

BOARD MEETING PSIA-AASI-NI MINUTES

I. Call to Order/Attendance

Date: 11/14/2020

Time: 1:03 pm

Special or Regular Meeting: Annual Fall Meeting Face to Face by Google Meet

Board Members:

		YES	NO	
Present:	Christian Luening	President & Board Member	X	
	Colleen Morishita	Vice President & Board Member	X	
	Deann Miller	Secretary & Board Member	X	
	Fernando Veloz	Treasurer & Board Member	X	
	Cortney Bayuk	Board Member	X	
	Angela Bovee	Board Member	X	
	Mason Frederickson	Board Member	X	
	Jim Stevens	Board Member	X	
	Walt Coiner	Board Member & National Rep	X	

Administration:

		YES	NO	
Present:	Ben Roberts	Executive Director	X	
	Nick Treat	Business Manager	X	

A. Introduction of Guests

		YES	NO	
Present:	Nick Herrin	PSIA-AASI CEO	X	
	Eliza Kuntz	PSIA-AASI Board Chair	X	
	Jeffra Clough	PSIA-AASI Women's Task Force	X	
	Shelley Sheibel	Edward Jones Investments	X	

Operational Committee Chairs

		YES	NO	
Present:	Weylin Barrett	Professional Development		X
	Ben Roberts	Alpine Certification	X	
	Eric Zimmerman	Alpine Education		X
	Jake Bolin	Snowboard Certification		X

Matt Larson	Snowboard Education
Jake Bolin	Freestyle Chair
Steve Haims	Nordic
Mike Erlbach	Senior
Jani Sutherland	Children's
Chuck Chiu	Adaptive
Martina Vale	Newsletter
Colleen Morishita	Website

	X
	X
	X
	X
	X
	X
	X
X	

Proxies? No
 Quorum? Yes

II. Acceptance of Agenda

Cortney moves to accept, Mason seconds. Approved by vote.

A. Changes? No.

III. Acceptance of Consent Agenda?

Walt moves to accept, Cortney seconds. Approved by vote.

IV. President's Remarks (Christian)

Thanks to team for all the hard work and preparation.

V. National Board Representative (Walt)

Excited to be working the way through 2020 season to date at National.

A. Introduction of Eliza and Nick

VI. Guest Speakers

A. PSIA-AASI Leadership

1. Eliza Kuntz, Board Chair & Nick Herrin, CEO-PSIA-AASI

Operations Director at Red Lodge, MT with varied snowsports leadership, governance and industry background. Eliza originally came from the Eastern division and is now with Northern Rocky. She has been working with Nick Herrin on solidifying relationship between the board chair and ceos. It is important to remember what our role as boards and board members are and pay attention to member needs and wants.

Walt can share Eliza's contact information. Anything she can do from a governance standpoint or share, please reach out.

Key Point: Eliza is open to questions regarding governance.

Nick Herrin: PSIA-AASI's Ends have set the organization up for success during Covid due to our work over the last few years building a learning management platform online.

PSIA-AASI's #1 job is to support the business and roles, defining and refining what division's roles and national's roles are. We are living by the affiliation agreement we have.

Our three pillars are **consolidation, communication and collaboration** in our message, education, programming, marketing and bigger successes. A main goal is to offer as much programming to our members and consumers as possible to keep folks involved and get educational pathways into the hands of members.

Key Point: Much work is being done behind the scenes to consolidate divisions nationally and serve members and direct to consumers with ELearning, Ecommerce shopping, unifying national standards across all disciplines and a national hub for events. Our division Ed Staff will have access through the hub for the schedule.

B. Womens' Initiative Update

1. Jeffra Clough

From Whitefish (NW Division).

The Women's Task force was formed a couple of years ago and includes six additional women. The Task Force works very closely with PSIA-AASI staff and Dave Schuiling.

The Task Force developed a survey with RRC Associates designed to gather information. The survey went to all women members to discover women's challenges and motivations. 30% of PSIA-AASI's membership are women. Of all Level 3 certification instructors, only 22% are women....why? In addition, the Task Force looked at who survey would help...national, member schools and members. Based on the survey findings, a report was developed and titled, "Women on the Mountain." The Task Force uncovered a wealth of information by the survey responses. The report is currently in the hands of marketing. It will be released this month.

Key Learnings from the survey: Why do women stay or leave? They stay for meaningful relationships and/or for professional development. Reasons for leaving include

exclusion from resources and opportunities, lack of school or resort support in the area of growth and learning power. The Task Force is looking to come up with women events that are relevant and successful. Scholarships may be an opportunity. Women indicated confusion over pathways to certification, which are not always clearly communicated. The 3 Cs are a key thing to make sure professional development pathways are being spelled out. The survey also provided backup for the need for people skills. Some comments regarding educational events: 45% women participants identified the lack of actionable feedback, 38% the lack of connection with the examiner, 33% the lack of examiner empathy. Another key is the lack of mentorship. Over 41% of women surveyed do not have a mentor, don't know how to find one and do not understand the need to find one. A mentorship program is being worked on with National to create a program. The website redesign is ongoing so not at top of priority list. Mentorship is a two-way street.

