

BOARD MEETING PSIA-NI

Date: 02/24/2020

Time: 6:05 pm

Special or Regular Meeting: Phone Conference Regular

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 | |
| X | |
| X | |
| X | |
| X | |
| X | |
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| X | |

Committee Chairs

| | | |
|----------|-------------------|--------------------------|
| Present: | Weylin Barrett | Professional Development |
| | Ben Roberts | Alpine Certification |
| | Eric Zimmerman | Alpine Education |
| | Jake Bolin | Snowboard Certification |
| | 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 |
| | Walt Coiner | National Representative |

| YES | NO |
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| X | |
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Proxies? No

Quorum? Yes

Votes: 01/27/20 meeting minutes..YES

Minutes from January 27, 2020 conference call posted for review: Motion for Approval by Christian, Paul seconded, Approved by vote

Changes/additions to agenda: Looking at things from more of a strategic standpoint (new business) moving away from operations

REPORTS:

1. President's Update: Fernando Veloz

- a. June 6 & 7, 2020 National Leadership Summit:** leadership summit with President's council operations and national board to get together to look at PSIA-AASI leadership perspective for operations and strategic side of things. Mark Engel with Association Management is the speaker. Tom and Walt will be attending. Things looked at are the strategic mission, what drives PSIA-AASI, how we can develop goals (means and ends) and how we get to that.

Key Point: Walt & Tom attending National Leadership Summit comprised of council operations and national board to align operations and strategy.

- b. National Board Meeting June 8 & 9 on heels of leadership summit: Will help shape what we need to do from leadership standpoint to serve members**

- c. Means/Ends Update Initiatives:** Needs to be addressed now and not later. National side as well as divisional put together different means from membership side. PSIA-AASI is here for members and what drives interest, accreditation, retention of members. The Board approaches from a strategic standpoint to achieve the mission statements of the ends geared toward quantifying how we can deliver and at what cost. Walt has brought scope to the group of Tom, Walt, Fernando and Christian. Have identified a couple of different ends geared towards accomplishing the means. We won't be raising dues over \$xXX. Ends drive means. Much precipitates off the budget. How we manage dues is pushed back to the members and resort side. We have to align with the resorts. How do we push PSIA-AASI to the ski schools and have them become involved in the process? We look at a cost of servicing the clinics, accreditations, the finances needed to provide the services the resorts, schools and members. The board is in charge of looking at a strategic plan where we can assist from the operations side to help the resorts, schools, etc...

Walt: Given our current state, we all have to be involved perhaps from a committee situation, setting up structure for policy governance. There will be grey areas we will continue to identify.

Tom: Patience is appreciated and willingness to work through.

Agenda item to add: Looking at big picture of resorts. Mason: thinking about SV as a mountain in our division not aligning with our division. Tony's hardline stance against allowing events on Baldy is tough. Moving parts need to be identified and options looked at for members.

Weylin: has not made much progress. Working on inside where no permission is needed. Possibly scheduling events at Soldier. Instructors would need to meet us halfway and travel to other resorts for education.

Tom: It's going to take time to see how SV unfolds. Higher Ground chose to be IM only. Jeff Burley has reached out to us to maintain a dual membership.

Key Point:

These are a work in progress and scope is continuing to be defined. Developing ends that focus on what, for whom and at what cost. The means become the how and how the Chief Executive Director meets those ends. Less how, but how we need to limit that Chief Executive in certain ways. We need to focus on what it is as an organization we want to achieve, ie.... Grow membership for our members, stoke fires and at what cost we are willing to commit. CEO determines how to fit the pieces together (operations).

Action:

Committee to set up structure for policy governance?

Followup:

2. National Board Rep Walt Coiner

- a. **Strategic Board Meeting Update:** Meeting was 2/1/2020. It took a year or better planning by the executive director, chairman and vice chair to put together the agenda for the meeting. 90% of business end of meeting was posted and viewable before the meeting. Time spent in meeting was spent on Ends 1.5 and members identified as a part of a profession, globally, nationally and regionally, who we are in the snowsports world. Youth panel from East and talked about youth needs, desires

and goals to help us get away from real life, stale status quo, diversification, gender, age, be more whole, sound and better longevity. Eastern Division board (10,000 members of 34,000 the national organization) invited to meeting. Great union between two boards and helped demystify what is done on board. Goal is to get our ends polished up..moving target. The organization is in constant change. We need to keep modifying as the target moves. No static.

Key Point: Ends 1.5, members identified in profession. Youth needs and need for diversification discussed. Fluidity as needed and working on Ends.

b. **Financial Status Update:** Last year at this time we had just over \$140,000 in Edwards Jones. Today we have \$155,000+ for an all-time high. Reasonable returns on moderate to conservative direction. Doing fine (reserves). In checking (our operations side) we have just over \$11,000. We just need to continue to be fiscally responsible with our events. Likely a break even for the year.

