

# BOARD MEETING PSIA-NI

Date: 11/18/2019

Time: 6:01 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	
	X
X	
X	
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
X	
	X
	X
	X
	X
	X
	X
	X
	X
	X
	X
X	

**Proxies?** No

**Quorum?** Yes

**Votes:** Yes to meeting minutes

Minutes from September 7, 2019 face to face conference posted for review: Motion for Approval by Walt, Colleen seconded, Approved by vote

Minutes from October 28, 2019 conference call posted for review: Motion for Approval by Colleen, Angela seconded. Approved by vote

Changes/additions to agenda: Executive Director position update

## **REPORTS:**

### **1. Executive Director Report: Tom Koto Operations**

Operational leaders had great meeting in conjunction with Fall Conference events. Thursday entire day spent on database training on new AMS with Orange Bees. Learned how to schedule events, although National will do it for us. Down the road it will be easier for our division to enter events. Demonstration for new clinic scheduling tool. John Clegg with Vertical Solutions is contracting with National to integrate with new AMS, more user friendly.

Women's Summit coming up at Snowbird. Next year it will be in the east. Outside CEU policy posted.

Tom K spoke with Jesse Morris, the webmaster for IM, RM and CD, and moving forward Jesse will design and maintain website. The website will be set up so we can add content.

**Events/Clinics:** First event was a Move to Perform clinic at St. Luke's in Sun Valley, organized by John Straka and Anna Caldwell. Originally there were 3 signups, Tom was able to get the mailing list from National for Sun Valley instructors and reached out to them via email. Result of contact was the event was held with 13 participants. Mason: at the event, they watched 3 hours of power point presentation on snow science, ski science, diet and injury prevention. Participants ran through 18 workout circuits, motions, strengthening tools....great information.

Turned in most of events to National today to get entered into AMS. Jesse and web design...Tom really likes that he has created a calendar that interacts with SMS and extracts information automatically. Looking at early December for launch of website.

Tom reached out to Barb Kreitzel to see if she is interested in being the Nordic chair. There will be a meeting coming up to decide.

**Policy Governance:** Walt has been gathering ends from other divisions for policy governance. They need to have a conversation about that to come up with something for this division.

**Budget:** Tom Spiess is too busy to help with budget. Walt is hoping to go with something on Quickbooks. NI will need to create the budget. Walt, Tom Koto and potentially Mason are working on it and think they may be able to finish the budget this month. Importance of looking at where we've been and where we are re budget noted. We need help looking at where we are going (committee). Fernando has prior budgets in drop box and will move those over to Basecamp to help develop current budget and get historical perspective.

**Key Points: Successful Fall Conference. Events to go on website submitted to National. New website designer, Jesse Morris, will design and maintain our website with early December launch. Nordic chair candidate considering position. Ends for Policy Governance being gathered. Budget development on track to be finished.**

**Action: Budget to be finished, looking at historical data. Nordic chair to be confirmed.**

**Followup: Budget? Chair and launch of updated website.**

- a. **Fall Conference** – ELC Followup Weylin: Fall Conference 2019 Outline Content posted as live feed during Fall Conference and is on Basecamp.

**People Skills/Teaching Skills:** Specific work groups for each discipline and group working on the continued development and evolution of people skills and continued development and evolution of teaching skills. These are recognized as important components. Skills are continuing to develop and evolve and it is important to note they are not concrete yet. People Skills is an unknown road ahead as we try to delineate these skills and look at for future exams. Perspective is that you CAN help people get better at people skills. Also, Alpine working group comprised of non-task force members, gaining education in various components at the event.

**Train the Trainers** event, being brought up to speed on status. What they will be presenting to members and schools still being developed.

Weylin created the outline as a culmination of meetings at the end of each day that our team participated in at the conference and Train the Trainers.

**Key Points: Successful Fall Conference and Train the Trainers. Tons of information that has been outlined and is available at Basecamp to read. Lots to digest. People Skills and Teaching Skills are not finalized and continue to evolve.....More to still hash through, road map is definitely in place.**

**Action to be Taken: Train the Trainers information to be shared with members and schools get completed.**

**Followup:**

**b. Upcoming Season:**

**Key Points:**

**Action to be Taken:**

**Followup:**

## **OLD BUSINESS**

**Executive Director Position Update:** Tom met with Colleen re Executive Director job description, she has been working on this and compiled information on the role from other divisions. Currently working on steps of identifying responsibilities. It is in draft form but beyond rough at this juncture. Colleen is working on adding limits to the duties...Tom is getting back to her on that.

**Key Point: Well along in defining and creating job description for Executive Director.**

**Action: Finish hopefully before ski season. Tom to get limits to Colleen.**

## **OTHER BUSINESS BEFORE THE BOARD**

- c. **PSIA/AASI Member Outreach** – Tom met with Colleen to discuss new website, interfacing with social media and had conference call with Mason re social media and developing team for social media with each of the member schools. This will interface with Jesse and web design and lead to more effective communication with members. Plan is to get members from each school to participate. Colleen and Mason will be lead to filter information contributed. Christian: finding member school folks and captains...guidelines and playbook for those individuals...is there something put together. Yes, Colleen sent guidelines draft to Mason and Tom today.

There are still a fairly large percentage of folks used to having information delivered in a different way...we will need patience to deliver information other ways beyond social media....old school...let's not forget them. It is important we

reach out to members face to face regarding upcoming events, in addition to social media, to help fill those events.

Newsletter is going out this week.

- i. **Facebook:** Colleen Social media is just one component of overall marketing strategy. NI website and Instagram will interact with Facebook.
- ii. **Instagram:** Mason is working on launching revamped Instagram page...looking for input. PSIA.AASI.NI as handle. Will interface with Facebook notify folks with schedules, clinics, recognize and congratulate folks. May launch social media content with photos from the Sun Valley event. Christian will see if he can find out who manages current Instagram account: PSIA\_AASI\_NIM..there are 57 followers....no content on the account at this point.

**Key Point: With a Task Force, much better focus for members and organization. Social media is being worked on but one piece of marketing strategy. Importance of face to face contact and communication with members noted. Hopeful launch of website and active social media by start of season.**

**Action: Identify contacts at each school to act as representatives and personal contact between members, social media and events.**

**Followup: Who are school contacts?**

## **2. Next Meeting Board Conference Call January 27, 2020**

### **RESOLVED ITEMS**

Meeting minutes approved for 9/7/19 and 10/28/19

### **NEEDS TO BE DONE:**

Policy Governance Ends.

Budget

Identify social media school contacts/member outreach

Complete Executive Director job description

**Next Meeting Conference Call:** Monday, January 27, 2020 6-7pm

**Adjourn:** 6:52 pm