunities                   |
| 130   | Workplan                         |
|       | -Division of labor               |
|       | -Timeframes                      |
| 230   | Reflect on day                   |
| 300   | Adjourn                          |

**Mission Statement**

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

**Fears for the future**

- Community not engaged
- We don't live up to our potential
- Various Mt. Spokane user groups continue to act independently
- Burnout of volunteers
- Insufficient revenue
- Membership doesn't grow
- Not planning for growth
- Steve C. transition

**Hopes for day**

- plan to create budget
- workplan to allow planning of budget
- calendar of events
- strategy to engage members and users
- business plan
- board functioning - committee structure?
- evolution of SNSA
- transformation of SNSA

## **PART 1: GROW THE SKIER BASE**

### **Ways to increase users**

- improved facilities and trails
- lessons
- State Park as snow park
- PR / marketing
- events
- partner with REI / Mtn Gear / FitFan
- cycling community

### **Ways to increase members**

- coordinated ask at beginning of year
- greeters / signage
- video
- refine our message

\*board and members need talking points

- 3 points

## **PART 2: SKIER EXPERIENCE**

### **Lodge**

- planning early in process
- timeframe open (18 months?)
- ski rentals
- food

### **Trails**

- outer limits - 6 miles
- what do we need - signage, education

### **Events**

- Langlauf, JNQ, Selkirk Challenge
- Souper Bowl
- summer (Langlauf) run / cycle
- snowball -- make it a unique annual event

### **School**

- 200 lessons, >60 people
- liked getting to know the leaders on the hill
- certification was good, continue
- got money to Spokane Nordic
- instructors get to know each other
- promotion worked
- need lesson plans, skills list
- NK - curriculum / rangers program / post-NK non-competitive
  - 2-day or 2 sets on Saturday
  - beyond 99203
  - paid coordinator
- Race Team
  - going well
  - Van - need budget for it
- Transition Team
  - more assistance needed?
  - helper?
- Long-term multi-use trails

## **PART 3: FINANCIAL VIABILITY**

### **Current Revenue**

Revenue	18k
Donations	15.4 k
Race Team	16.3
Nordic Kids	6.9
Transition Team	5
Adult Lessons	3.8
Total	68k

### **Expenses**

- Marketing
- Coaches
- Signage

### **Future Expenses**

- Van
- Employees -- Transition Team coach, ski school coordinator
- trail signs
- new or improved lodge?
- main trailhead sign

### **Revenue Opportunities**

- increased membership fees
- increased NK costs
- ski school
- Fundraisers
  - Snowball
- capital campaigns - warming hut
- events
  - run / cycle race
  - Selkirk Challenge
  - warming hut celebration - Hut-Drag
- sponsorships
  - all marketing covered by sponsors
  - 'adopt a trail?'
- concessionaire



## **PART 4: WORKPLAN**

### **Initial list of work to accomplish this summer**

- Future of NK
- Event Planning
- Fundraising process
- Lodge Planning
- Adult Lessons
- Paid Personnel
- van planning
- sponsorships
- curriculum development

### **Summer 2013 working groups**

1. Ski school - June 15 - basic proposal and work plan
  - NK
  - adult
  - curriculum
  - Transition Team / Rangers

==> Lisa, Judd, Chris
  
2. Events - June 15

==> Ann and Brad
  
3. Marketing/Sponsorship/Fundraising - July 15

==> Marketing Committee (Ann, Darryl, Julie, Brad)
  
4. Lodge (facilities) planning - July 1 - Work plan

==> Chris and committee

## **PART 5: REFLECTION ON THE DAY**

### **What worked well**

- everyone speaks out - trust
- exercise (cycling)
- venue
- good balance of high-level and ground-level
- facilitator
- tangible output
- good time of year

### **What do better**

- didn't do 5 year plan
- didn't review last year's notes

**Spokane Nordic Ski Association  
Board of Directors Meeting  
June 10, 2013**

**Present:** John McCarthy, Chris Oxford, Ann Torigoe-Hawkins, Kate Burns, Darryl Potyk, Tom Schaaf, Alison Liaboe, George Momany, Lisa Sunderman, Mike Powers, Brad Thiessen

**Not Present:** Julie Goltz

**Notes:** 1) Next meeting scheduled for July 8, 2013.  
2) No Board Meeting Took Place in May –  
Retreat was held, summary available (below/website/Attachment #2)

**Old Business:**

**Board Composition and Terms:**

The Board Officer positions are up for renewal. The current slate of officers includes the following: John McCarthy - President, Lisa Sunderman - Vice-President, Kate Burns – Treasurer, Darryl Potyk – Secretary. All are willing to serve another year, through April 2014. This slate of officers was approved. There was discussion included asking other Board members to consider an officer position in the coming year as a major transition is planned at that time. Anyone interested should contact the nominating committee which consists of John, Lisa and Tom. Further discussion took place regarding George Momany who will be leaving the board effective 6/30/2013. George says he is willing to represent SNSA at the WRAC meeting in July but then will remain involved although not formally part of the board. With George leaving, there will be a vacancy on the board.

**Action Items:** Board members to consider officer positions for next year, plan to have officer election done in April 2014 which means candidates identified by March 2014 at the latest. Board members were also asked to consider potential names to fill the opening on the Board beginning next month.

**WRAC Meeting Requests:**

SNSA has 3 specific proposals going forward to the WRAC this summer, each with a monetary request. The first is an ask for an additional \$1000 to pay Inland Empire Paper for the use of the trails that cross their land. The WRAC has been contributing \$1000 to date and we are asking for a total of \$2000 in order to make a shortfall from IEP's perspective from loss of payment from the snowmobile community. Also requested will be funds for better signage and a separate proposal for funds for trail maintenance equipment. The previously discussed "Skier Educational Curriculum Proposal" is not moving forward at this time.

The WRAC meeting is taking place July 26 & 27 in Wenatchee. George Momany and Trond Liaboe are planning to attend. In terms of succession planning, George Momany is planning to phase out from the WRAC and Trond has indicated he would like to be engaged in this committee. The committee is a state committee so there is a separate process by which these appointments are filled. Once we know what that process is, SNSA will write a letter to support Trond's formal appointment on this committee.

**Action Items:** **George Momany & Trond Liaboe** will attend the WRAC meeting 7/26-27 in Wenatchee, and will report back to the Board in August. Since we have funding proposal before the committee, others who are able to attend are encouraged to do so. **George Momany** to inform John when he formally steps down from this committee and then **John** will write a letter from SNSA in support of Trond's appointment to the Committee. See below regarding follow up upon development of ski school curriculum.

#### **Volunteer Hours:**

The Board recently gathered estimated volunteer hours to help support our proposals from the WRAC. It was agreed that this should be a more formal and ongoing process, as capturing volunteer hours may be helpful in other arenas. The lead person from each of SNSA's various areas will be responsible for keeping track of volunteer hours. This should be a standing agenda item for each meeting. Internal areas to capture volunteer hours include: SNSA Board, Nordic Kids, Adult Lesson Program, JNQ, WRAC, Trails Committee & Maintenance, Hatcher Event. External volunteer hours that should be captured include Nordic Ski Patrol and Parks and Recreation volunteer activities. Everyone was reminded that travel to and from each volunteer activity can and should be counted as well.

**Action Items:** **Brad** to identify the lead person for each of the areas above and to develop a reporting form to capture volunteer hours regularly. **John** to ensure that this is a standing agenda item at each SNSA Board meeting.

#### **Race Team – Coach Succession Planning:**

John has spoken with each of 3 team coaches regarding their plans for the future. All have affirmed that they are planning to continue in their current roles for the next 2 years. George Bryant indicated that he was planning on continuing for the next two to three years. Matt Halloran is planning for 2 years, while Jud Ford from the Transition Team is planning to continue for the next 4 years.

**Action Items:** Coaches contracts and pay need to be addressed prior to the fall - **John**

#### **Race Team – JNQ / Event Update:**

SNSA was not granted a JNQ race this year – this was not a commentary on the races here the last two years, but rather a sense of sharing races with clubs around the region. Races this year will be in Bend, Leavenworth and Snoqualamie.

Discussion took place regarding whether SNSA should host a race anyway. Consensus was that there were not enough elite racers to host a JNQ type event locally. It was noted that the Selkirk Series is likely not happening this year. To date it appears that the parties have agreed to share calendars in order to avoid conflicts with events, but the formal racing series is not likely to occur. Several thoughts were incorporated into discussion – we should partner with Langlauf more closely, if we are going to do an event we should focus on the general membership rather than a select few. There was some enthusiasm for doing some sort of a “Loppet” event – perhaps building on the existing John Hatcher event. The suggestion was made to perhaps hold this event on the same day as the NK Olympics in order to have a Nordic Ski Festival up on the mountain. The existing JNQ committee may have too narrow of a focus and will need to be reconfigured to take on this new event.

**Action Items:** **John** to convene a group to serve as an organizing committee for this event.

### **Ski School / NK Instructor Certification:**

Lisa informed the group that annual dues for ski instructors through PSIA were due by 6/30/2013. The current fee is \$110 per instructor. There are currently 8 certified instructors for the adult ski school. Lisa informed the Board that the adult ski school paid instructors a nominal amount and that the ski school provided \$500 net positive revenue to SNSA. She noted that there was advantage to SNSA in having certified instructors and that there was additional advantage to individual instructors in terms of discounted gear. The Board approved funding for 8 adult ski school instructors.

Discussion took place regarding the value of having NK instructors being certified and how many certified instructors NK should have. Last year there were 9 NK instructors who were formally certified for whom SNSA paid the certification fee. It is unclear how many NK instructors attended the training session who did not become formally certified. Similarly, a “train-the-trainer” model was to have been enacted by those attending the course although the degree of follow-through is unclear. For these reasons the number of certified trainers versus those who attend the instructor’s course without becoming formally certified is not currently known. Chris will discuss this with last year’s instructors as well as Lisa. Chris will make a proposal regarding the number of certified NK instructors he believes will benefit the program and that SNSA should support. The issue of NK instruction is tied closely to the development of a curriculum with defined progression of skills, John will follow up with Jud with regards to where we are with the development of the curriculum.

**Action Items:** The Board approved funds for certification of 8 instructors for adult lessons program. Fees to be paid before 6/30/2013 in order to avoid late fees – **Lisa/Kate**. **Chris** to determine appropriate number of NK instructors to be certified – **Chris** will contact the Board via e-mail in hopes that approval can be obtained before late fees become applicable. **John** to speak with Jud Ford regarding status of skiing curriculum.

### **Marketing Report:**

A board survey has been sent out, but insufficient number of responses to date to report tonight. This will be resent and all Board members are encouraged to submit responses.

Events Plan – see attachment #1

**1** Langlauf Run. Plans for a Langlauf run on August 24<sup>th</sup> (possibly the 25<sup>th</sup>) were distributed including dates, business plan etc. Several logistical issues were discussed including the discussing using the name “Langlauf” with the Langlauf committee, obtaining approval from Steve Christiansen. At the meeting, there was discussion of moving ahead, but very shortly after the meeting the Board received communication from the Langlauf committee with some questions about this event, particularly its close proximity to the Moose Run which was founded by Nordic Ski folks and then resurrected by the EWU Physical Therapy program. There is ongoing discussion of if/how to proceed given the input from the Langlauf Association – In the event that things move forward, Brad had agreed to head this up, both Alison and Ann agreed to help out, Tom agreed to check his availability regarding timing and there was some discussion about food although no definite lead person was identified for this role.

**Action Items:** Brad, Alison and Ann will determine how and whether to proceed with this event this year. A decision in the near future is desired because of the short lead time. Timing (Tom) and food will need to be clarified if this moves forward. John will seek approval from Steve Christiansen if this moves forward.

1 Hut Drag – October 12 or 17. Chris has volunteered to build a hut that will be placed out at one of the outer junctions on IEP land. Discussion centered around perhaps making this part of one of the Trail Maintenance days and making it a low key member celebration. Chris is taking the lead on this.

**Action Items:** Chris to decide upon a date, coordinate with Trail Maintenance Days (Brian Hawkins) and check with IEP to ensure no issues with placement of temporary hut.

1 Snowball sometime in November. The initial proposal included a low key gathering at someone's home with food being provided in a potluck fashion. The membership as a whole would be invited to participate. The pros and cons of having this at someone's home were discussed and other venues were considered – perhaps even doing it up at the Selkirk Lodge or perhaps at Camp Caro (indoor facility) at the Dishman Hills area. There was some enthusiasm about doing it on the mountain, perhaps early in December once it has snowed, although it was acknowledged that December is terribly busy. Pros and cons of whether to do this before or after the snow arrives was discussed with no conclusion reached. There was also discussion about the possibility of combining this event with the Hut Drag discussed above. Other ideas included providing free food to members or to those who wore their Spokane Nordic ski hat. Ann agreed to take the lead on this event.

**Action Items:** Ann to work with Brad on some sort of membership gathering in the fall/early winter. Discussions can take place via e-mail prior to a formal report at the next Board meeting.

1 On snow events – SNSA will partner to help with Langlauf and Souper Bowl. As discussed above, there will not be a JNQ race this year, but perhaps a Loppet. Again there was discussion about holding the Loppet on the same day and in conjunction with NK Olympics. Refer to discussion above.

1 Moonlight ski – it was decided to promote this as an informal event via e-mail and word of mouth.

**Action Item:** Brad to craft an e-mail message and send out to membership.

Demographic Report: Brad reported that analysis of member zip codes revealed that > 60% of SNSA members live on the South Hill or in Southwest region of Spokane. The Board was asked to reflect upon this and to consider what to do with this information – do we build upon the market we already have or do we seek to penetrate a new market. It was noted that the former is easier than the latter.

**Action Items:** No action necessary other than Board reflection/contemplation.

**Review of Hired Positions:**

Positions to be reviewed include Brad and the three primary coaches. John is to review Brad, and this still needs to be done. Tom and Darryl proposed a short survey for both ski team members and parents regarding coach's performance. This survey does not include numerical scores but rather asks for narrative input – 2 things coaches do well, 2 things coaches could improve, 2 things they like about the ski team and 2 things they would like to see changed about the ski team. This survey will be done through Survey Monkey in order to assure skiers/parents of anonymity.

**Action Items:** **John** to review Brad. **Tom and Darryl** to get final draft of questions to Brad to get them posted on Survey Monkey, once posted an e-mail will be sent to ski team members and parents asking for responses.

### **Chimney Sweep at Selkirk Lodge/Guards around stoves at both Selkirk Lodge and Nova Hut:**

No update on these issues. John will check with Steve Christiansen – Chimney sweep should occur prior to winter.

**Action Item:** **John** to contact Steve Christensen to determine what is currently planned.

### **New Business:**

**Retreat follow-up:** See Attachment #2 for summary. All felt that the retreat was useful and productive. It was noted that not everything that was set out at the beginning of the day was accomplished. It was a good opportunity to discuss the future direction of the organization, although little there were few specifics to be enacted as a result of the retreat.

**Action Items:** None, informational.

### **Board Composition/Succession planning:**

George Momany informed the group that he was planning on transitioning off of the board within the next month and that he wanted to be sure that there was sufficient follow-up on the many things he has been involved with. In addition to the WRAC discussed above, the following opportunities were brought up:

*Friends of Mt Spokane:* This committee is headed up by Chris Curri and it is supposed to represent all of the user groups who are up on the mountain. George says the group meets intermittently with the next planned meeting being in September or October. Preliminary interest was expressed by Mike Powers and Chris thought his wife, Dana Oxford might be interested as well.

