

**PSIA/AASI-INTERMOUNTAIN
BOARD OF DIRECTORS MEETING
June 9-10, 2017
National Ability Center
Park City, UT**

The PSIA/AASI-Intermountain Board of Directors met on Saturday June 10 and Sunday June 11, 2017 at the National Ability Center, Park City, UT.

President Rich McLaughlin called the meeting to order at 9:07 pm and established a quorum.

###

PRESENT on Saturday, June 10, 2017

ExCom: Rich McLaughlin, President, Mike Thurgood, Administrative VP, Evan Ricks, Communications VP, and Kent Lundell, ASEA Board Rep

Board: Andy Baker, Mark Battaglia, Carl Boyer, Mary Flinn-Ware, Nancy Kronthaler, Mark Nakada, Charlie Rodger, Colter Tucker and Joe Waggoner

Incoming Board Members: Sean Baker, Kim Prebish, Eric Rolls, PJ Jones

Discipline Managers: Dustin Cooper, Alpine Certification Manager, Chris Parks, Snowboard Committee, Mark Nakada, Children's Program Manager

Office: Kirstie Rosenfield, Kathy Sudweeks and Jesse Morse

Absent: Anita Oliveri, Board member, Dave Butler, Board member, Grant Bishop, Nordic Discipline Manager, Stephen Helfenbein, Alpine Education Manager and Johnny Landward, Adaptive Co-Program Manager

###

REPORTS (the following reports can be found at:

<https://www.dropbox.com/sh/ja9r68lr6noreqt/AABFB7TFdocLnNqLeiTzIPKNa?dl=0>

President's Report: Rich McLaughlin

Rich reported on the bi-monthly phone conference of the President's Council which is working on three initiatives. They made a decision on the first unified vision statement across all nine divisions: "Creating lifelong adventures through education."

Action items: Board members requested more communication from the President about the President's Council's activities throughout the year.

Future issues: Set aside a financial cushion so the divisions can help other divisions get ALL presidents to the meeting, which is a priority. Some divisions are more challenged financially. Discussion on whether this should be a distributed responsibility or not.

Administrative VP's Report: Mike Thurgood on the Division Mission and Budget

Mike reported that overall the state of Intermountain Division is sound. There is a solid reserve fund that is added to each year. There was a small profit this fiscal year (the smallest in several years.) Mike suggested the IMD is not achieving the results set out in strategic plan.

The board needs to look hard at budget and see if it is accomplishing its goals. Why are some areas going over budget? IMD needs to develop ways to bring in new members. Participation has not dropped off, but expenses have gone up.

Mark Nakada previewed the data from Stratcom and stated that the division needs to increase participation in non-exam clinics, which have low member participation penetration rate. With the aging demographics, there are not enough offerings to keep them involved. Member interest in our products needs to be increased (and not just with the older demographic) and IMD must be a leadership organization, not just a management organization.

Communications VP: Evan Ricks

Evan recapped his experience as Communications VP. He encouraged all board members to "get out there" and communicate with members and to contribute to The Edge.

National Board Representative Report: Kent Lundell

The meeting of the National Board Representatives was held Friday-Sunday June 2-3. Kent will submit a written report to follow, and will post the National Board of Directors packet with many links to new materials. The major focus was on end goals - providing education, delivering content through state of the art means, and connecting with members. Initiatives: New Core Concepts manual is coming out, new tool kits for ski school directors, partnership with Ski Magazine, expanded Go With a Pro marketing. National, headed by Nick Herrin, is energized and moving on to a new era!

ACTION: Kent to submit written report. **DONE**

Report on Spring Clinic Rich, Kirstie and Mark

Rich McLaughlin reported on the Spring Clinic at Brighton: There was lower participation at a smaller resort. The banquet went well. The silent auction was successful. Clinics also went well. Mark Nakada recapped the problems with Sun Valley and loss of money. There will be a new contract when we do a joint event again (Sun Valley 2019)

At Brighton - members were unhappy with \$40 lift ticket price.

