

**PSIA/AASI-INTERMOUNTAIN  
BOARD OF DIRECTORS MEETING  
Saturday & Sunday October 12-13, 2019  
Park City Team Building  
Park City, UT**

The PSIA/AASI-Intermountain Board of Directors met on Saturday October 12 and Sunday October 13, 2019 at the Park City Team Building, Park City, UT.

**President Rich McLaughlin called the meeting to order at 10:15 am and established a quorum.**

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**PRESENT on Saturday, October 12, 2019**

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

Board: Sean Baker, Andy Baker, Mark Battaglia, Shawn Caine, Carl Boyer, Brandon Holmes, Kristen Lane, Mark Nakada, Eric Rolls, Jason Hunter Scott Rockwood and Kristen Schroeder,

Discipline Managers: Dustin Cooper, Alpine Certification Manager; Gwendolyn Flickinger, Snowboard Committee; Mark Nakada, Children's Program Manager; Jason Malczyk, Adaptive Program Manager.

Office: Kirstie Rosenfield, Jesse Morse

Absent: Tim Arrington, Telemark Manager; Stephen Helfenbein, Alpine Education Manager; Ken Newhouse, Cross Country Representative; Christina Bruno, Adaptive Snowboard Manager; Maggie Loring, Snowsports Directors Representative

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**ACTION:** Carl Boyer motioned to consider the agenda as amended.  
Mike Thurgood, second

**VOTE:** Approved as amended (unanimous)

**Officer and Manager Reports**

**President's Report: Rich McLaughlin**

Rich gave an overview of policy governance in other divisions and board size. Rich also updated the board on a forty year member issue. Rich noted that this is his last presidential report. The board thanked him.

**Administrative VP's Report: Mike Thurgood**

Mike noted that this is his last report as the administrative Vice President. He recognized the office for all of their assistance over his time as the Vice President. Mike summarized the success of Fall Rally and thanked Stephen Helfenbein for his development of this. He and the Board congratulated Eric Rolls on becoming the new Snowboard Coach for the National Team.

**Communications VP's Report: Kim Prebish**

Kim recapped some of her recent discussions about social media and announced that Kristen Lane will head up a move to improve our Instagram presence. Kristen described her plan for this. Kim also recapped *FaceShots* and *32 Degrees* successes over the past year.

Mike asked about the Deer Valley ad in *Face Shots* and recommended that we seek out more advertising from other resorts. Jesse mentioned that Deer Valley is very happy with the results. He also mentioned that *FaceShots* is successful enough for NRM to copy the idea. Kim also recapped the call center and Kirstie explained the new contract with the National call center.

**National Board Representative Report: Kent Lundell**

Kent reported on the new Junior Instructor Program. The program addresses one of the National "ends" to bring in younger members. He summarized the committee structure at ASEA and suggested that a high functioning board takes action through committees. Kent mentioned the success of policy governance for the National board and organization. Kent directed the IMD board to review the ASEA minutes. He mentioned that improved transparency, communication and governance has greatly improved the ASEA board in last 10 years.

**Executive Director Report: Kirstie Rosenfield**

Kirstie described a new emphasis on year-round programming and recapped some of the events that the division offered off-season this year. The new e-blast campaign is successfully generating signups. Kirstie encouraged everyone to attend the new Slide into Winter event on Dec 13-14 at Solitude. She updated the board on insurance issues and credit card fees that may impact the budget and off-snow clinics.

**Snowboard Committee: Gwendolyn Flickinger, Board Liaison**

Gwendolyn noted that the SB board is taking budget into considerations as they plan travel and number of clinicians at events. Jess and Eric are going to East for the Examiner Exchange this season. The committee is working with a "stoke" initiative including stickers, etc. for AASI participants.

