

BOARD MEETING PSIA-AASI-NI MINUTES

I. Call to Order/Attendance

Date: 06/19/2021

Time: 11:29 am

Special or Regular Meeting: Spring Regular Face to Face

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
	Mason Frederickson	Board Member	
	Jessica Kluth	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 (Zoom)	X

Guests

		YES	NO
Present:	Nicholas Herrin	PSIA-AASI CEO	X
	Eliza Kuntz	PSIA-AASI BOD Chair	X

Operational Committee Chairs

		YES	NO
Present:		Professional Development	
	Ben Roberts	Alpine Certification	X
		Alpine Education	X
	Jake Bolin	Snowboard Certification	X
	Matt Larson	Snowboard Education	X
	Jake Bolin	Freestyle Chair	X

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

Proxies? No

Quorum? Yes

II. Welcome and Introduction of Directors, Staff and Guests

III. Acceptance of Agenda? (action item)

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

IV. Acceptance of Consent Agenda (action item)

Cortney moves to accept, Colleen seconds. Approved by vote and includes reports submitted.

V. President's Message

Welcome to our guests to our first in-person meeting since Covid.

We are working in good faith and trust. The learning connection model as a frame-work for teaching, technical and people skills will be used today to assist in establishing more trust in a meaningful, two-way communication.

VI. National Board Representative (Walt)

Follow-up on communication and trust. The relationship on the National Board level has moved into a place of a lot of trust, bringing freedom. We ask the hard and dark questions and by doing that it makes us feel unified. The national and divisional relationship is now and will continue to be built on trust. Our short, medium and long term goals continue to be aligned. Those goals that are not, we are identifying. We continue to work on identifying replication of services and resources. Each division's goals become the same and the Ends. We are looking at creating a more institutionalized organization for consistency across the divisions.

Nick: In the Affiliation Agreement, our relationships have six categories with members. In the relationship to the schools, we are a support mechanism for resources for programming and education. To get buy-in from the resorts we have to get aligned with the Affiliation Agreement. We are not organized as an association. The definition is "affiliate". National maintains marks and standards, expectations. There are different expectations in the agreement if you want to go by the National. There are different Affiliation Agreements across the divisions.

VII. 11:30 (ENDS) Review (Monitoring) of CEO and Organization Performance (Action item)

A. Executive Director (Ben)

The Ends reporting process is new for all of us. We self-report as compliant or not compliant. See details for below points on the “Executive Director Ends Report Spring 2021”.

- 1.1 PSIA-AASI and PSIA-AASI Strategic Goals align--**Compliant**
- 1.2 Members experience relevant and meaningful professional development
 - A. Members have access to, and use, evolving resources and educational content--**Compliant**
 - B. Members received expanded professional benefits-- **Compliant**
- 1.3 Members, the industry, and the public recognize and value PSIA-AASI-NI education, training, and credentials as a leading standard
 - A. Standards evolve and are applied with consistency--**Compliant**
 - B. The public values PSIA-AASI instruction and guest experience—**Compliant**
 - C. Snowsports school directors and resort management benefit from credentials, competence, and the skill set instructors gain through PSIA-AASI—**Compliant**
- 1.4 PSIA-AASI-NI uses available resources and economies of scale
 - A. Revenue streams allow creation of resource--**Non-compliant**
 - B. Common systems, tools, and back-office efficiencies are developed and implemented--**Compliant**
 - C. Members identify as part of the profession regionally, nationally, globally--**Compliant**
- 1.6. For whom the PSIA-AASI-NI Division exists N/A? This is on the grid, so I included it
- 1.7. For what purpose PSIA-AASI-NI exists. N/A? This is on the grid, so I included it
 - A. PSIA-AASI-NI exists to create lifelong adventures through education.
 - B. In achieving this purpose, PSIA-AASI-NI will promote, educate, and certify members.
- 1.8 *At what cost.*
 - A. PSIA-AASI-NI will achieve results for its members worth the cost of dues established by the Board--**Non-compliant**
 - B. At a cost-efficiency similar to other divisions--**Non-compliant***

As a board we need to read and define what charge we want to give Ben on these Ends and Policy Governance. We should sort through things, let National run with what is their domain and be sure what we assess the Ends on is at the divisional level. We should look at the division metrics as what we measure Ben’s success on. We as a board need to define how Ben interprets the Ends and make sure we are talking the same language and interpret the same meaning.