*Grooming Committee:* Chris has been involved with the Grooming Committee recently and he would like to remain involved however he is feeling that he has already committed to NK's and is not ready to take on both tasks. He says he would actually prefer the Grooming Committee if another lead could be identified for NK. (Nathan Caproni has also been involved and is a potential lead for this committee) John suggested that a NK Leader "job description" was produced and to advertise for as an opportunity among NK parents. Alison Liaboe said she might be interested. Alison and Chris will discuss this further.

*Snowmobile maintenance:* SNSA holds the title to the snowmobile but the state is responsible for doing maintenance. George has the title in his safe deposit box and he says that someone needs to keep track of the maintenance issues as it is not a high priority for the ranger

staff. George also has information about who is authorized to drive the snowmobile and what the training consists of to be able to drive the machine.

John suggested that we could further engage membership by having others besides board members could become involved in these areas and could make regularly scheduled reports to the board.

**Action Items:** **George Momany** to get the paperwork/documentation regarding these committees as well as the title for the snowmobile to **John**. **John** will ensure safekeeping and appropriate access to these documents.

### **Items not on the Agenda:**

#### **SNSA community relations:**

Brad relayed a conversation he had with a member of the Mountaineers. The person he was speaking with provided feedback on how SNSA is viewed. This person felt that SNSA was an insular organization and that we had not done much to reach out and work with the Mountaineers. Board members were somewhat surprised by this feedback and comments in response included the fact that we had invited Dennis Cowley from the Mountaineers to attend one of our board meetings to discuss ways we could work together. Dennis was represented to the SNSA board as the Mountaineer's winter activity coordinator. Further, representatives from the Mountaineers had been asked to become involved in the Selkirk Lodge planning committee. Lisa had spoken with Dennis about ways to increase synergy and work together on adult lessons. Brian Hawkins has e-mailed Dennis about upcoming trail maintenance days, but he has not heard back. It was noted that there is somewhat of a divide in that SNSA does many activities with kids/families and to take part in most Mountaineer activities one has to be 16 y/o or older. This issue was seen as a breakdown in communication and the Board felt like we needed to be more proactive and visible in ways we reach out to groups in the community.

**Action Items:** **John** will invite the Mountaineers President/Vice President to attend a future board meeting. (darryl's note – should they be offered a voting/nonvoting position on our Board?)

#### **Selkirk Lodge/Nova Hut Maintenance:**

Alison relayed a brief conversation she had with Steve Christiansen recently. He mentioned that both the Selkirk Lodge and Nova Hut were in need of painting and chinking between logs. This was a brief conversation so the extent and scope of the work to be done is unclear.

**Action Item:** **John** to discuss this with Steve. Will see what needs to be done, whether this is a State maintenance issue or whether we should be trying to organize volunteers to move forward.

#### **Selkirk Lodge Research and Advisory Committee (SLRAC):**

Chris is the lead person on this project; he is trying to be very inclusive to get input from all stakeholders. Currently the lodge is a "winter lodge" according to the state, but it is unclear whether this might be converted to a year round facility. The process is moving forward and the hope is that a Final Report can be made to the Board and that we might be ready to move ahead as soon as May 2014.

**Action Items:** None, Informational

Respectfully Submitted,

Darryl Potyk



## Spokane Nordic Ski Association Board of Directors Meeting

**August 5, 2013**

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

**Not Present:** Mike Powers, Julie Goltz, Kate Burns

**Next Meeting:** September 9, 2013

### Old Business:

**Board Composition:** George Momany recently left the board after many years of service leaving a vacancy to be filled. Several names were discussed as potential board members, these included Lou Slak, Virginia DeLeon, Teri Tucker, Caroline Woodwell and Dennis Cowley. After some discussion, the last two individual seemed to be the favored candidates. Their level of interest is unknown. Chris will have an informal discussion with Caroline and Ann will have a similar discussion with Dennis. John suggested that an on line discussion occur after their level of interest is determined so that we can move forward in getting a full complement of board members. Jud Ford, in addition to George Momany recently left the board after years of service. The board would like to recognize them both with a token of appreciation. A gift certificate for dinner for \$100 dollars was decided upon. Alison agreed to obtain these and to mail them with cards circulated tonight.

**Action Items:** **Chris** to contact Caroline Woodwell to determine level of interest, **Ann** to do same with Dennis Cowley; online discussion to follow. **Alison** to obtain gift certificates and mail to Jud and George.

**WRAC Update:** The recent WRAC meeting was attended by Lisa, George Momany, Trond Liaboe and Steve C. Lisa had a well organized, strategic power point presentation that included all of the “asks” from the Spokane area. Having representatives from the user group making this presentation was well received and produced great results. A prior e-mail was distributed summarizing funding results. See attachment #1 and discussion below regarding trail maintenance equipment.

**Informational, No Action Necessary**

**Volunteer Hours:** As discussed at prior board meetings this will be a standing agenda item at all board meetings to try to capture volunteer hours. Note, Board meeting hours will not be tallied here, but can be determined from number of meetings and attendance through these minutes. The reported totals are as follows:

WRAC: Lisa 16 hours, Trond 16 hours

Selkirk Lodge Research Advisory Committee: 10 hours since last meeting

Selkirk Lodge and Trails Maintenance (hours to be obtained from Chris/Brian)

**Action Item:** **Chris/Brian** to report to Brad the number of hours for trails and lodge maintenance.

**Budget:** Our new fiscal year has begun and we need to create a budget. In preparation for this, Kate will get Lisa the Profit/Loss statement for the year and a tentative budget will be created and reviewed at the next board meeting.

**Action Item:** Kate to get Profit/Loss statement to Lisa, Lisa will review last year’s budget and create a budget to be reviewed, approved at the next board meeting.

**Coaches Review:** Survey has been sent to all ski team and transition team athletes as well as their parents through Survey Monkey. There has been a paucity of responses, a second request was recently

sent. Constructive criticism will be helpful when we begin the process of deciding upon contracts and pay for coaches. Thus far current coaches have committed to continue in their present roles. Succession planning was discussed; Paul Fawcett's name was mentioned since his kids are on the team. He will help out as able but will not be an official coach.

**Action Item:** Encourage athletes and parents who have not filled out survey to do so.

**Brad Review:** Needs to be done as part of the review of all paid positions within the organization. John will send out survey and based upon results give feedback to Brad.

**Action Item:** **John** to send out survey regarding Brad's performance.

**Winter Event:** It was noted that the board had previously discussed a running event at the mountain but enthusiasm fizzled. Further discussion took place regarding whether we wanted to host some sort of race or loppett style event this winter since we will not be hosting a JNQ. The Hatcher Challenge was discussed as was another (less well defined) recreational event. Also discussed was the potential for a ski festival to be held in conjunction with the Nordic Kids Olympics. The degree to which SNSA will be involved in Langlauf remains to be determined. It was decided that a work group should be formed to define our involvement with Langlauf as well as exploring another event. Volunteers for this work group included Brad and Alison. Brad will also approach Julie and Mike to see if they are interested in participating in this event.

**Action Item:** Initial work group consisting of **Brad and Alison** will a) approach **Mike and Julie** to see if they are interested in participating, b) contact Langlauf to determine SNSA involvement this year and moving forward, c) report back to the board next month on recommendation for an event (or not) this winter.

**Lesson Program:** Lisa reported that Jud Ford and Lael Hinds are very interested in working on a ski school curriculum. The goal is to develop benchmark skills to be attained before moving to the next level of lessons. Also included will be competency in a defined skill set prior to joining the Transition Team. Chris Oxford also expressed an interest in this project and he mentioned that Frank Burns and Gretchen Rose Wolf might also be interested. Mike Burns has expressed an interest in engaging the Ski Patrol in the new Ranger Program to be launched this year.

**Action Item:** Lisa to contact Jud and Lael as well as above mentioned interested parties to determine how best to proceed and report on progress at next meeting.

**Marketing Report:** In progress, nothing to report now but will report at next month's meeting. It was decided that marketing can proceed without specific dates for NK's and adult lessons. A flyer can be circulated announcing/promoting these programs and referring interested parties to the SNSA website for more specific information as it becomes available.

**Informational; No Action Necessary**

**Snow Machine Title:** George Momany still has the title to the Snow Machine. John will obtain this from George. It is believed that the title belongs to SNSEF, and John will determine what if anything needs to be done to avoid future confusion since the organization has changed its name to SNSA.

**Action Item:** **John** to obtain title from George Momany and determine whether anything needs to be done as a result of the organization's name change.

**Selkirk Lodge Chimney Sweep/Maintenance:** This item has been on our "to do" list for quite some time as it may be becoming a safety hazard. Steve Christensen has stated that he will take care of this. Chris said that he will be obtaining the appropriate equipment for his home and offered to do the job at the lodge.

**Action Item:** **John** to inquire chimney sweep with Steve, let him know we may have a back up plan.

## New Business:

**Annie Pokorny Funding Request:** Annie Pokorny, a SNSA race team alumnus has announced plans to race professionally this coming year with a team in Vermont. She has sent a request for monetary support of this endeavor. We will definitely provide moral support, and the board pledged to donate \$1000 to her fund. SNSA can define a restricted fund and serve as a conduit so that donors can donate through SNSA and take advantage of our tax exempt status. There was some discussion of how to structure this as a win-win situation both for Annie and for SNSA. Lisa suggested that when Annie is in town she could teach a ski school session as well as helping out with the race team. In addition, she could write pieces for the newsletter (or we could modify what she has on her blog with her permission) and she might even be able to be a featured speaker at some sort of fund raising event. We could also contact Rich Landers who could write a story about Annie and SNSA.

**Action Item:** Board Ok'd a \$1000 donation to Annie's fund. Instead of having different individuals contacting Annie about different activities while she is trying to train, **John** will serve as the point person to communicate with her and he will delegate tasks as appropriate.

**Selkirk Lodge Maintenance:** Brian Hawkins has been doing a great job of coordinating trails days and most recently lodge maintenance projects. Lodge maintenance has included caulking the exterior of the building which needs to be followed by exterior painting. Who is the lead on this, SNSA or MSSP has been unclear. It is SNSA's position that the maintenance of the lodge is MSSP's responsibility, but that as the primary user of the lodge we are willing to help out. Brian has had out of pocket expenses for which he has not been reimbursed.

**Action Item:** John to talk with Steve Christensen about lodge maintenance to clarify understanding of roles. Ann will encourage Brian to submit receipts for out of pocket expenses to date.

**Trails Maintenance Equipment:** Requested equipment for trails maintenance is the one item not funded by the WRAC. This equipment is of increasing importance as the trail system is expanding necessitating better efficiencies. One item thought to be essential is/are brush cutters to clear the side of the trails. The board unanimously approved up to \$2500 for durable equipment to be used for trail maintenance. Brian Hawkins will purchase equipment up to this amount, submit receipts and be reimbursed for expenses.

**Action Item:** Ann and John to notify Brian of approval for expenditures for trail maintenance equipment up to \$2500.

**SLRAC (Selkirk Lodge Remodel Advisory Committee):** No formal report tonight. One of the key players in advising this group has been unable to meet with the committee. This group is looking at gathering stakeholders to look at expansion of and rehabilitation of the Selkirk lodge.

Chris Oxford mentioned that Chris DeForest is interested in embarking upon a project to improve the interior of both the Selkirk Lodge and Nova Hut.

**Action Item:** Report at next meeting, **Chris Oxford** will contact Chris DeForest and determine scope of project and how to move forward before winter.

**Trail Maps:** Last year the board had discussed possibly redoing the large map at the trailhead so that map would be up to date. A secondary benefit of doing this would be to increase awareness of SNSA and our contributions at the mountain. There was discussion about getting this done before ski season with various materials approaches. Lisa pointed out that there were funds from the WRAC that might not only pay for this item, but also to get it done. She felt confident that getting this done would not be a problem as long as the group got the request in soon. Prior signage requests had gone through the Trails/Grooming Committee and the board felt that this request should be made through the Trails/Grooming Committee. In a related item, it was pointed out that the tentative plan was once again to have temporary signs trail maps made, although the feeling of the grooming committee was that we needed more durable signs and we should put up more permanent signs. These have been funded by the WRAC under the signage

proposals. The board voted unanimously to put requests before the WRAC for a large map at the trailhead and for permanent trail signs.

**Action Item: Chris Oxford** as the representative on the Trails Committee will coordinate with Lisa to make this proposal to the WRAC.

**Future of SNSA – Board Driven vs. Staff Driven Model:** John asked that the board think about where we have been, how far we have come and what the future looks like. The last few years have had a lot of progress for SNSA and the Nordic skiing community, although there is general agreement that we have not yet reached our potential. The question is how to do so. The organization has been run by volunteers, primarily board members for many years. Two years ago the Board hired Brad as the “membership coordinator” with a limited scope and limited funding for projects. The initial agreement was to pay an hourly rate of \$20/hour up to \$5000 per year. While each year Brad has been with the organization, the board has asked more of Brad and has exceeded the \$5000 payment although significant constraints on his time remain in place. The question is whether we are in a position to take a leap to increase this paid position and expand this role to one of an Executive Director. In this capacity the Executive Director would be empowered to generate and lead projects, to give both more direction and support to the board. There was general agreement on the part of the Board that the organization is poised for future growth and that moving to such a model would be consistent with the organization’s mission statement and reaching stated goals. Those in attendance were conceptually in favor of moving in this direction, although there were financial concerns. Primarily do we have the budget to pay for such a position and could the position be self-sustaining. Clearly one priority for such a position would have to be fund raising so the position could be self-sustaining. With this in mind there was some discussion regarding whether this would be a 0.5 FTE or greater. As the discussion progressed it became clear that while the group was favorably inclined to move in this direction, the Board is very cognizant of its fiduciary responsibility and wants to make sure we proceed in a prudent manner. With this in mind, it was believed that the following needed to be in place prior to moving forward:

1A clear business plan and budget for the organization and the position

2Clearly defined job description for this position, including the relationship of this position to the organization’s current programs (NK, adult lessons, etc.).

**Action Item: Chris Oxford** offered to talk to a friend/neighbor (and prospective board member) Caroline Woodwell, who has experience in these types of issues. **Brad** is in the best position to develop a job description and has been asked to begin the process and present initial ideas for a job description at the next meeting. Further discussion regarding this position will be deferred until the above are in place and the board has considered this proposal in the context of the proposed annual budget (see above). Consensus was that Brad should have input to this process since he has firsthand knowledge of the amount of time that has been spent and could be spent on behalf of the organization.