Key learning that came out of survey...implicit or unconscious bias. Bias has shaped women's confidence, professional development and the route they have gone through. Weighing school needs vs instructor needs.

Came up with the need for accessible and affordable training, timing, location, taking into account families, etc. We want to make sure women can succeed in our industry.

An executive summary is being emailed to Ben.

Key Point: The Women's Task Force survey revealed interesting data in areas that need to be improved on regarding women in this industry. A report is coming detailing the findings.

C. Edward Jones Investments

1. Shelley Sheibel

Nuts and Bolts of the portfolio report of account set up in 2014.

We want to keep a decent balance in our investment portfolio between bonds, stocks and equity investments. The finance committee feels good about the current status of the accounts.

The cash position is very important to the Finance committee objective of investment growth while minimizing our risk and to maintain a balanced investment portfolio for 1, 3 and 5 year returns for all investment classes. Anything we feel really wasn't needed in the next 4-5 years would go towards investments that will maintain our balance fund objective to maximize return. Interest rates are low and not likely to change for next few years. Money markets and CD's will offer lower yields than the stock, bond, and equity markets during this time.

A good strategy regardless of political climate is to have 50% out of the stock market and the other in growth and equity funds (bonds and equity markets. (Money Market continues to offer less returns).

We want to keep a decent balance between bonds and stocks. The finance committee feels good about the current status of account.

Key Point: Financial breakdown of in and out Edward Jones investments are posted on Basecamp. The Finance Committee is comfortable with the current makeup of our investments.

VII. Executive Director Discussion (Ben)

Shifting to policy governance has been a big change and transition for how to do things and take things off volunteer plates as needed. We need to look PSIA-AASI-NI through two perspectives that need to be balanced.

One side is the **business** perspective of operating in southern Idaho, viability, sustainability and thriving through responsible management and fiscal responsibility with an eye to short and long term. Clearly establishing the processes in our roles, with an eye to an ability to change and adapt.

The other side to look at is viability in terms of our **mission**. We have established lines of communication on the mission side. We have more work to be done with our mission and educational organization. We are prioritizing the needs of our members and the need for better engagement with them. Our individual members are comprised of those simply unengaged, those that are less than happy with our engagement in the past and we also have those who have been brought in to our organization and our volunteer leaders. Our membership groups that we answer to are our member schools. A big priority right now is to, in some cases, regain our credibility with member schools and provide training to their staff. It means that we are ensuring we have opportunities to engage and achieve our goal to offer education that exceed expectations.

We need to be willing to be humble to those that haven't been psyched about past interaction that we want to move forward.

The attention from July to recently has been more on business side of the viability, with a learning curve as we still get accustomed to the policy side of governance. The Finance committee has been working through those things.

We have good financial bones towards viability. We have a good solid base of support. Shoring practices, communications, a more robust infrastructure for mission and business side.

On the business side of things we are looking at this fiscal year term to get things set up. Success should be judged by the ability of the next person to step in and run with our business from Ben's position.

For volunteer leaders, ensuring we offer maximum opportunities for leaders to engage. How we succeed beyond that...being small can be an advantage. We haven't really filled that space. We have small areas, race teams, clubs, see if we can better fill the space we are in and being more robust for those folks. Looking at discipline areas...southern Idaho and Nordic skiing. We can do more.

Train the trainers, training education staff in a way that they can more actionable feedback to members. Helping them improve their people skills and engagement with member schools.

What do our managers, directors feel regarding our value? Could we be better as an organization? This is where we are moving to.

Key Point: What is success for us? To be viable as a business short and long term and are we viable as a mission in the arena we play in? Yes, we are to both sides of those and we can be even more so. Having a plan for smooth succession and the ability to hand off leadership.

VIII. Finance Committee Discussion (Fernando)

The challenge and goal is to look at the organization as a whole...truly inspect the numbers that can speak to themselves. We look at all the different counterparts. The biggest thing is that we are going through and reconciling books and that numbers match up. We want to maintain integrity of balances. We are in the process of finalizing tax returns. Bank statements, balance back to Quickbooks. Reconciliations match up to statements to show our financial positions. Our tax return indicates assets over \$200,000. We are making sure we can keep track of the earnings on that, Quickbooks and cash account. We want to maintain that cash balance and not have to go back to investment account if we don't have to. Key revenue sources, expense break out and integrity of that. We have an adjustment going into tax return. We want to make sure \$212,852 we can reconcile back to that balance. We will be taking another look at our budget to make sure that is broken down and shows back to each discipline for income and expenses. Money in/money out. We need to maintain our income stream going forward.