**Alpine Education Manager: Stephen Helfenbein - presented by Dustin Cooper****Alpine Certification Manager: Dustin Cooper**

Dustin reported on Alpine Advisory Committee initiatives which has been updating clinics, integrating the learning outcomes, and updating the examination process, guides and videos. The materials have become dated. Dustin reviewed the changes to Level 2 and 3 exams. There will be some feedback provided within the one-day exams at the discretion of the examiner. This compensates for the elimination of the 2-day coached ski exam. The teach exam will be available only as a 2 day exam. Examinees will no longer be required to take an additional prep clinic if they fail an exam. The board recommended making this information available to school directors and members.

The AAC has also been working with Kirstie and Eric on feedback forms and DECL evaluation consistent across divisions.

**Adaptive Program Manager: Jason Malczyk**

Jason announced that he has taken a position with Wasatch Adaptive Sports, one of our new Member Schools. He will be more accessible and available for events in central Intermountain resorts. He mentioned that holding events in different places has opened the options for new schools and programs to get involved in PSIA-AASI. Jason previewed the Big Sky training in December. He is getting involved in advocating between non-profit adaptive programs and resorts. Christina Bruno will be attending Fall Conference.

**Telemark and Cross Country: reports submitted.**

Mike directed board members to look over reports from the Cross Country and Telemark managers. There was a discussion around adding all reports to a consent agenda and creating a template/outline for Program Managers to use for their reports.

ACTION: Kirstie will work on a report template. Future meetings will incorporate a consent agenda.

**Snowsports Schools Management Representative: report submitted**

Kirstie previewed the snow sports director's meeting Oct 25 and highlighted Maggie's work on a detailed and informative agenda. Mike asked about the new school directors attending.

**Children's Program Manager: Mark Nakada,**

Mark recapped changes in the CS program. There is a new curriculum guide for all three CS levels. The goal is to encourage presentation by candidates. The launch date for the CS1 e-learning is late October. Mark described Pete Allison's involvement with driving the process of refining curriculum for PSIA-AASI and creating consistent National standards that are outcome driven. Fall conference is the process for working on the standards, and consistency across divisions and disciplines.

**Webmaster: Jesse Morse**

Jesse provided an overview of the new national database which will provide ease of data acquisition and analysis.

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**OLD BUSINESS**

**Spring Clinic Discussion**

Spring Clinic will be April 3-5, 2020

ACTION: Kirstie to continue discussions with Park City  
Board Members to provide 2 bottles of wine (or spirits) each for baskets or make a monetary contribution to the office to make the purchase

**Lifetime Membership**

Mark has edited the P&P's to remove all language referring to IMD lifetime membership and aligned the language to match the National membership category. These were changes approved at the previous meeting.

## **New Business**

### **Ratifying new officers**

ACTION: Carl Boyer moved to ratify all new executives voted in at the June Meeting.  
Mark Nakada second  
President – Mike Thurgood  
Admin VP – Rich McLaughlin  
Communications VP – Kim Prebish

VOTE: Approved (unanimous)

Recognition – Mike presented a plaque to Rich for his years of service as President.

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ACTION: Mike took over in his new role as president to chair the meeting

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**101219-4 On-Snow CEUs**  
Sponsored by Mike Thurgood

ACTION: Proposal withdrawn by sponsor

ACTION: Carl moved that the meeting is closed for StratCom discussion, Mark Battaglia second

VOTE: Approved, Unanimous

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### **STRATCOM MEETING (closed):**

#### Fee Structures and Compensation Discussion

ACTION: Mark Nakada made a motion to revise the budget based on the fees and compensation decision reached in Stratcom. Kim second.

VOTE: Approved (unanimous)

ACTION: Mark made a motion to task Kirstie and Mike with creating a budget for the next 3 years with the numbers proposed. Andy Baker second.

VOTE: Approved (unanimous)

ACTION: Kim Prebish, Mark Battaglia Sean Baker will make up an ethics committee to investigate a complaint.