Respectfully Submitted –

Darryl Potyk

**Spokane Nordic Ski Association Board of Directors Meeting**  
**Monday, September 09, 2013**

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

**Not Present:** Alison Liaboe

**Old Business:**

**Board Composition; New Member:**

The board is currently one person short of a full complement. Several names were circulated at the last meeting. Caroline Woodwell was approached and was not enthusiastic but did not rule out being involved in some fashion. Dennis Cowley from the mountaineers was also approached and he did not feel he had sufficient time to devote to our board at this time. As a result other names were discussed particularly focusing on the attributes each individual could bring to the board. (For future reference names discussed were – in no particular order - Claire Eastlund, Lou Slak, Alan Johnson, Virginia DeLeon, and Steve Weinberger. After further discussion the board felt that rather than conjecturing on someone's attributes and enthusiasm, it was suggested that we send out a notice that we are looking for people for a board position through the brief e-mail blasts and the newsletter. Pros and cons of this approach were discussed. Most felt that the benefits outweighed any risks and that we should proceed in this manner. In the event that there is a surplus of candidates, candidates could potentially be redirected to fill other roles within the organization; grooming committee trails, marketing ...

**Action Item – Brad** will craft a message to send to membership via e-mail and the newsletter. John encouraged an expeditious process so that we can vet any new candidates and bring someone on board before the ski season arrives.

**Volunteer Hours:**

See attached report, submitted by Brad as Attachment #1.

**Budget Review:** Kate provided Lisa with numbers; Lisa acknowledged that full budget was not yet ready to be presented. However, she felt that there was some urgency in reviewing the ski team budget and setting fees sooner than later. While this decision is not to be made in isolation, she felt that due diligence has been done and that the proposed ski team budget was a breakeven proposition. The ski team budget encompasses the racing team and transition team together in one budget. Estimates for costs for the upcoming season were based on last two years expenses. Items reviewed were coach's pay, estimate of racing travel based on prior years, wax/supplies, the insurance on the van is allocated entirely to the team, it was noted that van repairs are unpredictable but that usual maintenance for van is approximately \$450/year, noting that last year the van had mechanical issues and repair expenses were not budgeted. It is estimated that team fund raising to be approximately \$3000, although there will be no JNQ this year and no discrete plan for fund raising has been crafted. Other background information presented included the fact that Nordic Kids typically has a profit of \$3000 to \$4000 per year, the adult lesson program brought in approximately \$500 last year. Against this background Lisa suggested that we set team fees at \$800 for the race team and \$400 for the transition team. This is no net increase in race team fees from last year and a \$50 increase for the transition team. A motion was made for the fees at this level, seconded, discussed and passed.

**Action Item:** Ski team fees = \$800, Transition team fees = \$400. Setting these fees will allow registration and paperwork to move forward.

### **Paid Position Reviews:**

Brad Thiessen: See Below:

Coaches: Darryl circulated responses from coach's survey that was filled out by racers and their parents. (Attachment #2) The low number of responses limits meaningful interpretation. Most of the comments were very positive with some constructive feedback. These results will be shared with the coaches in this format (with comments regarding facial hair and other such frivolous comments edited out). These results justify rehiring coaches.

**Action Item:** The board felt that those who drafted the survey and collated results should be the ones to meet and share this information with coaches. Thus, **Tom & Darryl** will meet with coaches face to face to share information and see if there is information the coaches would like to take back to the board.

### **Winter Event:**

A working group consisting of Brad, Alison and Mike recently met to discuss winter events for the organization. Ideas included a winter festival, likely in late February that featured a variety of events for people to participate in. The idea is that this would be the first of an annual occurrence that would become our flagship event. It was felt that this not be on the same weekend as the Nordic Kids Olympics as that would likely limit parent participation. Nor could this event dovetail onto a JNQ race if/when we hold another. Events to be considered for this Winter Festival included the Hatcher ski with consideration of a catchier name and whether to offer both a 35K and 50K ski or both to be determined. Other ideas included Sprint races – Mike has seen this done in Bend and said they were very fun and successful – doing the sprint races in at a spectator friendly location with a quick series of events including kids, families, teams etc. It was suggested that the timing of this event be carefully planned so it does not coincide with race team races, Langlauf and does not conflict with other Nordic area's events.

This led to another conversation regarding Langlauf. The Langlauf organization wants to continue to run the race into the foreseeable future and they want to remain their own separate nonprofit organization. They would however like to partner with SNSA in a synergistic fashion in an attempt to rejuvenate and grow Langlauf.

Thursday night ski—The Mountaineers have been doing these and we attempted to have a few of our own night skis. We were less successful than the Mountaineers; there was low interest last year, and little energy to try to make this work again this year on a regular basis. The board felt that it was ok to let go of this, but we would continue to promote what the Mountaineers are doing.

Langlauf events – The group also proposed several other “Langlauf” events to take place on the trails during the off-season. Early ideas included a sponsored trail run on the Langlauf course in June and perhaps a mountain bike race later in the summer. The goal of these events would be to generate excitement about Langlauf, generate income and build community. In order to make this work there would have to be communication and cooperation among MSSP, IEP, Langlauf and the Mountain bike alliance. Permission to use the Langlauf name would have to be obtained. Several concerns regarding a mountain bike event were raised – first that a 10K mountain bike race is too short, secondly there has been some friction between mountain bikers

and MSSP. The mountain bike community historically has not been great about trail maintenance although there was some talk about this new alliance that has formed.

**Action Items:** This work group (**Brad, Alison & Mike**) were encouraged to continue to develop these plans, to discuss them with the Langlauf committee (particularly Tim Ray). The board endorsed these efforts; **a follow up report will be presented at the next board meeting.**

**Adult Lesson Program:** Lisa said there wasn't a lot new to report at this time. She is working with PSIA to get the instructors accredited through a refresher course. Requests to PSIA at this point to schedule a fall academy and to see if this can be done locally have not yet been answered. Dues have been paid; just waiting for logistics. Lesson plans are underway.

**Action Item:** Lisa to report on progress at the next board meeting.

**Marketing Report and Races:** (Attachment #3) Flyers promoting lesson plans (NK and adult lessons) were distributed to the group. These flyers will be used as promotional items at a number of upcoming events – they were distributed at our booth at SpokeFest this past weekend and will be distributed at upcoming KPBX kid's concerts (2), cyclocross events, Spokane Marathon, Sekani race and the Monster dash for kids. There was discussion of being present at the upcoming bicycle ride in Liberty Lake, Rotary in Motion – the RIM ride, but it was felt to be low yield. ValleyFest was also discussed as possibility. All were in agreement that this was a good way to promote our organization and our programs. Brad has had signs made, cost of less than \$300 with lots to distribute at these venues.

Sponsorship plan – Some discussion occurred amongst the Marketing work group (Ann, Brad, Darryl) about how best to leverage prior JNQ sponsors to become organizational sponsors. The group felt we need to have a unified plan of benefits to sponsors and how sponsors can be recognized (newsletter, pocket maps, e-mail blasts) at different levels of financial support. (Refer to discussion below).

Concepts for pocket trail maps were distributed. With the extensive trail expansion that has occurred, it is difficult to have a pocket map that easily displays the entire trail system. Brad devised a way to fold the maps such that the inner trails would be easily seen and unfolding the map would detail the outer trail systems. Other ideas included having an underwriting sponsor recognized on the map as well as having a membership sign up form on back. All were in favor of this concept.

New trailhead map. There was a strong sentiment that the sign at the trailhead should be updated to reflect the new trails but also to include a strong message from SNSA as well as acknowledgment of our partners MSSP and IEP. Based upon the last meeting there was some confusion about this sign. Some thought that at the last meeting this sign would be made and funded by funds from the WRAC although tonight this was less clear. There was also an alternative view that this sign belonged to SNSA and that we needed to proceed on our own. Chris said that he will clarify this with the Grooming and Trails committee – once we know their position, we need to proceed quickly to have a sign up and ready by the time skiing begins. Others expressed interest in a similar type sign at the beginning of Linder Ridge.

Strong presence on the trails. Per Chris and the grooming committee, trail map signs out on the trails this year will once again be temporary – laminated vinyl signs this year before committing to permanent signs.

SNSA message – the displays within the lodge do not reach everyone for a variety of reasons. It was suggested that SNSA messaging might be effective if we put up well done signs within the restrooms of the Selkirk Lodge.

Ski Camp - The marketing committee noted the popularity of the Methow Valley Ski Camp noting that this is a very productive fund raiser for Methow Valley Nordic. The group suggested that as our adult lesson program matures, whether we could move toward hosting our own ski camp. The Board thought this was a good idea and an attainable goal although we are not quite ready yet. We should keep this on the radar and perhaps have it as a goal in the future as something to build towards.

**Action Items:** **Brad** to continue with flyer distribution as above. **Brad** to move forward with a comprehensive sponsorship plan for the organization. **Darryl** will work with Brad to provide continuity with prior JNQ sponsors. **Chris** to discuss sign issues with the Grooming/trails committee and make a recommendation regarding trailhead signs – optimally before the next board meeting so that necessary tasks can be accomplished prior to ski season. **Brad and Chris** to collaborate and ensure new temporary trail signs on the trails themselves have a strong SNSA message. **Brad** to further explore appropriateness of messaging within the Selkirk Lodge restrooms.

**Nordic Kids Report:** Alison, Chris and Jud Ford are working toward defining milestones for skiers and they advance through Nordic kids. This is in part based upon the swim lesson model used by the YMCA. There was some preliminary talk about obtaining pins to signify different levels of achievement - Alison, Chris and Jud are working together on a matrix to advance this new model. Several more meetings are underway. There has also been talk of having an early Nordic Kids ski day in which skier ability will be assessed – it is thought that this will help a great deal in terms of class assignments.

**Action Items:** **Alison, Chris and Jud** to continue to pursue this model, report to the board as this new model progresses.

**Snow Machine Title Update:** George Momany reported previously that he had the title for the snow machine owned by the organization. That title was obtained before our name change from SNSEF to SNSA. Currently the title cannot be located. The question was brought up whether we should submit for a lost title and pursue this so that title would be in hand. Since there are no plans to sell the snow machine and this is the only instance in which it would be necessary, the group elected not to invest the time and energy necessary to get a new title. George will be encouraged to continue looking for the title and to notify the board if it is located.

**Action Item:** **George Momany** will be encouraged to continue search to locate title and to notify the Board if and when it is located.

**SNSA – Snow Park Vendor** – Last year SNSA became a vendor for the purchase of Snow Park Passes, primarily for convenience at events such as the JNQ. There is now a kiosk at the lodge and the question was posed to the board of whether we want to continue to be a vendor. There is minimal profit in this and some hassle involved. There was consensus among the board that this was low yield and that we should not pursue this any further.

**Action Item:** Tom to notify WRAC that we will no longer be a Snow Park Pass vendor.

## **Selkirk Lodge**



**Chimney Sweep Project:** The chimney in the Selkirk Lodge needs to be cleaned prior to the ski season. Chris has volunteered to do this; the brush and equipment have not yet been purchased although Chris assured the Board that this will be accomplished before the snow flies.

**Lodge Maintenance:** Brian Hawkins has been heading this project primarily on his own initiative; the staining of the lodge is to occur this weekend. There was general agreement that lodge maintenance and trails days need to be better publicized to increase membership involvement. There was also some discussion of continuing to clarify the roles of SNSA and MSSP in terms of whose responsibility it is to maintain the lodge – this came up because of the increased work necessary to do trail maintenance with trail expansion and we need to be sure that we focus our limited manpower resources appropriately. The board also did some brainstorming in terms of whether we could keep track of people's volunteer hours and whether these hours can be used towards a discount or pay entirely for the season's Snow Park Pass. This option was relatively new news to many on the board. Brad will follow up with Steve Christenson and clarify whether this can be done and if so what documentation is required.

**SLRAC Update:** No update on the Selkirk Lodge project. However, Chris reported that he has been in contact with a local environmentally minded architect, Kelly Lerner regarding the design of a warming hut that will be placed on the outer new trails. The plan is that this hut will be a temporary structure on IEP land, will be transported out to the designated site on a 16 foot trailer prior to snow fall and removed for the summer. Timing of when to bring in and remove will need to be determined. In order to be fully functional the hut will likely need a pot belly stove and wood for burning. This reminded those in attendance that the old stove that was replaced in the Nova Hut needs to be hauled out and it was suggested that this be done prior to snow fall. Once plans are drawn up, they will be presented to the Board and to IEP. In terms of construction costs, IEP (Paul Buckland) has stated that the wood will be donated and milled by IEP, \$1000 has been committed from the Langlauf organization, further expenses for windows and other expense may require a capital campaign. Chris stated that he thought it was "50/50" as to whether this hut would be ready for the coming ski season.

**Action Items:** Chris to obtain equipment and notify board about Selkirk Lodge chimney sweeping. Brad to clarify with Steve the status of logging volunteer hours towards payment for Snow Park Passes and provide update at the next meeting. Chris to present drawings for Hut to the Board and to IEP for approval as well as provide a timeline for the project. Details regarding logistics and costs also need to be reviewed.

**Trail Sign Update:** Refer to discussion above. In terms of the large trail head map there is some confusion regarding who is going to do this and who is going to pay for it. We received money from the WRAC for sign but it is unclear what falls under this grant. As stated above, a decision was made to provide temporary rather than permanent trail maps on the trails for the time being. There was also confusion regarding warning signs – these were apparently approved by the WRAC but then we were informed that MSSP has these signs. We currently do not have a representative on the WRAC (Trond Liaboe has been put forwards as a candidate but not yet approved)

**Action Item:** **John** will clarify with the WRAC the status of the signs, what is being paid for, what they can provide and what we need to do regarding trail head map, on-trail maps and warning signs. **John** will coordinate with **Chris** who is the Board's representative on the Trails/Grooming committee.

### **Donation for Annie Pokorny:**

The board agreed to donate \$1000 to Annie's nonprofit to help sponsor her national racing endeavors. She has said that she would like to identify with Spokane Nordic and Spokane in general as she goes forward in her career. Annie would like to have a local event to introduce her to those who do not know her and to help with local fundraising. The Board was supportive of this. We have been asked for our e-mail distribution list to promote this but we offered instead to put this out in an e-mail blast in order to promote this event. This will be a family event that will be coordinated by Annie, our role is supportive.

**Action Item:** Once details of the event are known, this information (likely through **John**) will be forwarded to **Brad** who will put out a specific e-mail update promoting this event.

### **New Business:**

**Snow Ball / 1St Day!** Ann proposed a get together up at the mountain on the first reliable ski day. The idea is to get the word out ahead of time that this is something that SNSA wants to do to; create a buzz, then when the first reliable snowfall and grooming occur on a weekend to have a potluck get-together and celebration at the mountain. This would be a great way to kickoff for season – some in attendance made reference to a mini-flashmob type event. The timing of the event will need to be clarified based upon the state's contracted official grooming schedule.

**Action Item: Brad & Ann** to create the message, the buzz and the event and then Brad will promote it through the two minute email blasts.

**WRAC Thank You Letter:** The board felt that it would be appropriate to send a letter to the WRAC to thank them for their support of Spokane's local Nordic skiing facilities and community.

**Action Item: John** to draft a letter, circulate for Board member signatures and then forward to the WRAC.

### **SNSA Future:**

Brad was excused for this portion of the meeting. The portion of the meeting was started with a review of Brad's performance. Lisa, Tom and John recently reviewed Brad's performance – summary as follows: doing a good job, created identity, rejuvenated the website, implemented 2 minute e-mail blasts, has done a good job with newsletter, improved signage, identified partners, increased networking, has offloaded some Board work, has worked well with the Board, and has demonstrated good implementation and execution. In summary; a very good performance review.