Nick: 50-60% of division's revenues should come from events. Ben should have a non-compliance list because of his "limitations" and a plan on how to be compliant for success, with him making the changes and decisions needed. A division should only have about three Ends. We should look at NRM, NW, Eastern to think about what our Ends should be, definitions and metrics.

Key Point: As a board, we need a definition by the COA of his interpretations of the Ends and more importantly the metrics of the Ends. As a Board, we need to clean up the Ends.

Jim moves to accept Ben's report, Fernando seconds. Passed by vote.

VIII. GENERATIVE DISCUSSION and Board Education (Action item)

This is our chance to evaluate ourselves, who are we, who do we want to be? Because we are no longer an operational board, we have more freedom to focus on being guardians of an association and membership club and educating body. We share a common interest, common pursuits and it is our charge as the board to point in a certain direction.

A. How to have generative discussions

Generative discussions can be open ended and does not need answers or resolution. It addresses the "what if" and helps keep it open-ended. Generative is just a start, a beginning, not an end.

1. Observe and converse vs. expose and impact
2. **Directional** not decisional NOT adversarial

It really helps if everybody stays engaged.

3. **What does PSIA-AASI mean?**
What value do I get out of PSIA?

Awareness

How can we make the general population more aware of PSIA-AASI?

What are we trying to get to the general consumer? Not so much what is PSIA-AASI, but "Take a lesson!"

4. **Education "Take a lesson"**
Member's support
Resort (member school support)

It is more about snowsports instruction awareness.

Creating camaraderie, awareness of safety and lesson

taking. The general consumer expects a level of expertise and professionalism when taking a lesson. We have to

bite off reasonable achievements and look more internally in supporting resorts, their locker rooms, future members and member schools. This will gain us a bigger measure of success.

5. Industry Connections

Be a better professional
Who is included?

**6. The 3 C's, Communication, Collaboration, Consolidation
Communication**

**7. Standard
Process**

B. Leadership Summit 2021 Takeaways

Walt: what is the charge of the operational leaders coming from the Summit?

Ben: The charge of the operational leaders is how can we better at the 3 Cs and what does that look like? There were no absolute answers. **Let's look at where we are and where we want to go.** How does this need to be set up for us to get there. The goal is the nine leaders will have the conversations over the next year.

1. Eliza Kuntz (PSIA-AASI National Board Chair)

Do we as board members know what our charge is versus the operational leadership? There are stumbling blocks.

2. Nicholas Herrin (PSIA-AASI CEO)

There are so many different processes in the way we achieve the standard. This creates confusion for the examiners, snowsports directors and trainers and how things are delivered. National holds the standards, divisional delivers the process by which they certify their members. The different processes can create confusion and varies across the divisions.

We are at a point with all the leaders to put it on the operational leaders to tackle the process to be uniform across divisions. We do not have the answers to what it will take to be uniform but have put this on our operational leadership to determine.

How can we continue to strengthen things? There are things and recommendations to become more efficient and successful.

C. What does the future hold?

We need to shift from “getting through” something to being motivated to want to be better instructors and learn, exceeding expectations rather than checking the box and meeting them.

What are our strengths and sufficient resources versus insufficient resources?

Nick: National is not meeting our member’s needs, according to the member survey. Our members want consistency. Some of our leaders are scared of change. We meet member needs in unique places. It takes advocates to get the support of PSIA needed. What is most important to create continuity in the education and administrative process?

We need to know WHAT are the needs!