ACTION: Mike will write a letter to the Snowsports Directors to communicate the price adjustments for the season to keep them updated and remain transparent

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Carl motioned to move out of executive session. Shawn second.  
Approved, (unanimous)

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**MEETING ADJOURNED at 4:45 pm until Sunday, October 13, 2019**

**Meeting was called to order on Sunday at 9:00 am by Mike Thurgood**

**PRESENT on Sunday October 13, 2019**

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

Board: Sean Baker, Andy Baker, Mark Battaglia, Shawn Caine, Carl Boyer, Brandon Holmes, Kristen Lane, Mark Nakada, Eric Rolls, Jason Hunter Scott Rockwood and Kristen Schroeder,

Office: Kirstie Rosenfield

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**New Business Continued**

**101219-1 Senior Dues Rate**  
Sponsored by Mike Thurgood

ACTION: Scott Rockwood made a motion to approve as written.  
Mark Nakada Second.  
VOTE: Approved (unanimous)

**101219-2 Addendum to the Affiliation Agreement**  
Sponsored by Rich McLaughlin

ACTION: Mark Battaglia made a motion to approve as written.  
Scott Rockwood, second  
VOTE: Approved (unanimous)

**101219-3 SIRC and Scholarships**  
Sponsored by Mark Battaglia

ACTION: Scott Rockwood made a motion to approve as amended  
Kim Prebish, second

VOTE: Approved (unanimous)

ACTION: Scholarship Committee includes Mark Battaglia (chair), Shawn Caine, Scott Rockwood and Kristen Schroeder

**101219-6** **Withdrawn by sponsor**  
Sponsored by Mark Nakada

**101219-7** **Lifetime Membership Nomination**  
Sponsored by Carl Boyer

ACTION: The board voted to nominate Randy Hartwig for lifetime membership

ACTION: Carl Boyer made a motion to create an Awards Committee as specified in an amendment to the P&Ps  
Mark Battaglia, second

VOTE: Approved (unanimous)

ACTION: Current committee to include Carl Boyer (Chair), Shawn Caine, Jason Hunter, Rich McLaughlin

**101219-8** **Employee Job Descriptions**  
Sponsored by Mark Nakada

ACTION: Carl Boyer made a motion to approve as written  
Sean Baker second

VOTE: Approved (unanimous)

**101219-9** **CS fees. Withdrawn (operational, approved in closed session)**  
Sponsored by Mark Nakada

**101219-10** **Regional Assignments**  
Sponsored by Mark Nakada

ACTION: Scott Rockwood made a motion to approve as written  
Sean Baker second

VOTE: Approved (unanimous)

**101219-5** **Bylaws and Policies and Procedures - approval of current version**  
Sponsored by Mark Nakada

ACTION: Scott Rockwood made a motion to approve as written.  
Eric Rolls, second.

VOTE: Approved (unanimous)

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**Break: 10:40-10:50**

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**Discussion facilitated by Mike Thurgood on ASEA representative**

Mike reminded the board that there is no hurry to vote as the position is not filled until next July 1<sup>st</sup>. He recommended that the board reduce the pool of applicants to two and then a final election will take place at the January meeting following an interview process.

Kent Lundell described the function of the ASEA representative and the qualities recommended for the position.

ACTION: Board voted on Candidates to narrow the field to the top two  
The Board narrowed the candidates to Carl Boyer and Rich McLaughlin

ACTION: Process to be continued with resume submission and interview to follow.

ACTION: Mike will write a letter to the candidates that did not make it to the second interview

**Discussion facilitated by Eric Rolls on regional board member expectations**

How can a board member contribute as a regional representative? Is there accountability for outreach? Eric challenged all regional representative to reach out to all of their school directors and to attempt to go to an event at schools. He challenged at-large representatives to attend some of those throughout their regions with the regional representative.

ACTION: Kirstie tasked with preparing a contact list for board members with school director information. She will also put together a packet for each board member to take with them to meet with members at school events. The contact list will have a tab with committees and members. Name badges are in progress.

**MEETING ADJOURNED 12:30 pm**

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**NEXT MEETING:** Thursday January 9, 2020. 6pm Conference call (will include ASEA rep vote)

Reports and Proposals are available for member inspection at the PSIA/AASI Intermountain Office.

Minutes submitted by Kirstie Rosenfield October 21, 2019