The discussion moved on to the future of the organization in terms of volunteer board lead vs staff lead model. If we are to continue growing there was general agreement that membership alone will not promote the growth and sustainability envisioned by the board (although membership needs to continue to grow). To do so will require corporate sponsorships, grant writing, etc. Additional ideas included increasing leveraging of social media. The organization seems poised to take its growth to the next level, the question is, are we ready to take the leap to increasing staff support and salary in order to do so.

To date, Brad has been constrained by the limited number of hours and the expenditure the organization has been willing to allocate to these activities. By design, Brad has been doing what we have asked of him and then some, but he has been told not to take the initiative as much as he could.

Discussion ensued regarding hiring Brad in an Executive Director-type position. There was general agreement amongst Board members that such a position needs to not only pay for itself, but also raise money above and beyond the increased expenditures for the position.

Last year, the organization paid Brad \$11,000. A proposal was put forward to move to a staff model, to increase the hourly wage for this position from \$20/hour to \$22/hour and to increase the budget to \$15,000 which translates to 125 more hours during the ski to bring the total to 680 hours. It was noted that the organization has \$56,000 in reserves and that we may be able to absorb a loss during the first year. Further discussion ensued regarding whether the above was a significant enough increase to support the ambitious goals the Board has set. Whether he would need more time to achieve our goals was discussed. A motion was made to increase Brad's hourly wage to \$22/hour and to increase the projected cap for his time to \$22,000. This motion was seconded and approved with the caveat that performance measures and financial milestones will need to be clearly delineated and that once the performance measures and financial milestones were delineated a new title for this position can be considered. Caroline Woodwell, who is a recreational skier, whose kid is participating in NK has experience in advancing nonprofit organizations in this manner will be utilized in a consultative role. An e-mail will be circulated to Board members to meet with her to strategize about how best to move forward in light of the above discussion. A corollary was discussed, of providing concise talking points to all board members to promote SNSA to folks who as why they should join SNSA.

**Action Items:** **John** to notify Brad of the approval of increased responsibility, wage and cap. **John (and others to be determined)** will engage **Brad** in discussion of performance measures, financial milestones and new title. **John and Chris** to arrange a meeting with Caroline Woodwell as she has kindly offered counsel and advice on how to move forward. Once the position is defined, **Brad** will provide concise talking points to Board members and others regarding the benefits of SNSA membership.

Respectfully submitted,

Darryl Potyk

**Attachment #1: Volunteer Hours in Past Month**

4 Hours - Events planning and implementation

10 Hours - Marketing

18 - For those attending meeting (2hrs each)

4.5 - hrs for Brad's evaluation (John, Lisa and Tom)

6 - .5 hrs board member for email discussions

2 – Preparation of minutes

**Total: 44.5 Hours\***

**\*Note** – above tally does not include Board member attendance/travel to & from Board meetings. This total also does not reflect this month's Trails Days and Lodge Maintenance hours.

## **Attachment #2: Coach's Survey**

### **Survey responses: Ski Team – Skiers**

Respondents: 8

#### **1. What are two things you love about being on the Ski Team?**

- I love the community/family that the ski team makes. I love the flexibility of the team (though it is almost too much flexibility)
- racing and skiing with friends
- Skiing and the team environment.
- Atmosphere and people
- Working out Getting better
- The people The coaches
- The people are great! It is so much fun and such a memorable experience. I also love the competitive side and training aspect of it.
- Sense of team Roadtrips

#### **2. What are two things you would change about the Ski Team?**

- I think that it could be a little more structured (mainly out of season) in its workouts. I think it would be good if we could get more people on ski team and get more people interested and involved in it.
- there were more my age and that it would be larger
- more dryland training, more interaction between the transition team and the team.
- More involvement with younger kids
- sometimes the kids are condescending and rude..... we also need more trips up to the mountain during the week and we need more younger kids involved in EVERY practice. When i leave i want some strong skiers behind me
- Keep the hunger kids away from dry land training Have more one on one time with the coaches
- I would try to keep the younger kids away from the dryland training, and have more one on one time with the coaches
- More team building/ practices

#### **3. What are two things you would like Coach George to keep doing?**

- I think that he does very well at being flexible and helping people make decisions. He does well at teaching propriety and independence.
- keep the training the same and being awesome!
- continue coaching really well, and continue to give good technique advice.
- Our workouts and keeping everybody on the same page with goals
- Growing his facial hair. Being a solid Bro and mentor.
- Dry land training Giving advice on our goals and how to meet them
- I would really like George to continue his advice on goals and training, and his dryland training and ways of coaching us.
- Holding practices etc

#### **4. What are two things you would like Coach George to do better?**

- I think that he could be more communicative. I think that George could almost be even more direct in his advise.
- more practices and work on starts more often
- picking the groups that ski together and organizing more dryland training during the fall.
- Individualize with goals for each kid
- Grow a better mustache. Help construct our fitness plans and help set pre season goals and remind us, and help us acheive those goals
- He could be more direct with more of his responses via email Make dry land training more frequent
- George could hold more frequent dryland training practices and could be more direct with his email responses.
- More personal work, specific season goals Include whole team more often, less individual workouts

#### **•5. What are two things you would like Coach Matt to keep doing?**

- I would like Matt to keep making sure to teach the basics of skiing technique. I would like Matt to keep motivating the team and making skiing adventurous and fun.
- be encouraging and being awesome
- Friday night skis and being a good coach
- Funny personality and guiding help
- continue his positive reformation and role modle position
- Giving advice on how to meet goals Strategies for keeping up good speeds and stratagising races
- I really appreciate Matt's mindset of training is not "One size fits all", i like it personalized, and i also really like that Matt will pull me aside and give me personal advice based on me and only me.
- Offer personal advice and tips

#### **6. What are two things you would like Coach Matt to do better?**

- nothing
- Ski with us more if possible
- Help us set goals Remind us of our goals in a motivating mannor
- Give more input on good technics and strategies Participate in more team events(it's unrealistic because of Amelia )
- Give a little bit more input when he is there (i think he kind of just stands by and observes a little bit too much), and be at more practices, (which i know is unrealistic because of Amelia!)
- It's hard with Amelia, but show up more often.

## **Survey responses: Transition Team – Skiers**

Respondents: 9

### **1. What are two things you love about being on the Transition Team?**

- Coach
- good kids
- Having fun going really far.
- Learning about new trails and shortcuts through the woods.
- Getting to skate ski
- the feeling of air in my hair.
- Jud as coach taking time with everyone. Fun times!
- the kids and the mountain
- learning to ski better
- making friends
- having fun in the snow
- We have a lot of fun. We ski really far and get to make ice cream.
- Our coach, Jud, is really nice and fun. I learned a lot from him.
- That you can ski with your best friends.
- After it's done you can teach other kids how to ski.
- The atmosphere, just being with skiers with the passion you do about skiing.
- getting to know ski care really helps.

### **2. What are two things you would change about the Transition Team?**

- Coach Judd needs more help better education for parents of new kids about ski racing and ski waxing
- I can't think of anything.
- Nothing
- Practice on Saturday during the same time as Nordic kids, would be easier on parents with kids in both programs.
- I don't know. I like transition team. It is good.
- more practice on classic skiing
- Sometimes we have to wait for a long time for some kids so maybe we can have different groups do different trails.
- Ski longer.
- Other adventures would be nice (say, an overnight).
- A little bit later start would be nicer...
- Having it be required to go to the U-District trainings, it would help out everyone on the team.
- have friendly competitions, not games mind you, but who gets where on different paths.

### **3. What are two things you would like Coach Judd to keep doing?**

- have fun teach basic technic
- Making ice cream out of snow.
- Skate skiing and games
- He is great, don't change anything!
- Everything.
- being our coach!!! relay race games
- Keep teaching us and making ice cream.
- Skate skiing.
- I like some of the long ski distances.
- Good job of mixing classic and skating.
- When the older ones get finished quicker, to do another loop, mile, or glide.
- The technique games we do.

### **4. What are two things you would like Coach Judd to do better?**

- use more help and coordinate it
- help each kid to set personal skiing goal for the season
- Make more ice cream out of snow. Teach us more about waxing skis.
- Nothing
- Nothing
- Nothing.
- more classic days
- He is great at everything!



## **Survey responses: Ski Team and Transition Team – Parents**

Respondents: 9

### **1. What are two things that your kid likes about being on the ski team?**

- the friendships
- the workouts
- hanging with other kids who are wonderful folk
- achieving competence in a sport and self assuredness
- The time on the snow
- the camaraderie of other skiers and traveling with the team.
- Friday Night Skis
- Commaraderie with other ski team members
- Exercise outside in winter and teammates.
- He really appreciates how great ski racing is for conditioning
- She loves the skiing
- She loves the social aspect.
- He loves skiing with Jud and being in a supportive winter environment.
- He has learned so much in the last two seasons!
- The feeling of belonging to a team
- The fact that it is not a sport that everyone does - it's unique
- Teammates
- coaches.
- Being with other kids and having a common activity together.
- Getting some exercise.
- Being with peers
- Challenging himself to improve technique
- Camaraderie
- competition

## 2. What are two things that the coaches could do better?

- Assess individual's strengths and weaknesses
- Do more one on one sessions.
- Remind kids to do sit ups and push ups
- communicate.....though it was 100% better this year
- connect with ALL kids; I think it can be hard to deal with all kids but truthfully, all of these kids have something of value
- They are doing a great job.
- Team building - avoidance of not including those who may feel ostracized and avoiding too much attention to certain team members (taking only a couple of racers to a race last year was problematic)
- Increased attention to technique with individualized suggestions
- Pierce came in very late to ski racing and he needs a lot of very specific technique instruction. The coaches have been encouraging and helpful, and Pierce would appreciate specific help.
- Start some practices a little later in the morning, school and or work schedule preclude any sleeping in.
- Create a plan for each athlete, Pierce has a very specific plan from his running coach, he responds well when he knows what to do and why.
- Jud rocks! I am not sure that I have any constructive criticism. I feel like it is a great program that is well run.
- The coaches can enlist more parental involvement -- help with waxing or skiing with a slower group of skiers, for instance. ALL parents need to put in volunteer time, especially during the JNQ. We want Jud to continue working with our kids so parents need to help more.
- Divide the team into small groups more often during practice. Some kids are waiting too long for others.
- More critique on technique
- Individual skill development
- At this time I don't recognize any significant changes that I feel should be made.
- Jud does a great job, I don't know what he could do better.
- Perhaps having some other activities (like an avalanche session, or overnight trip?)
- Ice cream making 101 for parents
- Continue working with teacher leaders to provide adult instruction while kids are training; that way parents can help support kids and developing technique/skill
- Perhaps encourage kids to really "push it" in practice.
- Make sure communications are clear (mostly, they are, but this is always important, and I wanted to write down 2 suggestions.)

### **3. What are two things that are working well about the ski team, and you would want to continue or expand?**

- having the van available ....please continue.
- thinking about race tactics.
- getting more kids interested in doing it. It is about doing well; but it is about self mastery.
- continuing a sense of "teamness"
- The development of younger skiers.
- Working well: Friday night skis, riding in the van to races (they love this!)
- Would be helpful for racers and parents to clearly know how it will be decided who will ride on the van to races if # of racers exceeds # of seats.
- There is a sense of tradition amongst the team and continuing to foster this would be great!
- See if we can do more fun stuff - appreciate coach's efforts and commitment in terms of dryland and on ski training, would be great to have some stuff they can do just to have fun together - this need not be coach's responsibility but kids/parents can help as well.
- For the summer maybe Tuesday and Thursday workouts, so it is more likely to make at least one workout. He has to be at work at 4:00 so he usually does his workouts in the morning.
- The quality of the instruction is one.
- I also really appreciate the flexibility.
- We are all really busy so I am not sure how feasible this is but having the training season extend longer might be good.
- Consistent start times for practice.
- Great coaching -- our son has so much fun while learning skills! Great team building.
- It's an incredibly fun atmosphere (transition team) - please continue!
- Continue to teach the kids about waxing.
- I think that last year was an excellent year, at least as far as my childrens' experience.
- I like the twice a weekend sessions, please continue with
- perhaps once a season do a long, long day adventure trip, with parents as helpers.
- continue with waxing, prepping and having the kids take some initiative in what they do.
- Consistency of training times/days
- Options for racing locally
- u-district workouts interaction between older and younger kids is good for both

## Attachment #3: Marketing

### Spokane Nordic Marketing 2013-14

Initial ideas July 2013

Focal statement is “Spokane Nordic – skiers like you, supporting the trails we love. Join or donate today.”

#### 1. KPBX

\*KPBX is the most direct way to reach our core demographic (South Hill)

- support spots focused around lessons, running mid-Nov to mid-Dec, like last year
- KPBX major partnership is on hold

#### 2. Website

\*Most-accessed elements are snow report and lessons. Newsletter, etc not widely-accessed

- Focus home page on lessons, join/donate, what we've done
- build around the focal statement
- frequent photo changes

#### 3. Newsletter: continue, and add

- Annie P. articles
- technique articles
- profiles of ski team members

- 
- continue, adding in 'how-to' articles based on new lesson curriculum

#### 4. Email updates

- continue. Goal in peak season = 1x per week

#### 5. Facebook

- not a major focus. Include bits from 2-minute updates etc

#### 6. On-hill presence

•Main Trailhead Map: We need to replace the main trailhead map. It should be a commercially-printed map (similar to junction maps) and include Spokane Nordic focal statement and Partnership statement (Parks, IEP, Spokane Nordic).

- Brad to design?
- Selkirk Display to continue, updated 3-4 times during season
- small trail sign message(s): TBD
- may need sandwich board / A-frame sign for events etc

## 7. Pocket Trail Map

- see draft designs
- will attempt to gain sponsors

## 8. Relationships with 3 ski shops

- need to approach all three and ask how we can best work with them to develop sponsorship opportunities
- Brad and Darryl to do?