Mark is working on an RFP, which will also present the reasons that Spring clinic is a good

investment for a resort to host (rooms, lunch on mountain, etc). Mark brought up the financial considerations for 2018: small resorts vs larger resorts, distance for staff to travel, dates.

Questions raised: Should we ask why we are doing Spring Clinic, how do we get members re-engaged? Should we have all-inclusive fee (includes tickets, lunch, etc).

Recommendation: plan 2 years ahead.

Alpine Education Manager: Stephen Helfenbein, presented by Dustin Cooper

Dustin summarized the proposed e-learning modules and the new elective offerings that were added this year to address the demographic issues already discussed.

Alpine Certification Manager: Dustin Cooper

Dustin provided an update on?Alpine Level 2 and 3 Alpine coached events were offered and there was positive feedback. Alpine will continue to offer the one-day and the two-day format exams. FYI reporting from National, Carl pointed out that many ski schools are encouraging divisions to maintain one day events as part of the assessment process. Dustin also reported on the increase in the cost to our division of the written exam.

ACTION: It was recommended that in addition to a thank you note from the event coordinator that a lead DECL also sends a thank you email to ski school directors, and that there is Board recognition/thanks at the end of the season.

Snowboard Committee: Chris Parks, Board Liaison

Chris provided an update from the Snowboard Committee, and described the new mentoring program designed to develop future participation. The three-day Level 3 assessments have been successful but they will not add a third day to Level 2 exam, instead they will require a third preparation day. Scoresheets have all been updated.

Nordic Program Manager: Grant Bishop

Grant presented his report by phone. The report noted that the Nordic and Cross Country teams are working on concentrating events to increase participation. They are opening up their level 2 and 3 exams to other divisions.

Children's Program Manager: Mark Nakada,

Mark presented an update on the Children's Specialist (CS) program, and summarized budget and participation concerns. There has been discussion across divisions about making CS a requirement for Alpine Certification. The new Children's manual has been pushed back one year. CS would like to continue to distribute pins to successful examinees.

Office Report: Kirstie Rosenfield, Events Coordinator and Jesse Morse, IT Consultant

Kirstie reported on behalf of the Office team and noted that the Office is working hard to increase processes and efficiency. There were difficulties with both CRM and CST this year. Jesse Morse reported on the improvements that will be made over the summer and hardware that will be purchased for the office and for events. Vicki's written report describes the annual National meeting for executive directors.

Snowsports Schools Management Report presented by Mike Thurgood.

Mike presented an overview of the Snowsports Schools Report. Communications between schools and the division are improving. There is ongoing discussion about underground instructors and how to deal with them, and trail safety.

Break 12:55 pm – 1:35 pm
Election of President

Rich McLaughlin put forward a statement

Nominated by Carl Boyer, Seconded by Mark Battaglia. Unanimous vote in favor

Election of Administration VP

Carl Boyer nominated Kent Lundell, seconded by PJ Jones

Mike Thurgood nominated by Mark Nakada, seconded by Kim Prebish

Charlie Rodger requested to open the floor for statements. Both nominees made statements and answered follow up questions.

Vote

Carl Boyer: 5

Mike Thurgood: 8

Election of Communications VP

Carl Boyer nominated by Mark Nakada, seconded by Colter Tucker

Charlie Rodger nominated by PJ Jones, seconded by Mark Battaglia

Mark Nakada nominated by Rich McLaughlin, but he declined

Eric Rolls nominated by Kim Prebish, but he declined

Statements were given by both nominees.

Vote

Carl Boyer 5

Charlie Rodger 8

StratCom Update presented by Mark Nakada

Objective: To develop a Business Plan roadmap for PSIA/ AASI Board that provides:

National's vision: we need to work with Membership (core), Industry Partners, Resorts and

School and Divisions.

Are our mission and vision statements statements still relevant?