Key Point: Nick welcomes questions. He is also investigating to confirm numbers in Quickbooks that are related to possible double entries and trying to determine a way to fix an auto synch vs manual entry of \$23,000 or so.

IX. Governance & Leadership Development Committee Discussion (Colleen)

A. DEI Webinar Series

Board should be aware of webinar series and attend. She has attended webinar series for ski school managers and excited to see the rest.

- 1. November 19, Cultural Awareness and Humility**
- 2. December 3, Implicit Bias**
- 3. December 17, Microaggressions**

X. Strategy Discussion Session

Give space to allow any comments, questions, concerns

To help us meet our charge of what we are supposed to be doing. We're supposed to focus on supporting our schools and helping our members get value out of the events.

One topic to bring up is Tony Parkhill deciding Sun Valley will be in IM. Strategy-wise, we over time will lose members over the split. A couple of recent thoughts is we have trainers at Sun Valley that are very involved at NI and thinks they would rather stay involved at NI over IM. There is still great value for NI in the Wood River Valley...Nordic skiing, BCRD (a big thing in Wood River Valley), a possible addition to our service in the Wood River Valley as we lose working on Baldy...Rotarun (Hailey), Soldier, take encouragement in other ways instead of being depressed about Sun Valley.

Talks about where we can hold events in Wood River Valley...possibly open up venue at Rotarun.

We need to spread the message that we are unified and can take part in online events in any division. Operationally we should get this on the website.

Key Point: There is still PSIA value in Wood River Valley and we need to adapt to provide to the area.

XI. Bio Break 3:55-4:00

XII. NI Ed Foundation Advisory Committee Discussion (Colleen)

A. Proposal-School Scholarship

Work with Ben & Nick to set price and offer a clinic at that school if they apply for it.

B. Proposal-Scholarship Funding

Switch back to 100% funding instead of 70%.

Motion to move forward, by Jim, Cortney seconds for first two proposals.

Approved by vote.

C. Proposal-Education Foundation Checking Account

As it sits right now, the Education Foundation does not have its own checking account. We just want to open a separate account for that.

Motion to accept by Fernando, Walt seconds. Approved by vote.

D. Proposal-Education Foundation 501(c)3

We want to explore the possibility to make the Education Foundation its own 501(c)3. This makes fundraising easier and donations tax deductible. We want to come up with reasons why and build a proposal to make sure that is a reasonable request. The timetable to change would be the next fiscal year or next 18 months from now.

At this point as a board we would need to authorize spending NI money to get some staff members into the exploration process and into the process necessary (Ben & Nick's time) to go this direction. This would put us in a position of being able to go after better fundraising.

This would not require a ton of staff time, more of a formality that it goes beyond Ben & Nick's specific job description. It needs to be explored as something to benefit us.

Deann moves to accept, Walt's moves to second. Approved by vote.

XIII. Membership Linkage Committee (Christian)

We are making sure member schools are getting space created to get information out about events.

Instagram, FB, social media account have been recently reactivated and Ben is getting a couple things out weekly.

For now, Ben is curating getting pictures. We will identify members from each school to get pictures.

XIV. Awards & Recognition Committee (Deann)

A. Proposal-Lifetime Nomination Tom Koto

Nomination made. Tom has been notified and is grateful and open to this nomination. This can be done either with big fanfare or with little. This fits well for Tom. Next step is Walt gives to Eliza. Ben needs one more letter to go into the packet.

Some concern is expressed over Tom's lack of communicating. It is discussed and we are ok with moving forward.

Walt moves to accept, Deann seconds. Approved by vote.

B. New Buckle/Display

In light of being fiscally more responsible, we are looking at a different direction for the buckle. Whatever we do create, we may look to offer it up to more than just our board leaders and possibly generate money from it and direct to the scholarship fund.

We can explore ideas of how to individualize a new buckle design or shadow box for board members and bring to the board in the next couple of months.

1. Fosterweld Design

a. Pricing \$35

b. Two options?

2. Availability for Current Buckle Holders discussion.

a. Pricing at cost

3. Availability for members for purchase discussion

a. Alternative design

b. Pricing at premium

XV. Miscellaneous

XVI. Next Meetings

A. Call-December 14, Monday at 6pm

B. Call-January 25, Monday at 6pm

XVII. Adjourn

VOTING: Consent agenda approved.
Vote to move Tom Koto forward for Lifetime membership approved.
Move to 100% scholarship funding approved by vote.
Move to create a separate Education Foundation checking account approved.
Move to investigate and approve funding to consider creating a 501(c)3 approved.

NEEDS TO BE DONE/ONGOING PROJECTS:

Refining system for vetting new Board members

Plan/committee to pursue possible corporate sponsorship