How can we better service our members? That is where our future is going. We need to understand what is best for the region and evaluate the Ends.

We need to have measurables to be able to hold ourselves accountable.

Consolidation

Operational Leaders need to look at critical mass, optimizing business, consistency to our members and what is better for the whole. Of concern is our personal identity as a division. The way in National is operating right now is not successful and most beneficial as a national organization, eg, what is good for National is not necessarily what is good for NI. This year our division excelled and we are starting to realize our identity.

Walt: What can we do better and exceed expectations as a division? Not just as our school representative, but for the division as a whole. Are we as a small division taking more than we contribute to PSIA-AASI and is that fair?

Nick: resources we get, subsidies to each division, vehicles, in-kind kit from all official suppliers, funding education of our staff through Fall Conference or traveling for education and it is not by proportion. Proportionately we see significantly more funding as a division. We need critical mass to grow the educators for this division. Is this the best way to divide the resources up? The 32 people at the Summit likely would prefer consolidation to get to the goal of uniformity quicker.

Ben: The future in the short term, professionalizing, better job training staff, and through the process learning what fits best. Where this moves us to in consolidation in the next year remains to be seen and should be clear in the next year. Streamlining our division and hopefully the future takes us into a smooth transition into the future whatever it may be. Can we make things better? Yes. These hard conversations need to happen to get us to the most productive place. In short---better training for the staff. Better discipline alignment and

utilizing resources from our neighbors in other divisions. Get ourselves best set up for whatever comes next.

Christian: Reorganizing to help build resources? Maybe three divisions with regions within each division to get to uniformity.

Nick: we have an opportunity to affect change sooner. We can provide the direction and the greater good makes the decision about it.

IX. FIDUCIARY

A. Economies of Scale

X. Strategy (proposals, further discussion)

This is place in the board call for proposals and discussions that need to take place from reports. If there is nothing new or suggestions, we can read the posted report and move on. Questions from the reports can be posed to chairs. This is where time is spent moving forward.

A. Governance and Leadership Development (Colleen and Deann)

See report.

1. Membership Linkage Committee Proposal--(action item)

Colleen moves the language be changed, all vote for. Approved by vote. Colleen will update the manual. Christian and Deann will confer on that. Deann will ping Christian to make sure it happens.

B. Membership Linkage Committee (Christian→Jim)

C. Work Plan

1. Fall Workshop/Board Retreat

Fall workshop, board retreat? Ideas? November 13

XI. Executive Session

A. Executive Director Compensation (with ED) (action item)

B. Succession Planning Discussion (Action item)

Christian has received in email form from Mason that he is resigning from the Board effective July 31, 2021.

Ben: Weylin Barrett is vacating his position for Professional Development. Taylor Caballero has put in an application for the ed chair. Ben's plan is to approach this as a one-year term to chair on the steering committee the ELC.

The discipline chairs and steering committee will pick up some of the work Treat and Ben have been doing.

Steering Committee: with transition to policy governance approach, old model each discipline chair would report to _____. With new policy governance, they report to Ben. New education and steering committee. This hopefully consolidates lines of communication. We hope to be able to support the future leaders and prevent burnout experienced from the past.

XII. Officer Elections (Action Item)

Motion to accept ballot of officers. Jim moves to accept, Cortney seconds. Next round of officers for the two years now in effect.

XIII. Board Meeting Evaluation

Taking the national assessment form, Christian created document to be used in future meetings. We'll take turns at future face to face meetings to rate the sessions to hold ourselves to account.

XIV. Adjourn.

Walt moves to adjourn, Colleen seconds.

NEXT MEETING:

July 26, 2021 at 6:00pm

VOTING:

Agenda accepted. May 24, 2021 minutes accepted. Ends Report accepted.
Officers reelected

NEEDS TO BE DONE/ONGOING PROJECTS:

Updating the manual's Membership Linkage Committee language.
501(c)3
Scholarship forms
Fosterweld design