Previous business; By-law and P&P updates integrated into public domain docs **DONE**
Proposal process recommendations: **DONE**

Budget Overview presented by Mark Nakada

Mark brought up the concern that our net income is low (6.3% average ROI over 8 years). The only ways to increase revenue: increase dues, increase event costs, increase participant numbers. If we had kept our rates at previous level, we would be in deficit now.

key points:

Increase member penetration within Member schools

Increase member participation at Divisional level

Balance needs and desires of our resort partners, members and division

increase educational (non-cert) product offerings

FINANCE

Preliminary budget presented by Mike Thurgood

The Board reviewed the proposed FY2018 budget and deferred further discussion until Sunday.

###

MEETING ADJOURNED at 4:46 pm

###

PRESENT on Sunday, June 11, 2017

ExCom: Rich McLaughlin, President, Mike Thurgood, Administrative VP, Charlie Rodger Communications VP (Pro tem), and Kent Lundell, ASEA Board Rep

Board: Andy Baker, Sean Baker, Mark Battaglia, Carl Boyer, PJ Jones, Mark Nakada, Kim Prebish, and Eric Rolls

Discipline Managers: Dustin Cooper, Alpine Certification Manager,

Office: Kirstie Rosenfield and Kathy Sudweeks

Absent: Anita Oliveri, Board member, Dave Butler, Board member, Colter Tucker, Board member

###

Meeting was called to order at 9:00 am by Rich McLaughlin

A Motion was made by Carl Boyer to amend the agenda to move the discussion of the preliminary budget to follow proposals . Seconded by Kent Lundell. Vote: Unanimous

**PROPOSALS (The following proposals with amendments, may be viewed at:
<https://www.dropbox.com/sh/bien69x4wav6k99/AACIWdBQCD8mdfJsJZgjE3Mya?dl=0>**

#061017-1 IMD By-laws

Sponsored by Mark Nakada and Carl Boyer

CHANGE EXISTING BY-LAWS

Code of conduct added to the By-laws and revisions to add “employee” verbiage.

ACTION: Proposal accepted as submitted
Carl Boyer made a motion to approve and accept the proposal as displayed on the screen, Kim Prebish, seconded

VOTE: Approved (unanimous)

###

#061017-2 IMD Policy and Procedure (P&P) Revision

Sponsored by Mark Nakada and Carl Boyer

CHANGE EXISTING POLICY on Inactive Status, Reinstatement/Amnesty, Continuing Education Units, Participant Dismissal, etc. as detailed in the proposal

ACTION: Proposal amended at the meeting
Carl Boyer made a motion to approve and accept the amended version
Mark Nakada, seconded

VOTE: Approved (unanimous)

###

#061017-3 Life Time Membership Request

Sponsored by Joe Waggoner

Grant Lifetime Membership in PSIA-I and petition PSIA-AASI for Lifetime Membership for Guillermo Avila Paz.

ACTION: Proposal accepted as submitted

Kim Prebish made a motion to approve
Mark Nakada, second

VOTE: Approved (unanimous)

###

Break: 10:20-11:32

#061017-4 Amend Bylaws Article III - Board of Directors
Sponsored by Mark Nakada

CHANGE TO EXISTING BYLAWS Article III - Board of Direction, Section 2
Number, Tenure and Qualifications.

ACTION: Proposal amended at the meeting
Carl Boyer made a motion to approve
Kent Lundell, second

VOTE: Approved (unanimous)

###

#061017-5 Minimum Participants for Events
Sponsored by Mark Nakada and Rich McLaughlin

CHANGE TO EXISTING POLICY AND PROCEDURE (P&Ps)

ACTION: The board discussed, and after discussion the proposal was withdrawn

###

#061017-6 Withdrawn by sponsor

###

#061017-7 Move Fall Board Meeting
Sponsored by Rich McLaughlin

CHANGE TO EXISTING POLICY AND PROCEDURE (P&Ps) AS FOLLOWS:
Move the Fall Board Meeting to the third weekend of October.
Amended to the second week of October (unanimous)

ACTION: Proposal amended at the meeting
Carl Boyer made a motion to approve
PJ Jones, second

VOTE: Approved (unanimous)

###

#061017-8 Scholarships
Sponsored by Rich McLaughlin

CHANGE TO EXISTING POLICY AND PROCEDURE (P&P) regarding scholarship distribution.

