

FACE TO FACE BOARD MEETING PSIA-NI

Date: 9/7/2019

Time: 11:03 am

Special or Regular Meeting: Regular face to face, Boise, ID

Board Members:

| | | |
|----------|--------------------|-------------------------------|
| Present: | Tom Koto | Interim Executive Director |
| | Fernando Veloz | President & Board Member |
| | Christian Luening | Vice President & Board Member |
| | Deann Miller | Secretary & Board Member |
| | Walt Coiner | Treasurer & Board Member |
| | Colleen Morishita | Board Member |
| | Paul Blaylock | Board Member |
| | Mason Frederickson | Board Member |
| | Angela Bovee | Board Member |
| | Cortney Bayuk | Board Member |

| YES | NO |
|-----|----|
| X | |
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Committee Chairs

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|----------|-------------------|--------------------------|
| Present: | Weylin Barrett | Professional Development |
| | Ben Roberts | Alpine Certification |
| | Eric Zimmerman | Alpine Education |
| | Jake Bolin | Snowboard Certification |
| | Tim Ball | Snowboard Education |
| | Steve Haims | Nordic |
| | Mike Erlbach | Senior |
| | Jani Sutherland | Children's |
| | Chuck Chiu | Adaptive |
| | Martina Vale | Newsletter |
| | Colleen Morishita | Website |
| | Walt Coiner | National Representative |

| YES | NO |
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Guests:

Visitors

Proxies? No

Quorum? Yes

Minutes from August 19, 2019 phone conference posted for review and approved

Changes/additions to agenda: None

REPORTS:

1. President's Report/President's Council: Fernando Veloz

Structure moving forward on Policy Governance—other divisions are looking at Bylaws & Articles. We are way ahead of the game. We need to look at Strategic Planning and bigger picture of how we manage our division. Survey is critical to facilitate transition of divisions.

Key Points: Strategic planning, managing division.

2. ASEA Rep Report: Walt Coiner

The Board is looking at how NI and operations fits with National. Most divisions working on transitioning from old to new policy governance and operating systems. PSIA-AASI overall membership continues to grow however the baby boomer generation is retiring. NIM Board is reviewing the latest member survey to see how the organization can be retooled to match member needs. We are working on different ways to reach out to new members with programs like E Learning, Children's MA Module, Jr. and Instructor's certification program. National has another phone call coming up and face to face in October.

Key Points: Membership growth and how...new ideas to draw in members. Looking at ways to be more efficient and better organized.

3. NI Financial Report: Walt Coiner

Slowly bookkeeping over to Tom Spees (National) and Tom Koto. We re-subscribed to QuickBooks online to be able to operate remotely. Tom Koto and the finance committee will start working on budget for board review, hopefully by November. Financial Report: \$21,189 in checking account. Operations will decide where to leave the money. Edward E Jones manages our investments...That account has \$145,104.00 at 6-7% per annum return on investment. Our financial planner at Edward E Jones recommended short term money market investments and bonds. Same type of investments with one notch lower risk compared to National exposure level. Our manager actively managing and very focused, we are getting a great return at 6-7%. Finance Committee spin-off made up by Mason, Fernando, Tom & Walt. \$53,000 managed by The Idaho Community Foundation.

Key Points: Investments doing well at 6-7%, Operations will decide where to put money, possible creating of Finance Committee. Budget by November.

4. NIPSIA-EF (Idaho Communities Foundation-ICF), Angela Bovee

Looking at a move to determine HOW monies are distributed. Tom, Walt, Angela & Rich Caballero oversee. We need to get members to apply for scholarship monies and make it more competitive. We award out 100% money brought in. Nine scholarships awarded last year out of 400+ NI members. Scholarship is posted on the website to apply online and forwarded to the committee. Consider giving schools application packet. E Blasts—frequency? Colleen manages Facebook site. Should be spreading around the money more? Anybody coming to us with a need...we support. Do we have ability to grow money...raffle and auction at Symposium. Tamarack, Bogus, Brundage and Pomerelle had instructors awarded last season. Goal is to get all NI resorts represented. Can application for funds come from a school or just member? How is money awarded? Currently awarded up front with no guarantee money is spent appropriately. Needs to be a more controlled method of award. It would be better to award a percentage toward an event and have money go directly to event. Possibly consider disbursement to member schools to back fill events to help that event go forward. This benefits 4 members of a clinic, rather than just one getting a full ride.