IM put on one clinic for SV for CEUs. Quite a few SV instructors would prefer allegiance to NI. The resort refuses to have any other division come there to hold a clinic.

Tom: 1. SV not a NI member, 2. We requested to hold events there and we were declined permission. 3. SV will not cooperate at all to hold events for the members.

Walt: There are some frustrations on national side with the direction the SV situation is going. In the June meeting there will be discussions for funding and we need a plan moving forward as a division. There will likely be pressure put on Fernando and Tom to come up with a sound and attainable economic plan for our division.

Tom: Walt—where are you at on the National Board as our Rep? Walt is 100% behind our division. He is frustrated with SV. We need Walt's support and strong voice at the National level. We need to be able to count on Walt to help us with national viewpoint and how to be sustainable and a plan for means and ends. National wants to make sure we align ourselves with strategic goals and ends.

Paul: New people in SV that want to join NI but can't? No...they wanted to do certification here but no training or certification...no clinics offered by NI at SV. IM has their own way of doing things...it's different and difficult for IM to staff clinics at SV. There has to be 8 members for clinics or they cancel. This bodes tough times ahead to get clinics there.

Mason: as a SV instructor, probably not going to get members to go elsewhere for training. SV instructors want to be trained there.

Key Point: Financially doing fine...likely going to break even this season. We are not allowed to hold CEU events for SV instructors at SV and there is not enough participation in events to get IM to come up and hold them. Tough spot to support SV instructors. We need Walt to be our strong advocate with National and guide us into sustainable alignment with strategic means, goals and ends.

Action: Sustainable plan for ends and means, budget for NI operation.

Followup: Committee for ends and means? Plan and location to offer CEUs to SV instructors.

3. Interim Executive Director's Update-Tom Koto

- a. **Ongoing Updates-Training Clinics, Certs, Other Items:** We are chugging along with events, accreditations and exams. 25 events to date, including Ski patrol, snowboard, alpine, freestyle, level 1 and children's. 6 of the 25 have been cancelled. Goal was to hold at least 50% or more of the scheduled events and we're on task. Bonnie had minor knee injury...workmen's comp. March exams coming. Having to juggle examiners and prep clinics clinicians. L1 the 14th at Pomerelle. Prep Clinic for L1 Magic and Soldier the 14th. Tom has been to 12 or so events and likely up to 22 by the end of the season. Boots on the ground and great chair conversation, educational and beneficial for the schools.
- b. **Ski School Directors:** More and more resort and school management working with us and are excited about and paying for events for members. Hoping to plan next season's calendar with ski school directors at symposium.

Tom has a weekly call with Lauren Foster, AMS, software hiccups. Working through those.

Key Point: Events are going well and within goals of less than 50% cancellation. Schools are helping fund clinics in some cases. March exams coming. Tom is getting to a lot of events. Emails going to schools to meet at symposium and start planning for next season.

Followup: Next season's calendar.

NEW BUSINESS BEFORE THE BOARD

1. Other Business before the NI Board

- a. **Symposium Update-Tamarack April 4th and 5th** Key people have been contacted. In holding pattern for details with Tamarack to get registration out. Letting Jake take lead with gentle push, Weylin will handle ops side and help.

Key Points: Spring Symposium is at Tamarack April 4 & 5. Key folks have been contacted to get banquet, lodging, ticket prices available and blocked. Weylin, Eric and Tom to determine

clinic offerings asap so online registration can get set up. Cortney and Colleen agreeable to help. Board members will help solicit auction items.

- b. **Awards Update – NI Board, Ski School Nominations.** Get word out on what we are looking for. Reach out to the resorts and directors. We should be posting on Basecamp and create a new folder. Contact is for Tom. **Send nominations to Tom.**

 - c. **Board member Elections (Positions – Paul Blaylock, Bogus Basin, Mason Frederickson, Sun Valley and Cortney Bayuk Brundage)**
Reach out to schools for nominations and submit to Tom. Have four so far..Mason, Tucker from Bogus, Cortney, ? Do we change nomination to board procedure to accommodate Dennis Conley from Awesome? The nomination process is specified in the newsletter. We won't be changing procedures for him. Tom will notify us who candidates are.
2. **Social Media Update** – Colleen, Mason and Tom. Tom has reached out to school directors for individuals to work on a team. Mason, Tucker and Christian helped Tom post Instagram from L1 at Bogus.
 3. Next Meeting Board Conference Call March 23, 2020
 4. Adjourn 7:32pm

RESOLVED ITEMS

Meeting minutes approved for 01/27/20

NEEDS TO BE DONE:

Policy Governance Ends.

Budget

Identify social media school contacts/member outreach

Complete Executive Director job description