ACTION: Board Discussed and after discussion the proposal was withdrawn.

#061017-9 Spring Clinic
Sponsored by Rich McLaughlin

CHANGE TO EXISTING BYLAWS to encourage Spring Clinic participation.

ACTION: Board Discussed and after discussion the proposal was withdrawn.

###

#061017-10 Ceilings Set on Clinic/Assessment by Resorts
Sponsored by Rich McLaughlin

CHANGE TO EXISTING POLICY AND PROCEDURE (P&P) to set a ceiling of 75 participants with the exceptions of multi-day events.

ACTION: Proposal amended at the meeting
Carl Boyer made a motion to approve as amended
Kent Lundell, second

VOTE: Approved (unanimous)

#061017-11 Premier event tiered pricing
Sponsored by Rich McLaughlin

CHANGE TO EXISTING POLICY AND PROCEDURE (P&Ps) to allow for a tiered pricing structure.

ACTION: Proposal discussed at the meeting
Rich McLaughlin made a motion to table
Mark Battaglia, second

VOTE: Tabled (unanimous)

#061017-13 Withdrawn by Sponsor
Sponsored by Rich McLaughlin

#061017-15 Benefits, Recognition and Surveys Committee
Sponsored by Rich McLaughlin

CHANGE TO EXISTING POLICY AND PROCEDURE (P&Ps) to create a new Benefits, Recognition and Surveys Committee.

ACTION: Proposal accepted as submitted
Carl Boyer made a motion to approve as amended
Kent Lundell, second

VOTE: Did not Pass (unanimous)

#061017-18 Cancellation/Change Policy for Events
Sponsored by Carl Boyer

CHANGE TO EXISTING POLICY AND PROCEDURE (P&P) to effect deadlines for cancelling and changing event registrations and to change the amount refunded.

ACTION: Proposal amended at the meeting
Mark Nakada made a motion to approve as amended
Andy Baker, second

VOTE: Approved (unanimous)

FINANCE

FY Budget 2017 Presentation - Continued: Mike Thurgood & Mark Nakada

Mark suggested that the budget approval be moved to August when more data will be available. There was a discussion about the need to increase revenue to keep pace with increasing expenses. Creating a five year plan was suggested.

####

ACTION: Dustin was tasked to submit more detailed budget by late June

ACTION: PJ Jones proposed an additional Board meeting in August to approve the budget.
Carl Boyer, second

VOTE: approved (unanimous)

OTHER BUSINESS

Discussion Topic: Member survey presented by Charlie Rodger. He summarized the National Survey and the Eastern Division Survey. Charlie made several suggestions for improving member involvement and satisfaction.

Carl Boyer presented information from the National meeting about affiliations with international resorts. China has a mission of increasing their number of skiers and are in need of trainers for their future instructors. IMD needs to strategically decide about how to engage in this growth and training. Dustin Cooper commented on a group that is working on an international level 1 certification. Eric commented on the need to act as a unified group across divisions and to move quickly to take advantage of new international opportunities.

Mark Nakada presented the marketing plan that he is working on. He posed the question: Has the Board met its marketing goals? The operations calendar is inaccurate and outdated.

ACTION: Kathy tasked to spearhead updating the operations calendar.

###

Mike Thurgood motioned to adjourn
Mark Battaglia, second

ADJOURNED 2:38

NEXT MEETING: Sunday August 6, 2017 - 10 am (Conference call meeting)

FOLLOWING MEETING: September 30 and August 1.

NOTE: Attachments and the FY 2017 are available for member inspection at the PSIA/AASI Office.

Minutes submitted by Mark Nakada and Kirstie Rosenfield
June 13, 2017