## 9. Lessons flier: distributed via

- Spokefest booth Sept 8 – excellent experience, got 38 email contact addresses
- KPBX kids concerts in Sept and Oct – fliers in packets
- Cyclo-Cross Oct and Nov – fliers at registration tables
- Spokane Marathon – fliers at bib pick-up Fri and Sat
- Wild Moose late Sept – **booth**
- Camp Sekani Oct 5 – fliers at registration tables; **hand out to racers afterward**
- Monster Dash Oct 28 – booth
- Rotary in Motion Sept 15

## 10. Sponsorship plan

- Develop list of placement opportunities for sponsors. Eg
  - newsletter
  - website
  - 2-minute updates
  - some van spots still available
  - events – banner space, posters, etc
- approach last year's JNQ sponsors and offer smaller sponsorship to keep them on
- approach new sponsors

## OTHER IDEAS

### 1. Ski Camp Feb 2015

- week-end
- for adults of all levels
- work with Bear Creek Lodge for out-of-towners
- bring in high-end instructors

### 2. On-hill signage

- need sign pointing from Selkirk to Linder Ridge trailhead
- need junction map at Linder Ridge trailhead

## **On-hill Events Planning 2013-14**

Below are recommendations for 2013-14 from Brad, Alison and Mike

### 1. Winter festival: On the hill, late February

- Event name: ??
- Date: late February, when fits with ski team schedule
- Cost: \$10 for food
- Funding: Get Sponsors
- Involve snowshoes and skijoring – backcountry or on trails?
- Food – bring in a vendor (food trailer) / rent a barbecue
- Would be the major Spokane Nordic event of the season
- Activities
  - Long-distance race (*need name*)
    - currently 35k and 50k options. QUESTION: Narrow it to just a 35k? Will conduct survey and talk to John Hatcher
  - Sprint race (*need name*)
    - 100 meters, head to head, winner and loser brackets
    - relays, families
  - Poker Race
  - Clinics – back-country, avalanches, etc

### 2. Langlauf

- Need to determine our involvement – committee to discuss with Tim Ray
- Needs to happen, but not using board member resources

### 3. Langlauf run and mtn bike races

- Both are 10k races on Langlauf course
- Check with Langlauf board for permission to use name
- Run: June/early July
- Mtn Bike: August/Sept/Oct
  - Work with Evergreen Mtn Bike Alliance
  - Currently no other trails for Mtn. Bike races on Mt. Spokane
  - Check with Steve C. for permission to use
- ski, run and bike = Land-Tri. Give prizes for combined winners of all three events

### 4. Thursday night skis

- Do not continue

**Spokane Nordic Ski Association**  
**Board of Directors Meeting**  
**Monday, October 14, 2013**

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

**Not Present:**

**Old Business:**

**Board Composition; New Board Member:**

The Board is still one person short of a full complement. An e-mail was sent out to the general membership to see if there were those who would be interested. The response was limited; a single respondent named Allen Dykes; a NK dad. There was some discussion centered around the fact that this person did not appear to offer much in terms of diversity or new skills to the current Board. On the other hand, enthusiasm and a willingness to serve if present are valued traits. The question was raised whether we needed to fill the vacant position at this time, or whether we could leave this board position vacant for the time being. There was some thought that we might be better situated to recruit new Board members once skiing has begun. John was looking for a process.

**Action Item:** Brad will get in touch with Mr. Dykes to get a better idea of what his desires are and what he thinks he could bring to the organization. Once this conversation has occurred, we will have a better idea of whether service on the Board or another role (organizing/fundraising etc.) might be a better fit. The vacant position will remain open for the time being.

**Volunteer Hours:**

This is a standing agenda item, please forward volunteer hours to Brad, he will tabulate and report to the Board periodically.

**Paid Position Reviews:**

Race team coaches – An anonymous survey went out to all race and transition team members as well as their parents. Results were collated and were reviewed at the last board meeting. Although the intent was to share this feedback with the coaches personally, this was logistically difficult and each coach received their specific feedback from their racers as well as collated parent feedback via e-mail. Responses from the coaches have been positive and thoughtful.

**Winter Events:**

**Winterfest** is scheduled for January 19<sup>th</sup> – this event will include several fun activities geared primarily at having fun on the mountain. Events will include a fun sprint race, fun race out to Nova, Mike Powers will be conducting several backcountry clinics, Nancy Westbrook will do something with regards to first aid, Ranger Steve has said that the groomer will be parked out at one of the junctions, Robin from Fitness Fanatics is looking into the possibility of having a demo day with ski reps. REI has committed to help promote the event. Brad will be looking for other sponsors as well. A Winterfest logo has been created. There will be a suggested donation of \$10, some degree of pre-registration will likely be necessary and Brad will coordinate this.

**Selkirk Challenge** – John Hatcher has turned this event entirely over to SNSA. Many details regarding the Selkirk challenge remain to be determined. There will be various distances, preliminarily 20, 35 and 50K events (will likely refer to timed events rather than races) The transition team members will be around and will be encouraged to participate and help with the event. Providing a food station out on the trails was discussed, particularly at the midpoint of the long ski. Other suggestions included a perimeter ski; perhaps with an “I skied the perimeter” T-shirt or other swag. Several ideas were floated in terms of registration and pros/cons of set race fee versus a suggested donation. Another idea was a donation (dollar) per kilometer skied. Many details about this event remain to be determined. When the event was the Hatcher Challenge, money raised was to go to the ski team, whether these funds will be directed to ski team or to the general fund also remains to be determined.

**Selkirk Series** – There will be a series of races at neighboring Nordic areas (Schweitzer and 49 Degrees North) and each area will cross promote but this will no longer be a freestanding series with cumulative point competition.

**Action Items:** **Brad** will continue planning these events while consulting with various work groups and keeping the Board informed. Defining fees versus suggested donations will be a key element.

### **Marketing Plan:**

The marketing plan is in evolution, not quite ready for presentation to the Board at this time. For brief summary, refer to the last page of the budget document accompanying these minutes (pdf). REI is hosting an event the afternoon of November 2<sup>nd</sup> – The Downhill area will be there promoting and selling seasons passes – we will partner with them to promote the Nordic trails. There was some discussion about maintaining a distinct presence and to not be in the shadow of the downhill area.

**Action Item:** **Brad** to present full marketing plan at the next meeting. Brad may be recruiting volunteers to participate in this upcoming REI event.

### **Adult Lesson Update:**

The budget for adult lesson plans (and organization) were distributed ahead of the meeting for review, attached to this is a proposed schedule for adult lessons.

**Instructor Training:** There are several training sessions taking place for instructors – 12/21; there are 5 slots currently available for PSIA level one certification. For those instructors who were newly certified last year there will be two dates for continuing education; 12/22 and 12/28 – these continuing education sessions are without additional charge. There are a few people travelling to Methow for instructor training on 12/15 - SNSA is not paying for travel.

**Lessons:** Adult lessons can be taken a series of 4 or as individual sessions. Lesson plans are being written and created and will be distributed to instructors. Signup for adult lessons will be coordinated between Brad and Lisa. There are several organizations that are perhaps willing to sponsor lessons for women – Lisa is looking into shirts for the women and Power Bar may be willing to sponsor the women’s classes. It was suggested that if we get into nutritional sponsors, that we not overlook our own local company, Bumble Bar especially since this family owned business is already involved in Nordic Kids.

**Action Item:** **Brad and Lisa** to coordinate signups/payment for Adult Lessons. **Lisa** to coordinate with instructors and Lisa will f/u about sponsors. **Kate** will f/u with Bumble Bar family.



Shirts – the above discussion of shirts resulted in a digression related to shirts but not specifically related to the adult lesson plans. There was discussion about shirts for the above mentioned winter events, particularly the Selkirk Challenge. Brad and Lisa will coordinate efforts in this area. There had been previous talk about shirts for kids participating in Nordic Kids. Having kids wearing Nordic Kids shorts could help promote a sense of community as well as serve a promotional role for SNSA. Without a sponsor at present, however, it was decided that it NK was not adequately funded to give these away to participants. It was suggested that shirts could be ordered and then purchased with a small profit to the organization just as the hats were last year. Once the logistics of selling gear in this fashion were considered, the enthusiasm around this suggestion diminished.

**Action Item:** Brad and Lisa to coordinate efforts regarding shirts for the Selkirk Challenge. Shirts for NK will be on hold for now.

### **Nordic Kids Update:**

The fees for Nordic kids were discussed – all were in agreement that an increase in fee was in order but how much to raise the fee was a rich discussion. Current fees are \$50 for the first child and \$45 for subsequent children in the same family – all in addition to the requisite basic SNSA membership. There are 7 two-hour sessions plus the Nordic Olympics. While raising fees was thought to be appropriate there was also general agreement amongst the Board that we don't want families to be shut out due to high fees. It was suggested that fees could be raised and concurrently the scholarship program would be more visible upon sign-up.

Suggestions ranged from a \$5 increase to increasing fees to \$75 per child with no discount for subsequent children (as the logistics increase with multiple children from one family) An intermediate suggestion was briefly entertained; a moderate increase this year followed by another increase the following year. Most in attendance agreed that raising fees in successive years would not be a good idea. A fee of \$75 per child, increasing visibility of scholarship program and clearly defined discounts for high levels of involvement were generally agreed upon. The NK leaders will discuss this further and will define discounts and amount of volunteer efforts necessary to qualify for this discount. It was noted that NK registration is planned to open up soon and this needs to be clarified very soon.

Flyers have gone out with the KP BX Kid's Concert materials – not sure how many new registrants this will attract but NK leadership is considering a Pilot Program for Sundays in addition to Saturdays.

**Action Item:** Alison and Chris to clarify both the discounted amount and volunteer efforts necessary to qualify for this discount. They will circulate their plan amongst the **Board** via e-mail within the next week for further discussion and approval. This will then be communicated to **Brad** so registration materials can go out.

A related issue is that SNSA was recently informed Ski trade up program will not be continuing. While this is not directly a SNSA issue it is a service to our membership. SNSA does not want to be in the trade up business, but if we could facilitate somehow we should. It was noted that SNSA does own skate skis that are used for NK skating instruction and all felt that this was very positive and that we should continue this as we own the skis and we are not involved in the logistics of a trade up program. Possibilities discussed included seeing if someone could host a NK trading party much like the Fords did for the Transition and Race teams. Other alternatives

discussed included approaching a store to see if they would be interested in hosting a trade up night with the idea that members would benefit but so would the store in terms of purchasing new equipment. It was noted that the Bend Nordic organization has a classified section for selling gear, a similar arrangement could be pursued as another value to our membership – this might not be as useful for the NK population who may need more guidance in terms of sizing etc.

Another note is that REI will be conducting its rental program this year but may be divesting itself of Nordic rental equipment at the end of the season.

**Action Item:** Darryl will talk with Paul Fish at Mountain Gear to determine if they would be interested in hosting a trading night for NK families and/or starting a trade up program. Once level of interest is determined, this will be communicated to **Board and Brad** for dissemination to NK families as the time is approaching. **Brad** will look into logistics of classified page on the SNSA website as service to members.

**Race Team Update:** Sign up forms and waivers went out to all team members and with many already returned with fees. Coach George held a meeting this past weekend to discuss plans – Unfortunately he also informed the group that he is currently undergoing treatment for a medical condition. All in attendance were both moved and very supportive of George. He wishes to continue coaching and travelling to races although he may be limited in this regard. Discussion ensued regarding travel and driving the van to / from the mountain and races. The Board may want to look into authorizing additional drivers for the ski team van. While previously the Board had authorized only several drivers, apparently the insurance covers and follows the van, thus there is no restriction about who can drive the van. Matt and Jud will fill in and Jeannie Nelson may be asked to expand her role from transition team to floating between transition and race teams. Further, the racers on the team will bear more responsibility and will be helping more than they have in the past.

There was no update from the Transition Team – a team meeting is scheduled for November 1<sup>st</sup>.

**Action Item:** John to clarify insurance issues with the insurance company/agent.

### **Signage:**

Trail signs – the WRAC is having 17 trail map signs made; these will be on tough water proof paper that should last the season. These will be attached to existing signs and the grooming committee will take responsibility for ensuring that these are put up. Once trail utilization is assessed and we are sure that the expanded trails will continue to be used, the plan is to have permanent signs made next year. Warning signs are also being funded by the WRAC. These include directional signs as well as marking of trails where the correct route to groomed trails is not immediately obvious. There may be need for the purchase of additional signs, but the Grooming Committee will keep the board apprised

Big map at trailhead – a new map that includes the new trails and identifies SNSA and our partners (MSSP and IEP) is being made – this will also be made of weather resistant paper and will need to be mounted onto the existing map. Brad and Chris will work on this together.

**Action item:** Grooming committee to place new trail maps and warning signs. As our liaison with the Grooming Committee, **Chris** will keep the board apprised of how this is going and whether new signs will need to be ordered/purchased. **Brad and Chris** will work together to determine the best way to mount the new trailhead map.

**Snowmobile Title:**

Last month's minutes reflected that the title to the machine had been misplaced. In the interim the title has been located and given to John as president. John will retain the title for safekeeping.

**Chimney Sweep / Lodge Update / Trails Days:**

The chimney in the Selkirk Lodge still needs to be swept – Chris has obtained the necessary equipment and is prepared to do this within the next few weeks.

The plans for the warming hut on the sled are being created but construction will not likely occur this season. The need for a vault toilet at this location will be necessary. This hut may provide an opportunity for fundraising.

Selkirk Lodge maintenance has been progressing nicely – looks great as it is painted and stained. We owe a great deal to Brian Hawkins who has not only coordinated trails days but has done a lot of this work on his own. The Board agreed that we need to recognize Brian's herculean efforts.

Trails Days: With recent trail expansion the amount of work for trails days has dramatically increased. It is estimated that to date only 20% of the work that needs to be done before snow flies. An urgent e-mail communicating this to membership will go out tomorrow requesting presence at the mountain to meet these pressing needs. Brad suggested that he could play a bigger role in trails maintenance in terms of strategizing for a better system to make the most of volunteer efforts.

**Action item:** Chris to sweep Selkirk Lodge chimney. Brad will send out e-mail to membership regarding urgent need for trails days' work. Brad to remain engaged regarding strategies for trails days next year. Board will recognize Brian Hawkins for all of his efforts over the past several months – John to f/u at next meeting.

**Snow Ball Event / First Snow Event:**

Ann and Brad have been working on this celebration for the first weekend day of reliable skiing/grooming. The plan is to have a fairly spontaneous celebration with a potluck. Once the snow flies Brad will begin to publicize; to be followed by e-mail blasts once the date has been decided.

**Action item:** Brad and Ann to monitor snowfall and grooming schedule to publicize and generate enthusiasm to be followed by announcement of a date. Once date is announced requested dishes for the potluck will be distributed.

**WRAC Letter:**

A letter of thanks to the WRAC for their support of SNSA and Mt Spokane was circulated and signed by all Board members. This letter will be mailed later this week.

Last year, SNSA ordered thank you notes – these have been well received and a re-order will be placed. These will be made available to Board members. Julie suggested that the notes include our mission statement. Brad agreed and will make the necessary changes.

Action Item: John to mail letter to WRAC. Brad to order more cards which will include the mission statement.

**Follow-up on meeting with Caroline Woodwell – Strategizing SNSA growth**

Caroline suggested that the organization focus on 5 things and to utilize Brad efficiently for these 5 things. The 5 things are 1) Events, 2) Membership, 3) Fund Development, 4) Programs, 5) Partnerships. These are reviewed in more detail in Attachment #1. All in attendance were in agreement and endorsed this as a path forward.

### **New Business:**

#### **Ski patrol meeting**

Nancy Westbrook who is coordinating the Nordic Ski Patrol efforts contacted Brad with a goal of making contact with SNSA, facilitating communication so that we can work more closely together. This was discussed and it was decided that the entire board did not need to meet with her but rather select individuals. Nancy's tenure may be coming to a close and Ted Barnwell will likely be assuming a more prominent role with the Nordic area ski patrol – thus any discussions should probably include Ted. As part of this discussion, it was noted that there had been preliminary plans to make contact with the ski patrol to discuss some sort of collaboration for the Ranger group that is being formed. Chris is involved in the Ranger program and would like to meet with ski patrol to discuss options. Kate suggested that those involved have a discussion with Mike Burns prior meeting with the ski patrol – he will be able to provide more context and background information for the discussion.

**Action Item: Chris and Brad** will try to find a time to meet with Nancy Westbrook and Ted Barnwell from ski patrol and will report back to the board next month.