Key Point: Ideas to encourage scholarship applications, get the word out, fair way to distribute funds to benefit more members. More member school involvement.

a. 2018-2019 ICF Disbursement/Scholarships

We have categories for folks to apply for scholarships, eg, exams, clinics, etc

b. 2019-2020 Disbursement/Scholarship

5. Executive Director Report: Tom Koto

a. Discipline Chair Summary

Tom has asked for SWOT analysis and has received from all chairs. He will reach back out to the chairs.

Key Points: Marketing needs to happen.

i. **SWOT Analysis.** Informative and good to see common threads on paper. All chairs are working with task force for their discipline looking toward Fall Conference. Some divisions scheduling with CRM and new AMS. Jani is ahead of curve with Children's events this coming season.

ii. **Discipline Update**

b. Orange Bees/AMS Update

Two meetings a week and somewhat repetitive as far as moving forward with convergence.

c. Fall Conference:

October 30, Nov 1 & 2. Happening at the national level to bring back to the divisions. Deadline by the end of the week. We pay travel expenses for our reps.

i. **Train the Trainers**

d. Marketing:

Posters. Marketing tool kit going out to each division. Banner hopefully at events and member schools. Talking to schools about how they can market their specific school. Contest with schools to have them submit personal pictures to use for our marketing next season instead of national pictures.

Key Point: Marketing needs to happen, communication with members, face to face interaction with Tom, members and board. Schools need to be on board.

e. Outside CEU Policy

Most divisions have a policy. We need one moving forward and have that policy online. Operational decision. Walt will share examples of other divisions with Tom.

Key Point: CEU Policy needed, what is acceptable and how are credits awarded?

f. Jr. Instructor Certification Program

Possibly help schools roll out this program.

g. Mountain Bike Partnership—International credentialing program

- i. **PIMBIA.** Group out of Whistler doing credentialing for mountain biking. Training folks to be guides and teach safe riding. Weylin and Kara from SV have L1, Logan has L2, Jamie Z has cert. This can go towards CEUs.

h. Rollerblade Skate to Ski

Rollerblade would like to partner with us. Another opportunity for members to participate.

Key Points: Tom would like to have a face to face with ski school directors. Colleen will set up a file on Basecamp for directors to access. We can make this a benefit of being a member. Looking at new member packets to go out (Lauren Foster). Benefits of joining, kiosk at member school, give access offline.

OLD BUSINESS

1. **2019 Member Survey 12 points:** Conversation Nick, Tom, Fernando and Christian. NI had 90 of 500 responders...15.4%. What can we do with a plan of sustainability going forward? Operational in nature. Board is responsible for strategic planning for members.

Pg. 22 face to face educational offerings: as a board we need to consider some things to make more educational offerings and let members know what is available. Kiosk at ski schools? Need to improve engagement with members. How can board facilitate this? Good to have schools step up and support events so they can go forward instead of cancelling. Issue is small division and distance between schools and mountains. Events being cancelled really disappoints members. Can we give the topic back to members to pull together fellow instructors to help events go forward? We set the

date, they drive the topic and participants. Need to let members where they are on credits. Better communication with schools with 2 week deadline for registering....members drive content. Cross certify into other disciplines rather than just up your current direction. Threshold to break even for events is 6 participants. Need for excitement to drive member motivation.

We have examiner exchange program...why not DCLs? Our survey percentages are comparable to other divisions. We should encourage travel to DCLs. Is there a trend from National and Interski for a focus for clinics this year? Train the Trainers should help. Collaborative clinic to share ideas among instructors with facilitators/clinicians? Face to face we need staff to watch administration clinics. IM has schedule online. Administratively, SV is pushing IM offerings for clinics. No paid renewals for NI from SV. SV may or may not allow us to hold events there. Consolidation is being discussed but Tom sees this more as services rather than division consolidation. Can we share education amongst divisions...examiner exchange, children's, senior's, adaptive, snowboard?

Pg Divisional Publications: Consider newsletter, member insight, more exposure of individual members. Martina really needs content to promote and put in newsletter. Board should encourage member contribution. Maybe a template for members to know what information to put in an article? Ed staff should be contributing. Consider business and organizations to sponsor the newsletter to help offset the cost of paper publication. Giving paper one more year.

Key Point: Need more content, more member insight, get corporate sponsorship to help offset the costs.