#### **Web Cam:**

Tom reported on his web cam research. The board had discussed adding a web cam to help our membership learn about current conditions on the mountain. It was noted that at Mt Spokane's downhill area website, their webcam is most frequently visited. Not only will the web cam be a service to our members but increased traffic at our website should serve a promotional role for SNSA and may serve other goals. Tom reported that a webcam for less than \$500 should not be considered, high end systems run about \$1500. Tom will continue his research with hopes of finding something in the middle. The hope is that with an improved quality camera, options for placement are greater and the images will be more useful to the end user. The Board gave Tom approval to continue, to get an estimate and then to circulate this information via e-mail with the hope of getting the device installed before snow arrives.

**Action Item: Tom** to continue research, obtain estimate for camera/installation, circulate his recommendation to the **Board** via email with hopes that approval can be granted before the next meeting.

#### **Nordic Kids flyers to schools:**

Mike inquired about whether we have explored the possibility of placing flyers advertising Nordic Kids in packets that the elementary school kids frequently bring home. A great discussion followed asking further questions about the process and whether we needed to go through the district or could just work with the individual schools. A cautionary note was made –

as noted above these flyers are going out in the KPBX Kid's Concerts packets, and the question was raised as to whether we had capacity to take on a greater number of kids. As a result, the Board decided that district-wide distribution should not be undertaken at this time, but that a few select schools where contact have already been made could be pursued.

**Action Item:** **Chris** will distribute flyers advertising NK to the Libby School; **Mike, Kate and Chris Burns** (a NK dad) will distribute flyers to Hutton, Wilson and Logan elementary schools. The APPLE program may be considered by those distributing flyers as well.

## Attachment # 2:

### Spokane Nordic Staff Person's 5 areas of responsibility

draft Sept 20, 2013

#### 1. Events

- Roles:

- Lead the planning, organizing, marketing and implementing of events volunteer coordination, registration and payment, and logistics
- Draw in board feedback and insight

- Goal: 2-3 major events per year

- Financial goal (1<sup>st</sup> year): \$7500**

- Participant income: \$5000

- Sponsor goal: 5 general sponsors @ \$500 each = \$2500

#### 2. Membership

- Role: nurture, educate, inform and grow membership through newsletter, emails, facebook, recruitment drives and events

- Goals:

- 40 new basic memberships (27% increase from current # of basic members)

- 15 members moved to higher support levels

- Financial goal: increase over least year of \$2600**

- 40 new basic memberships x \$35 = \$1400

- 16 members moved to higher levels x \$75 each = \$1200

#### 3. Fund Development

- Roles:

- Lead the planning, organizing, and implementing of outreach to sponsors, donors and grantors

- Help board members nurture their donor connections through strategy and support materials

- Financial goal: \$7,500**

- Donor goal: (2 x \$2k each) + (2 x \$1k) + (6 x \$250) = \$5500

- Grantor Goal: depends on program development

#### 4. Programs

- Roles:

- Support education programs through marketing, helping organize, compiling registration, tracking payment, and helping with logistics; optional = volunteer coordination

- Help grow Transition and Racing Teams?

- Investigate new programs / program elements (eg high schools, at-risk kids, universities)

- Financial goal: \$2350**

- NK growth (via marketing) = \$55 x 20 = \$1100

- Adult single lesson growth (via marketing) = \$25 x 10 = \$250

- Adult 5-wk lesson program growth (via marketing) = \$100 x 10 = \$1000

- Infrastructure goal = sustainable level of volunteer involvement in educational programs

#### 5. Partnerships

- Role: managing, developing and coordinating efforts, including being point person with local ski shops and, over time, assuming lead role with major partnerships such as State Parks, IEP, City Parks, etc

- Goal = partnership strategy with 3 local ski shops

**Spokane Nordic Ski Association**  
**Board of Directors Meeting**  
**Monday, November 11, 2013**

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

**Not Present:** Julie Goltz

**Old Business:**

**Board Composition; New Board Member:**

The Board is still one person short of a full complement. There was one person who responded to prior e-mail regarding request for volunteers, Allen Dykes. It was decided to touch base with him to determine whether he his skills could be best utilized on the board or in another position. Brad has had discussions with Mr. Dykes and is meeting with him later this week. Preliminarily, it looks like Mr. Dykes will not be joining the board at this time but may be helping Brad with SNSA sponsorships. Alison mentioned that she has a colleague an avid recreational skier who might be able to provide this perspective as a potential board candidate. The position will remain open for the time being

**Action Item:** The vacant position will remain open for the time being, potential names will be advanced for further discussion as deemed appropriate.

**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.

**Coach's Contracts:**

Coach's contracts have not yet been discussed nor delivered to coaches. John will obtain and review last year's contracts from Lisa for content review and pay.

**Action Item: John** will obtain last year's contracts from Lisa, modify as appropriate and discuss this with coaches in very near future.

**Winter Events:**

**Winterfest** is scheduled for January 19<sup>th</sup> – this event will include several fun activities geared primarily at having fun on the mountain. Brad has advanced this event and things are going well – registration is on line, specified pre-registration preferred, this event is free, but donations are welcome with 3 levels available -\$10/\$25 and \$45, a separate logo is in the works. Board members are being asked to commit to a two hour time slot to volunteer to make the event successful. Lisa, Ann and Mike are already committed – Brad needs each of us to respond within the next week to facilitate planning. Brad has worked with Out There magazine – they have become a sponsor and have offered in kind donations for advertising for Winterfest and SNSA in general in addition to articles.

**Selkirk Challenge** – This event is scheduled for March 2 and planning is underway. The event is posted on the SNSA website. Will offer varying distances – 20K, 35K and 50K; Tom Frost is working to design the specific routes. Lisa working up a training program for those who want to work towards a goal of a specific distance. There was discussion of posting this training plan on

the website, also discussion regarding the possibility of a meet-up group of some sort to train and build camaraderie. We have no internal resources for this at this time. While Winterfest will be free, there will be a fee for the Selkirk Challenge – the fee will cover the event itself, infrastructure (food stations etc) and a T-shirt. Brad and Lisa will coordinate efforts regarding shirts and obtaining sponsors for the shirts. There will be distinct starting times for each distance to facilitate timing. If some choose to ski with others doing different distances they are welcome to do so although timing will not be accurate for the distances. Tom and Brad will get together to work on the timing issues.

**Selkirk Series** – The series as it has existed in the past will not take place, there has been little communication between ski areas, initial idea was to cross promote each other's ski area and events.

**Action Items: Board members** to contact Brad about volunteering 2-hour time slot for Winterfest. **Tom and Brad** will get together to work out details of timing.

**Hats/Headbands:** While talking about shirts above, Lisa and Brad mentioned that they have been in discussions with BeFast headgear. As a sponsor they may provide up to 150 free hats or headbands. Currently leaning towards the headbands – while the headbands may be free, we will likely have to pay for the SNSA logo to be put on.

**Action Item: Lisa and Brad** will continue to pursue and update regarding details.

### **Marketing Plan:**

Brad distributed marketing plan and folder. This is all very professional appearing and Brad received positive reinforcement about contents. There was some discussion about referring to ourselves as an affluent group, and the length and detail in the materials. Consensus was that this sort of detail is what larger sponsors want to see, and Brad was encouraged to move forward. The potential for customizing asks was also discussed. See Attachment #1.

Brad reported that in general things were going well, Out There magazine sponsorship as noted above, KP BX spots will begin in December highlighting introductory XC ski lessons and promotion of Winterfest. Pocket maps were distributed, looking for sponsors on the maps to cover costs. Map sponsors will be at the \$250 level, estimate cost of printing maps will be approximately \$600. Many around the table remarked on the fact that this would be a good deal in terms of marketing for sponsors considering the wide distribution of these maps.

Brad is seeking sponsors – specifically sponsors will be asked to sponsor the organization rather than specific events. When approaching sponsors, Brad has encountered some difficulty in that we are late in the fiscal year and many organizations have already spent their annual budget. We may be in a position of planting a seed now and positioning ourselves for sponsorship in the 2014 calendar year. Brad asked for help from Board members in terms of reaching out to those we know, making a personal introductory contact before handing off to Brad. With this in mind the following commitments were made:

**Kate Burns** to talk with Liz at Bumble Bar and to Tillion Dentistry.

**Chris Oxford** to talk with Kelly Learner and also to Chris Deforest from Inland NW Land Trust.

**Lisa Sunderman** has already forwarded materials to Numerica, she will also talk with Mike Lauffer at B&B Physical Therapy. **Lisa** will contact Subaru at Autonation since she recently purchased a care there (our organization had little luck with Subaru of Spokane downtown last year)

**Brad** will contact Trond Liaboe regarding HotStart



**Tom** will contact Northgate Import Auto repair – the owners, Mark and Nancy Kiehn are known to be avid XC skiers. Tom also to contact Autonation Volkswagen since he recently bought a car there.

**Alison** will contact Carol Hunter from the Bloomsday Road Running Association.

**John** will contact IEP (and possibly the Cowles Foundation), Keith Nelson regarding whether his employer Dave's Auto Body might become a sponsor, Karen Nelson to see her business is interested in sponsorship. John will also explore contact with Hammer Gel.

**John and Darryl** will explore sponsorship/grants from Empire Health Foundation.

**Darryl** will contact Brian Cromwell from U-District PT

Other potential contacts for sponsorships included PT Associates (behind Safeway) and NWOS.

**Action Item:** See above highlights – Boards members to make contacts and refer to Brad for fundraising/sponsorship opportunities. This should be done within the next several weeks if at all possible.

#### **Adult Lesson Update:**

No report.

#### **Nordic Kids Update:**

At the last meeting there was discussion regarding registration pricing for NK – Chris and Alison met and have determined pricing as follows: \$65 for the first child; \$60 for each subsequent child enrolled. Registration on the website has gone live, to date there are 22 kids registered for NK. Previous discussions about offering NK Saturday and Sundays have not been pursued – there may be ongoing discussions amongst NK leaders and instructors as to whether a Sunday option will be offered. The Rangers program is new this year. Dates will be the same as NK, although timing will be from 9-noon while NK is 1-3 PM. The fees for the Ranger program have been set at \$125 per Ranger. To date there are two registered in this program.

#### **Nordic Kids Trade Program**

This event was hosted by Mountain Gear yesterday afternoon. Chris Oxford and Jud Ford were present to assist with sizing trading. Early report from Mountain Gear indicated that 60 SNSA members participated both shopping and swapping. Approximately 35 pieces of gear were sold amongst participants. It is unclear how much if any new gear was purchased at the event. Chris Oxford spoke with Mark Beatty – Mountain Gear will inventory their old trade up gear and will offer this for sale through the SNSA website at very affordable web site.

Fitness Fanatics may be revamping a used gear trade up program in a new way. Robin has not reached out to SNSA regarding this program, but Brad will make contact with her to help define this new program and see how the organization can help promote it if she would like.

**Action Item:** Brad to meet with Robin to clarify the Fitness Fanatics youth gear program and see how we might be able to help.

#### **Classified Ads on the SNSA website**

There is a new tab on the SNSA website “Online Ski Swap” that is a benefit to members. Brad informed the group that the tab is up and running; but that it was members-only and that a login was required to access this area of the website. Suggestions were made that the fact that a login is required and instructions to obtain a login should be explicit and well placed on the site.

**Action Item: Brad** will f/u on making membership and login requirements on the “Online Ski Swap” more explicit.

### **Race Team Update:**

Team members need to pay SNSA fees, this was included in the fees that they were asked to pay. Going forward these fees needs to be incorporated directly into team registration rather than being a separate step.

**Action Item:** John and Brad will notify all ski team members and families regarding need to become SNSA members.

### **Signage:**

Chris reported that he received word that the signs obtained through the WRAC were smaller than anticipated – 8.5 x 11 inches. Preliminarily, if true, these signs are likely to be too small. John will contact Steve Christensen regarding the signs he has received and whether they are adequate. If not alternative strategies can be pursued through the WRAC. Given that snow is likely to arrive soon, there was a sense of urgency with this issue. There is no update regarding the new sign at the main trailhead. John will also discuss this with Steve.

**Action item: John** will pursue signage issues with Steve Christensen this week.

### **Chimney Sweep / Lodge Update / Trails Days:**

The chimney in the Selkirk Lodge still needs to be swept – Chris has obtained the necessary equipment and is prepared to do this within the next few weeks. There was previous discussion about safety corrals around the stoves at both Nova Hut and the Selkirk Lodge; Steve said he was going to pursue having these constructed. John will f/u with him regarding this issue. At the last meeting there was discussion of how the board should recognize Brian Hawkins for all of his hard work with the Selkirk lodge maintenance project and trails days. Per communication with John and other board members, Brian says he does not want or need recognition for his efforts at this time.

**Action item: Chris** will sweep the chimney in the Selkirk Lodge, this will be done from below and he will need access to the lodge. **John** will follow-up with Steve regarding the safety corral around the two stoves.

### **Ski patrol meeting**

Nancy Westbrook who is coordinating the Nordic Ski Patrol efforts this year has expressed an interest in meeting with the Board. The nature of the discussion or agenda is unclear for this meeting. Chris proposed a meeting with Nancy and with Ted Barnwell who will be taking over Nordic Ski Patrol next year. They would start with a discussion of collaboration between ski patrol and the Ranger Program. If something comes up from that meeting, Nancy could be invited to meet with the Board if there is a specific need.

**Action Item:** Chris will meet with Nancy and Ted to discuss collaboration between ski patrol and the Ranger program. If there are other needs, a meeting between Nancy and the Board can be arranged in the future.

### **Web Cam:**

The Web cam arrived and now needs to be installed. In order to facilitate installation Tom requested a key to the Selkirk lodge. Steve has given out keys in past to select individuals. John as president will discuss getting a key from Steve.

**Action Item:** **John** will approach Steve about getting a key to the Selkirk lodge to facilitate **Tom** installing the webcam.

### **Grooming Committee Charter**

Preceding the meeting, there was some discussion about the Grooming Committee Charter. Review of previous minutes showed that the charter had effectively been passed last year (1/07/2013). The charter was distributed and the Board reaffirmed that this was the case. Since this charter was passed by the SNSA board, this committee is considered to be a working committee that reports to and is under the auspices of SNSA. Informational, nothing to do.

### **Gary Silver Award**

E-mail communications have gone out to the SNSA membership on several occasions soliciting names of people to be honored for their contribution to SNSA and the local Nordic skiing community. Two names were forwarded – MSSP ranger Steve Christensen and Friends of Mt Spokane President Chris Curri. Some discussion ensued regarding whether the Board should wait to see if more nominations filtered in. Consensus was that this has been announced and distributed to the membership on several occasions and that a vote should be taken in order to move this forward. The two candidates were reviewed and a vote was taken, Steve Christensen is this year's Gary Silver awardee. Details will need to be arranged in terms of when to make this announcement; Winterfest was suggested and agreed upon. The plaque will need to be engraved and Brad will take care of this. Further planning for the award presentation will be undertaken by Brad.

**Action Item:** **Brad** will take care of getting the plaque engraved and, in conjunction with others working on Winterfest, will plan the award ceremony

### **New Business**

#### **Idaho Land Access - \$100**

One our new trails, Outer Limits, crosses the state line and goes into Idaho. As a result, we have been asked to pay the Idaho State minimum land use fee. The fee is \$500 over the next five years. The WRAC will pay \$400 of this, leaving \$20 per year for the next five years for SNSA. I vote was taken and the Board agreed to pay the entire sum of \$100 at this time to cover this fee for the next five years.

**Action Item:** None, the check has been written.

#### **Request to use funds raised at Banff Film Festival for early grooming**

Annually for the past many years, SNSA has had a cookie sale at the Banff Film Festival. The proceeds of this cookie sale has traditionally gone into the SNSA general fund and contributes approximately \$1500. George and Karen Momany who coordinate this event sent a letter to the

Board suggesting that this money go towards early grooming (for a period not covered by the state contracted grooming). The pros and cons of this proposal were debated. It was noted that if there is snowfall before the contract officially starts, Steve and the groomer driver typically go out early to ensure that the snow is adequately packed and ready once the contracted period begins. It was unclear to the board whether these funds would thus be needed, whether if these funds were designated as such whether we would get something that we would otherwise not get in terms of grooming. Further it was noted that there is difficulty in tracking designated or restricted funds from a bookkeeping standpoint. Of particular concern is that this would be compounded if these funds were not necessary this year d/t lack of snowfall. In addition there was concern that since this has been an ongoing fundraiser and has become a line item in the SNSA budget, restriction of funds could have an untoward effect on the organization. After much discussion, it was decided that the Board should respond to this request indicating that we would be open to using these funds for early grooming if the need arises, but that we would prefer not to have these funds specifically designated for this purpose (restricted funds) due to the reasons above.

**Action Item:** John will craft a letter to George and Karen explaining the Board's recommendation as above.

### **Accounting**

Kate distributed a Profit/Loss statement for year to date. It was noted that donations/memberships are up since last January. We do not yet have detailed information to indicate whether this represents an increase in number of memberships or an increase in donations over the minimum. The bottom line is positive relative to last year but it was noted that this was largely due to the fact that ski team fees have been collected but there have not yet been any ski team expenses incurred. Kate will be out of town, during that time John and Lisa will take over check-writing and Julie has volunteered to track finances.

**Informational, no action necessary.**

Respectfully submitted,

Darryl Potyk

## **Attachment #1:**

### **Brad's update to the Spokane Nordic board Nov 8**

#### Selkirk Challenge

- registration is live
- a logo is in the works
- Tom Frost will design the 20, 35 and 50 km routes
- training plan: would like to design season-long training plan. who to ask to design?
- training group: should we organize a training group?
- timing: during Nordic Kids?
- suggestions for leader(s)? -- non-board member, maybe 2

#### Sponsors

- Darryl will be connecting me with last year's JNQ sponsors
- several are in the works
- bring names of potential to the board meeting
- suggestions from 2 board members so far
- Out There is Gold-level: we get 3 half-page ads. Dec/Jan = WinterFest, Feb = Selkirk

#### Challenge

- BeFast - will provide headbands and hats for free; we pay imprint, use for sale/prizes. Special ones are being made for Women's lesson group
- BumbleBar for lessons/WinterFest/Selkirk- very interested, will work out details
- too late for many sponsors due to annual budgeting. We need to be recruiting for next year
- Allen Dykes will work with me. We'll meet next week

#### Out There article

- I'll be writing a December article on how to get into Nordic Skiing
- we'll receive web advertising in exchange

#### WinterFest

- a logo in the works
- registration is live
- each board member should fill a 2-hour slot. indicate your area of interest on the attached
- do you have ideas for 2-3 people for planning team? (ann gave name for person to lead food planning)
- REI is offering \$20 ski rentals

#### Pocket Trail Maps

- designed based on last year's size, map turned 90 degrees to fit
- I am seeking \$250 sponsors in next 2 weeks to cover costs
- draft is attached

#### Online ski swap is live

Adult lessons - ready to go live once dates / program / times are set

#### Summer Trails grants

- Brian and I will work on grant proposals for tools and equipment

- tools to allow more people per day
- equipment to make work go faster -- bush hog?

KPBX contract is in place - 4 weeks, promote WinterFest

**WinterFest event Board member general interest involvement sheet**

Write your name beside the event you're most interested in

1. Info table - Selkirk

---

---

---

2. Parking (?) \_\_\_\_\_

3. Cider Trail

\_ Announcer/guide (?): \_\_\_\_\_

4. Backcountry Clinic: Mike

5. Lessons: Lisa

6. Donut Dash

\_ setup \_\_\_\_\_

\_ "timing" \_\_\_\_\_

\_ announcing \_\_\_\_\_

\_ bracketing \_\_\_\_\_

7. Nova Hut

\_ equipment/ food haul \_\_\_\_\_

\_ equipment operation \_\_\_\_\_

\_ food serving \_\_\_\_\_

\_ equipment/food removal \_\_\_\_\_

8. Day-of setup - general \_\_\_\_\_

---

9. Day-of cleanup - general \_\_\_\_\_

---

**Spokane Nordic Ski Association**  
**Board of Directors Meeting**  
**Monday, December 9, 2013**

**Present:** John McCarthy, Tom Schaaf, Mike Powers, Ann Torigoe-Hawkins, Julie Goltz, Chris Oxford, Alison Liaboe, Darryl Potyk, Brad Thiessen. Lisa Sunderman (via telephone link)

**Not Present:** Kate Burns

**Old Business:**

**Board Composition; New Board Member:**

The Board is still one person short of a full complement. No new suggestions at this point. Brad met with Allen Dykes. Mr. Dykes indicated that he was willing to participate in fundraising in some fashion although there has been no engagement to date. Lisa reported that he indicated that he would like to be a NK coach and participate in the coach's training on 12/21. He will be engaged in these roles and assess enthusiasm as well as skill set. The board will keep this position vacant for the time being and consider Mr. Dyke for a board position in the future.

**Action Item:** Alison to contact Mr. Dykes regarding NK coaching (contact information from Brad and/or Lisa). The vacant position will remain open for the time being, potential names will be advanced for further discussion as deemed appropriate.

**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.

**Coach's Contracts:**

There are currently 5 coaches who have been offered contracts –Race Team; George Bryant, Matt Halloran, Jeannie Nelson. Transition Team; Jud Ford and Paul Fawcett. All have been offered contracts, it was noted that it is uncertain how much some of the coaches will be involved – John pointed out that this was the case particularly for Jeannie and Paul – their involvement could be more than expected and he proposed that we keep some funds in reserve for potential bonuses if coaches put in more time than initially anticipated. It will be important to ensure that coaches are paid appropriately. A motion was made and approved that the organization have \$2000-\$3000 in reserve to potentially pay coaches an end of season bonus if necessary. The current contract states that background checks and current Basic Life Support are requisite for our coaches. There was some discussion regarding how often to do this and whether having gone through BLS training was good enough or whether a valid certificate was necessary. BLS certification is valid for two years. It is unclear how often background checks should be done since we tend to know all of our coaches very well. Further, it is unclear what the current industry standard is. General consensus amongst those in attendance is that current BLS certification should be obtained.

**Action Items:** Mike will check around with various groups to determine industry standard in terms of background checks. John will do the same with BLS.

**Marketing Director Report: Brad Thiessen (refer to Attachment #1)**

This past weekend SNSA sponsored a "first day" event at the Selkirk Lodge. This event was publicized in the newsletter and in several 2 minute updates and was an informal potluck to



celebrate the 1<sup>st</sup> weekend of grooming and skiing. Ann reported that things went very well, about 45 people showed up despite cold temperatures. This was thought to be successful enough that we should do it again next year as a kickoff to the season. Thanks to all involved.

**Winterfest** is scheduled for January 19<sup>th</sup> – this event will include a variety of fun activities geared primarily at having fun on the mountain. Brad has advanced this event and things are going well – registration is on line, specified pre-registration preferred, this event is free, but donations are welcome, to date we have 23 registered so far and one donation. Board members are being asked to commit to a two hour time slot to volunteer to make the event successful; not all positions are filled to date. In addition to the activities discussed previously, Brad reported that Kate is leading skijoring clinic that day, Nancy Westbrook from ski patrol will participate in some fashion although this remains to be determined, the groomer will be at one of the junctions, art will lead “backsider” trail activity, Robin DeRuwe from Fitness Fanatics is working with supplier to have demo day, Ann LeBar is leading food for the day, REI will be promoting the event on their main poster board, as a sponsor, Out There magazine has an ad running (larger than expected!) and we will get some additional press on the Out There website. A number of early registration prizes have been donated and are being promoted.

**Selkirk Challenge** – This event is scheduled for March 2 and planning is underway. The event is posted on the SNSA website. Will offer varying distances – 20K, 30K and 50K (with loop). While Winterfest will be free, there will be a fee for the Selkirk Challenge – the fee will cover the event itself, infrastructure (food stations etc.) and a T-shirt. Brad and Lisa are working together on the T-shirts, a subcommittee comprised of Lisa, Brad and Tom will be working on particulars of start times and timing. A name change has been considered, the event will likely be called the “**Spokane Nordic Challenge: 20, 30, 50 K Loppet.**”

**Contacts/follow-up:** At the last meeting Board members were asked to contact people they knew about potential sponsors/fundraising. A common theme about these contacts was that we are late in funding cycles/fiscal years and that funds are unlikely to be available until after the first of the year. Thus, focus is shifting towards sponsorships for events this year and laying the groundwork for organization sponsors for next year. Similarly we need to be aware of this as Brad’s performance is measured at next review cycle.

Darryl – contacted U-District (map sponsor), US Bank – referred on to others within the bank, forwarded to Brad

Tom – will be contacting Appleyway Volkswagen and Champions Sports Medicine

Alison – will be contacting Bloomsday / Don Kardong

John – Karen Nelson (map sponsor), asks have been made to IEP. Empire Health Foundation has been approached and will further discussions about grants in next cycle (after 1<sup>st</sup> of the year)

Ann – approached Sun Mountain – too late in the year, perhaps next year. As a side note, Ann also added that Langlauf and KPBX are media partners and there should be some synergy here.

Chris – contacted KREM 2; they may be able do stories on SNSA, Roast House Coffee donated coffee for Winterfest.

Julie – obtained a gift certificate from So Perry Pizza

Lisa – was instrumental in getting Numerica to be a Winterfest sponsor at the \$2500 level, BikeHub was also approached and they asked that we re-approach them for next year.

Brad worked with Mountain Gear and Fitness Fanatics to become map sponsors. Although we got off to a late start, there has been \$5600 in monetary sponsorships to date.

It was suggested that perhaps we could get someone to sponsor the daily trails report on our website – this is the most frequently visited part of our website. Similarly, we could potentially obtain sponsor for the webcam. Brad will f/u on this idea.

**Action Item: Board members** to sign up for volunteer shifts at Winterfest if not already done so. **Brad** will follow-up on idea of sponsors for daily trail update and webcam.

**Hats/Headbands:** BeFast headgear has become an SNSA sponsor, providing headbands and hats that will have the SNSA logo. Some of these will be for gals get going, others will be for sale. Offer has been made to race team with some orders having been placed.

**Action Item: Lisa and Brad** will continue to pursue and update regarding details.

#### **Adult Lesson Update:**

Lisa reported that lessons were given to 11 people last weekend at the “First Day” event and that there are a good number of lessons scheduled for this coming weekend.

Informational, no action items at this time.

#### **Nordic Kids Update:**

Alison, Chris and Brad provided this report – NK will remain one day as it has traditionally been (earlier there had been talk of expansion to two days but this will not occur at this time, but may be considered next year). There are 75 registrants to date for NK – capacity this year is estimated to be approximately 120 depending upon the number of coaches/instructors. Currently there are 6 registered for the Youth Rangers program.

This weekend, NK will conduct its new orientation / sorting exercise to assist with class placement. There will also be a late fee for late registration after 12/15. Brad will raise the rates at that time, but ahead of time will send out notice encouraging earlier registration via a 2 minute update.

The question of BLS certification and background checks was brought up in light of the above discussion about coaches. After a robust conversation, consensus was that this probably wasn't necessary as a distinction was made between paid employees and volunteers and NK is run by volunteers. There was general agreement to stick with parents and individuals we know well for the time being. While this was the general sense, we will check with other similar organizations to see what they do. Tom volunteered to explore this with Methow and Chris will inquire with an east coast organization. It was suggested that coaches' education/orientation include advice to try to avoid one kid being alone with one adult whenever possible. The waiver for NK and Rangers should be revisited at some point in the future.

**Action Item: Lisa** to incorporate advice regarding attempting never to be alone with one kid into coach/instructor training. **Tom** will see what Methow Valley and **Chris** will check with an East Coast organization to determine what they do with their volunteers in terms of BLS and background checks. In future consider review of waiver.

#### **Race Team & Transition Team Update:**

John reported that things on the race team are going well. Team is having regularly scheduled dryland and U-District training sessions. As an elective activity a good number of the team went to West Yellowstone and participated in an early race. Coaches were reimbursed for team related

expenses and travel for this trip. Jeannie seems to be integrating herself into the coaching role and finding her niche.

Things seem to be going well for the transition team as well. The team is growing and fees look like they will more than cover expenses. Paul Fawcett will help coach; Chris is a volunteer coach who will be helping as well. Since he is not well known to the organization, John will speak to Jud to decide whether he should undergo a background check. This year there was a glitch in that the \$30 SNSA membership fee was not included in the \$800 (race team) and \$400 (T-team). A reminder has been sent to all team members and families reminding them to pay this additional fee. Plans are underway to include this on the team sign-up forms for next year.

**Action Item:** **John** to speak with Jud and they will decide whether Chris should have a background check. **Brad** will work to ensure that SNSA registration fees are on the team sign-up form for next year.

### **Grooming Committee Report:**

Chris reported that the issue of the trails maps is resolved. Apparently there was some confusion with the request that was made to the WRAC and the trail maps they sent us were 8 ½ x 11 inches and were not suitable for posting on the trails. Chris had maps made on laminated high quality vinyl 24 x 24 inches - these will be posted on top of the existing aluminum trail maps and reports are they look good and should be durable. These have been installed at junctions 1 through 7 and additional maps are to be put up by George Momany this week. Although these should be durable, we will likely need to put together a very specific proposal to the WRAC for permanent signs. This will be communicated to Trond Liaboe who is our region's representative to the WRAC. Chris spent \$390 on these signs – the Board felt that this was necessary and a motion was made and passed unanimously to reimburse Chris in full.

Chris also pointed out that there are several unmarked junctions and the Grooming Committee is pursuing trail name signs to be sure that visitors or people unfamiliar with the trails have adequate guidance.

Chris has also pursued replacement of the large trailhead map. The plan is to take down the current outdated map and to use the existing supports to mount a large updated aluminum map that has SNSA logo and recognizes our partners (IEP and MSSP). The cost for this map is \$560; a motion was made and passed unanimously to pay for this updated map.

Lastly, there had been a request by the grooming committee for funding for early grooming before the state contract became active. This request was fairly vague and did not include specific dollar figures, which trails to be groomed and how these were to be prioritized. John shared a draft of a letter that he proposed to send to the grooming committee asking for specific information if this request is to be made next year.