Pg 23 Divisional Events: More participation needed by members. Paid executive position to generate higher participation, more satisfaction and more face to face contact, drive member satisfaction and support members. Looking forward for creating success. 50th Anniversary in 2021...maybe have schools put in applications.

Divisional Website: Tom & Colleen are working on it. Microsite...local business sponsorship?

Key Point: Need to be creative and get content for site.

Pg. 32 ease of registering...Colleen is working on it. Have individuals in schools help folks get registered for events. Hopefully new database will help ease challenges.

Pg. 33 organization of exam process. Operational..Tom Koto
Quality of prerequisite courses

Pg. 34 ease of access to prerequisite courses. Operational—Tom Koto

Pg 35 availability of examinations at times convenient to you Timing is critical and location to make events a go. Unity We are NI...not individual mountains.

Pg 18 the array of resources available for PSIA-AASI makes it easier for me to be successful. Eblasts should have links to Instagram..."follow us on FB, IG, etc." Should there be a social media subcommittee? How do we address easing access for folks to know where information is? Engagement with members. McCall's issue is lack of face to face.

Pg 19 PSIA-AASI responsive to my needs Where does a member go to find out status of CEUs? Tom is responsible for educating members about membership options..status

PSIA-AASI provides mentoring opportunities for me in my role as a snowsports instructor Do we have a need for providing mentorship? What opportunities are there? Go With a Pro (PSIA-NW) for free new member clinic?

2. **Website-Colleen** What can we do to increase exposure? Create our own, purchase something to create our own? Important of divisional identity as separate from National. Look at other divisions with higher website presence ratings and get ideas.

Action: We need a plan to move forward...know what our issues are. We do not want to use RRC for another survey and end up with consolidation language in the report, it leads to confusion. Eblast to members to watch for changes the survey has indicated they want. State the division intentions to commit to specific changes. Newsletter and a place to respond if they don't see changes. Response to Nick will be to see how the season goes. Tom will send out Eblast to address changes and survey. Newsletter with link for additional feedback.

3. **Committee Breakout-Finance, Membership, Governance...**National has these committees in place: 1. Awards and recognition, 2. Finance & investment, 3. Education foundation advisory, 4. Membership linkage, 5. Governance & leadership, 6. Executive compensation. Can we use these in NI? Committees or Task Forces? Task Forces are not long-term and unifying. Set short term goal, task force gets job done and that is the end of the task force. We do not want to create governing committees. Open task forces to outside of the Board? Have liaison to report back to board on task force. Task Force ideas for NI: Social media, membership linkage, communication, finance, new membership packets (Tom). Increasing membership. How do we measure our board progress at the end of the year to accomplishing goals? Governance task force? Tom looking at analysis swot coming from chairs, need to look at ed staff, clinics offered,

commitment level from staff, cleanup disciplines, some of the history, housecleaning. Does current structure support housecleaning? Tom speaking to each chair re how they staff their team and hold them responsible.

Key Point: Focus for now on social media task force, membership and finance. Tom is operations and will decide on needed task force. Board should define the ends and determine how to define the ends. Goal to have done by November face to face. Walt will look into how to determine ends drawing from National experience for the Board to follow through.

NEW BUSINESS

Executive Director Role: Tom & Colleen writing job description for next person to step in. Tom will be boots on the ground to help define that. Christian setting up project in Base Camp to help define role. Next step get someone in the role.

1. **Vetting new board members.** We want to avoid having members come on the board with their own agenda rather than represent members. As board should be looking at candidates past and vet for conflicts of interest. Background check? Should Board be insured to protect exposure if a member comes after us?
2. **2021 NI 50th Anniversary** Tom will make operational decisions and check with Kirsten at NW to make sure we don't end up sharing and competing with them.
3. **2020 Spring Symposium...**Pomerelle? Angela will check with Barry.

OLD BUSINESS

Sustainability, Patagonia, carpooling...how are you reducing carbon footprint in newsletter. Create a resort challenge? Tamarack "Make a Mark". "Sustainability Sound-off"

Team selection for National tryouts: Weylin & Ben mid April

RESOLVED ITEMS

NEEDS TO BE DONE: Corporate sponsorship, task forces, 2020 Spring Symposium

Voting: Minutes from 8/19/19 approved

Next Meeting Conference Call: Monday, Oct 28, 2019 6-7pm

Adjourn: 4:31pm