**Action Items:** **Alison** to communicate to Trond Liaboe the need for a very specific request to be made to the WRAC for permanent signs at the next funding meeting. **Julie/John** to coordinate to ensure that Chris is reimbursed for trail map signs as above (\$950). **John** to send letter to George Momany who chairs the grooming committee. (Attachment #2)

### **Chimney Sweep / Lodge Update**

The chimney in the Selkirk Lodge has not been swept. Chris says he has the necessary equipment and will do from below weather permitting. Safety corrals have not been fabricated at this time. MSSP was to do this but has yet to be done yet. Chris and Tom will informally discuss fabricating something with members of the SNSA membership, if there is enough energy

they will approach Steve to ensure all codes and MSSP requirements are met. This led to discussion of a related topic, that of MSSP's shrinking budget and the fact that they are less able to do certain things that we have been asked to assume – for example, maintenance on the Selkirk Lodge was thought to be a MSSP responsibility but they were short staffed, we took on the project at the expense of some amount of trail maintenance. This may be a topic of discussion at an upcoming meeting of stakeholders.

**Action item:** Chris to sweep chimney, weather permitting. Chris/Tom to further explore corrals around stoves. Impact of decreased funding for MSSP on SNSA to be a future topic of discussion.

### **Ski patrol meeting**

Chris, Ted Barnwell and Nancy Westbrook met to discuss collaboration and synergies between the Nordic Ski patrol and the new Ranger program as well as with SNSA in general. The ski patrol was very supportive of the Ranger program. Nancy brought up space issues within the lodge and the potential for new space if the lodge is updated in some fashion. Chris invited Nancy to participate in the discussion of Selkirk Lodge update and potentially be involved in the capital campaign process when that occurs. John inserted a note of caution regarding the lodge project – needing to define the priority level of this project given how many other things are currently going on. The ski patrol intends to sweep the trails at the end of the day with a snowmobile. Concern was raised about the snowmobile affecting groomed trails – apparently, ski patrol will coordinate with the grooming committee and the trails to be groomed that evening will be the ones swept in order to mitigate untoward effects on the trails. This approach then led to further questions; the utility of these sweeps was questioned, further - are they going to sweep all trails? Everyday?

**Action Item:** Informational, but the trails will be monitored for untoward effects from snowmobile sweeps.

### **Web Cam:**

The Webcam is close to being functional. The hardware will be set up tomorrow, likely location will be on top of the shed where the snowmobiles are housed looking up towards the trailhead map. The location may be moved next year to provide a better view of the trails but such work will need to wait until spring or summer. The next phase of the project is to get the webcam images integrated into our website so that it displays on the website.

**Action Item:** Tom and Brad to coordinate with internet provider to get images on the website.

### **Gary Silver Awards**

Steve Christensen from MSSP has been named this year's recipient of the Gary Silver Award. Plaque has been retrieved from Fitness Fanatics, Brad will be in have it engraved and then have it placed back in the display case in the lodge. The plan is to incorporate an awards ceremony into Winterfest with John presenting Steve with the award. Past award recipients will be notified and specifically invited.

**Action Item: Brad** to get plaque engraved and to develop plan for awards ceremony.

### **Idaho Land Access /Recent Logging / Communication**

SNSA was surprised to recently learn recently that several of the new outer trails are and will be closed d/t logging operations being performed by the Idaho State lands. Affected trails include Tripps Loop, Outer Limits and Tamarama. John has communicated with Steve Christensen from MSSP, with Paul Buckland from IEP and with representatives from Idaho State Lands and has asked for improved communication regarding these types of events. The SNSA president is hoped to be the point person for these communications and will be responsible for dissemination of this information.

Informational only.

### **New Business:**

#### **Race Team Van Repairs:**

Several non-budgeted repairs to the van were recently required; Fuel pump and filter needing replaced. These repairs cost approximately \$1000. The van would not start this weekend and the cause is currently being investigated. This lead to a discussion of a) should we begin to start thinking about the purchase of a new van and b) how long this van can remain serviceable. Neither of these questions was answered. The current van seats 15 passengers; a replacement van is thought to cost approximately \$30K. John will find out the current status of the van, review repair records, and Brad will begin to define what a capital campaign for a new van would look like. If we are to move forward on this a sub-committee will likely need to be formed.

**Action Item: John** to find out current status of the van and review repair records. **Brad** will begin to define what a capital campaign for a new van would look like.

#### **Succession Planning:**

There will be turnover of officers in March 2014. At that time John will step down as President and Lisa will assume that role. Kate would like to move away from the Treasurer position – while Kate is away, Julie has been filling, is very competent – because this type of activity is what she does for a living, she does not want to this job officially but she is happy to help out, to define systems and protocols to ensure consistency. It was mentioned proficiency in this area as well as an enthusiasm for this role as well as Nordic skiing may be attributes we should seek as we are looking for a new Board member. Darryl also informed the board that after two years he would like to step down from the Secretary position. This leaves officer positions to be filled next spring – Vice President (President-elect), Treasurer and Secretary. Board members were asked to plan for and thoughtfully consider candidates to fill these positions come spring. By tradition, meetings have been held at the home of the president. It was recognized that this can be somewhat of a burden and alternatives were discussed. Lisa indicated that for the relatively near future she was ok with holding the meetings at her house.

It was also mentioned that the organization is in the midst of a transition from a small grass roots organization to a more sophisticated operation with a number of programs and that perhaps we need to begin functioning with multiple specific committees (i.e. events committee, finance committee, race committee) reporting to the Board. This may be a topic for a retreat.

**Action Item:** None, informational at this time.

**Biathlon:**

Tom has been exploring the potential for a biathlon venue at Mt Spokane. He has had informal discussions with a number of current members who are interested. He commented that the creation of such a venue might attract more members but might also help with retention of members. Steve (MSSP) and Paul Buckland (IEP) have said that they are not opposed to this idea and would entertain a well done proposal that considers all important variables including liability implications and mitigation strategies.

It was noted that no location has been decided upon; there was some discussion about pros and cons of a venue being nearby the parking lot/lodge so it is accessible for racers but also the location needs not to interfere with other users. There was also some discussion of the extent that some SNSA members might be opposed due to intrusion of the peace and tranquility on the trails – this concern was thought not to be a large problem with the guns being used. Tom asked whether the Board was supportive of further exploration, noting that we needed to prioritize this amongst the various other needs of the organization. The Board was supportive of further exploration and Tom will proceed and develop a proposal based upon what he learns.

**Action Item:** Tom to further explore a biathlon venue at Mt Spokane and make a proposal to the board if this seems feasible sometime in the near future.

Respectfully submitted,

Darryl Potyk

## ATTACHMENT #1

### Board Report Dec 9, 2013

- Brad Thiessen

#### 1. WinterFest

##### - Activities

- Kate Burns leading Skijoring clinic
- Ski Patrol confirmed
- Groomer confirmed
- Art Bookstrom confirmed to lead Back-Cider confirmed

##### - Volunteers

- Ann Le Bar leading food, most food volunteers in place
- have culled list of approx. 10 current members who indicated willingness to volunteer

##### - Promotion

- REI
  - poster on REI bulletin board
  - publicized through their PR system - emails, website, facebook
- Out There
  - ad in Dec, January
  - text on website
- talked to Art re: back-cider and Nancy re: Ski Patrol

#### 2. Taking head shot photos for Selkirk Display

- on hill this week-end?
- at the meeting?

#### 3. Challenge

- Name change: Spokane Nordic Challenge 20/30/50km Loppet
  - "*Loppet* is a Swedish word meaning 'bloody long ski race.'"
  - "it's a Scandinavian word that, loosely translated, means 'I wish I had a snowmobile.'"
  - "The word 'loppet' has its origins in Scandinavian culture and commonly refers to a mass participation cross country ski event which includes longer, marathon length distances and both recreational and competitive elements. Some definitions refer to a loppet as a 'citizen's race.' Participants usually challenge themselves physically and mentally over courses of varied terrain, focusing on achieving personal bests or attaining pre-determined goals."
- Course: 20k loop and 30k loop -- designed by Tom Frost
  - approved by Tim Ray and Steve Christensen -- grooming may be spread over 2 days

#### 4. Selkirk Lodge presence

- Posters are up in Selkirk Restrooms explaining Ski Park partnership
- Will create display for display case: board member headshots; the rest TBD

## 5. Stakeholder Update

### - Sponsorship:

\$2500:	Numerica
\$1500:	Out There (in kind: advertising)
\$1000	BeFAST Headgear (in kind: free hats for GGG, 10 more freebies, 24 at 1/2 price to sell)
	Camp Spalding
\$500	REI - Winterfest (in kind, promotion and prizes) Fitness Fanatics - Selkirk Challenge (plus prizes)
\$250	First Choice - WinterFest U-District - WinterFest BumbleBar - WinterFest (in kind, bars); possibly Selkirk as well Roast House - WinterFest and SnowBall (in kind, coffee) Brian Hawkins - map Fitness Fanatics - map Mountain Gear - map Karen Nelson - map
\$100	Roast House Pressworks - map

**Total Cash: \$5600**

- Membership: 139 active, 176 overdue = 315.
  - Only 30% of basic memberships are renewed.
- Non-member contacts: 206
- Facebook Friends: 279, averaging one new like per day over last month
- Nordic Kids registrants: 75
- Youth Rangers registrants: 6
- WinterFest registrants: 22
- 2-minute update: 1 per week

## 6. Nancy Westbrook

- ski patrol is coordinating with groomer to make sweep at end of day.
- I'll publicize

## 7. Gary Silver

- have plaque from FitFan, will get engraved this week



## ATTACHMENT #2

Dear Grooming/Trail Committee,

We have been very appreciative and frankly amazed at the amount of work you put in this summer and early in the season (after the delay in signage). Thanks!

This year, there was a request for consideration of early grooming. We want to fully support “condition responsive grooming” and see this as integral to a good experience for those up on the hill. With that in mind, it would make sense if you would like to do this as well and you will be asking SNSA to be the funding entity that we establish a mechanism wherein this could occur. The board addressed this issue last night. We need to have our members and selves understand if someone other than the state is to pay for grooming questions such as:

What is the cost?

What trails will be groomed?

Who is accountable/liable?

Do we have State Parks blessing?

What is the mechanism for initiating the grooming? For initiating the request for money?

How much money should SNSA have in budget for this?

Who will be enforcing/ski patrolling if anyone?

Will the parking lot be plowed?

Should we be petitioning the WRAC to do this differently so they can support condition responsive grooming? (I have personally done this historically and was summarily told this will not happen).

We don't want to put hurdles in our way, but, we need to be fiscally/programmatically responsible and would like to know that a system is in place to allow appropriate stewardship of the funds.

We think that if we put this together in a timely fashion, there will be opportunities to employ this strategy from which we will all benefit.

Thanks for your consideration.

John McCarthy  
SNSA President

## Notes from Stakeholders meeting Feb 26, 2014

**Present: Spokane Nordic Board members: Darryl Potyk, Mike Powers, Tom Schaaf, Ann Torigoe-Hawkins, Lisa Sunderman, John McCarthy, Julie Goltz; Brad Thiessen (SNSA Membership and Marketing Director), Cris Curry (Friends of Mt. Spokane), Steve Christensen (Mt. Spokane State Park), Paul Buckland (Inland Empire Paper Co), Robin DeRuwe (Fitness Fanatics), Paul Fish (Mtn. Gear), Diana Roberts (skijorers), Dawn Schaaf, Tim Ray (Langlauf), Brian Hawkins (Grooming and Trails Committee), Nancy Westbrook (Ski Patrol), Gloria Fletcher (condos), Jud Ford (Transition Team), George Bryant (Ski Team), John Drumm (Fitness Fanatics), Travis Nichols (Mtn. Gear).**

**Thank you all for coming to the Annual Stakeholder's meeting. I apologize for the delinquency of the notes. You all made this a very valuable meeting and this was much appreciated. When teams work together, there is room for lots of progress. Spokane Nordic thanks you for your valuable time, talents, and investment.**

**The following ideas were discussed at the stakeholder's meeting in February. SNSA will follow up on these as there is time and energy. We also want to be responsive to you, our companion stakeholders. If you have energy on any of these issues, please feel free to take a lead or assist SNSA as you are able.**

Condition responsive skiing is desired, eg could we ski over Thanksgiving? Under the current set-up, it is near impossible to take the big groomer out before T-day though Steve has offered a commitment to some trails if at all possible with the smaller groomer and on a limited basis. The nature of state contracting and WRAC funding plays into some of this and re-structuring this would entail a full restructuring of grooming and likely new contracts, more money, grooming concessionaire, etc etc.

Parking lot growth is something that Steve sees as happening within 2 years and if we have thoughts, he is amenable to hearing them.

Lit Trails were discussed and the energy to make this happen was not apparent at this meeting.

There was concern about upkeep as well as some limited concern about initial expenditure.

Warming hut. Lots of energy about this. There were plans brought to the meeting and the workgroup is reactivated. IEP is willing to facilitate lumber donations, there are a lot of people interested in helping construct. Paul Buckland sent me a note with the following:

***Nordic Warming Hut:** We would like to participate in this endeavor. We have no preference for location - either junction 11 or 7, whichever you prefer. If Chris Oxford would get me the list of wood product materials, I can start to work on acquiring those materials from local sawmills. We are particularly interested in showcasing the "Local and Sustainable" concept (Locally and sustainably grown wood, locally processed, locally built...and used by locals)...real "Circle of Life" stuff there.*

Lodge re-do, this sounds like it too has traction but specifics need to be identified and a lead needs to make this happen if it is to go ahead. Apparently, there are many who would like to see this. Planning this needs consideration for NK, ski patrol, race set up, rental, food concessionaire, sno park pass sales. Paul Buckland again sent a note:

***Lodge Expansion:** Same as with the Warming Hut, IEP is interested in providing wood products from the surrounding forest - either in the form of whole logs (if using the logcabin style) or processed lumber products*

Biathlon will be considered if there is a failsafe plan that can be implemented. This is something neither the Parks nor IEP have time to do so it will require a well thought out plan with details anticipated. Paul and Steve can't devote much time/energy to getting this going.

A stadium was discussed and could be considered, many learned that a stadium is a wide open area, NOT a football stadium. There was no lead proposer for this but this could be advanced if

there was a vision and if major change anticipated, should be done with lodge and parking in mind.

Trail to the condo was hoped for from the Nordic skiers who own condos as this would be a huge asset. State parks would likely not maintain.

Event coordinator was considered, how to make sure there is not a JNQ when there is a Souper Bowl and NK Olympics. At some level, SNSA could play part of that role as we hold many of the events. Spokane Parks and Rec was not at the meeting but if all stakeholders let SNSA know, we do have a calendar. It was discussed that MSSP could play this role but budgeting doesn't allow this currently.

Concessions were discussed and there was some interest in doing this for rentals. Having a place to do this from would be very important and this discussion should happen in conjunction with lodge re-do. This will likely come from the vendor side but we want to create synergies.

Housing was discussed and there are 2 houses which currently exist on the hill which could be rented out if there was a plan for use.

User conflict: Strong desire to have ski trails maintained for skiing. Bikers/snowshoers to have access to a different set of trails.

Interest in creating a ski jouring loop for reasons associated with dog hospitality.

Consideration of a shuttle to the mountain makes some sense. Could be done in conjunction with the downhill. At this time, no foci of energy to make this happen.

Lodging and food were discussed with no resolution at this time. There are no good options at this time for lodging or food.

Paul Buckland was to get us this contact information and he did.

Paul Buckland's boss's contact information:

**Kevin Rasler, President and General Manager**

**Inland Empire Paper Company**

**3320 N. Argonne Rd.**

**Spokane, WA 99212**

**509.924.1911**