

## JOINT MEETING OF THE BOARD OF DIRECTORS – Fall 2016 Minutes

Professional Ski Instructors of America - American Association of Snowboard Instructors  
Northern Rocky Mountain Division, and PSIA-NRM Education Foundation

**Saturday, September 24, 2016**

9:00 am – 3 pm Ge

Beall Park Recreation Center, 415 N Bozeman Ave, Bozeman, MT 59715

### **Those Present:**

Mike Ewing, President  
Tony Brown, Treasurer, Board Member  
Eliza Kuntz, National Board Representative, Education Team  
Dick Fast, Secretary & Board Member  
Chris Kronebusch, Board Member, Education Team  
Jim Mikulich, Board Member, Education Team  
Michael Hickey – Education Team  
Stewart Hoyt, Board Member, Education Team  
Jill Chumbley, Professional Development Coordinator  
Meghan Larson, Executive Director  
Bridger Biggins – Assistant Snowboard Chair, Education Team  
Beaner Thacker – SSMC Chair  
Rock Reman – Education Team  
Bonnie Hickey – Member

### **Proxies:**

Stu Hoyt for Matt Ruuhela  
Tony Brown for Karl Svensson

### **Financials Presentation** – Erin Yost: DA Davidson

Two years ago, NRM decided to begin investing the additional cash reserve in their checking account. Two accounts were opened with DA Davidson: one long term investment with three \$10,000 short term CDs; a second short term investment with one \$5,000 short term CD. NRM has added \$10,000 to the second since opening the second account. We have stayed very conservative with investments and have been rolling both accounts of short term CDs over. Interest rates have remained low meaning return has been low. The \$30,000 investment currently has a \$240 estimated annual income. When you are comfortable taking some additional risk, my recommendation on the long-term investment account of \$30,000 would be to move 40% in bonds and 60% in stocks, with a 3.5-4% return after expenses. Two of the three CDs would become available in the next quarter.

Meghan – I asked Erin to come in because I feel like we are in a position where we can add a little more risk to our investments and have the money sitting there work a little harder for us.

Tony – We should put this in front of the Finance Committee to review and consider.

Erin – I am happy to sit down with the Finance Committee and get into the details. When you hired DA Davidson to set up a financial portfolio you are decreasing the fiduciary liability. The board's responsibility is to review the portfolio, while DA Davidson provides the recommendations and direction.

Tony moved to call the meeting to order, Dick seconded.

Jim moved to accept Spring 2016 minutes, Chris seconded.

Tony moved to accept the 2016 Fall Board of Director's Meeting Agenda, Dick seconded.

**President's report, Mike Ewing**

Please see report. Eliza has moved into a Vice President role at the National level. Jill and Meghan have done a phenomenal job of increasing attendance rates in events. The board has been engaged and participating in the monthly board calls. Nick Herrin, former member of NRM, is now the CEO of ASEA. Jim Mikulich is serving on a National Awards Committee. Tony has been asked to serve on a national proportional voting committee. Brenna Kelleher was selected as an Alpine National Team member. New Chairs: Tom Marshall – Alpine, Bridger Biggins – Snowboard, Mary Marshall – Nordic. All of our event sponsors from last season have renewed for the coming season, with the exception of Montucky. Thank you to Michael Hickey for putting our Rainy Day Fund. I would like for the Finance Committee to reach out to NI with regards to their investment strategies as they have been very successful, averaging 10-20% per year.

**Treasurer's Report, Tony Brown**

Please see report. YCCF grant was not funded, so we have a significantly smaller pool of funds to distribute this season. We did receive a different grant from YCCF for an outreach program Mike Ewing has built. On a positive note, we have now met my goal of having \$100,000 in investments.

Eliza – The angle to take is how PSIA-AASI NRM can contribute to advertising with Yellowstone Country. I am happy to reach out to my contacts and see if I can get more information for how NRM can be involved with Yellowstone Country.

Mike – We need to get a committee formed that will be involved in knocking on doors and talking to people. I can't be a team of one.

**PSIA-AASI Board Representative – Eliza Kuntz**

Please see report. The office is looking at what isn't working and maybe what they don't do as well. They are looking at the Matrix, The Community, and other elements that maybe aren't being seen as successes. If people aren't using something, then they are trying to move and focus on objectives that are working or maybe could work. Since Nick Herrin has come on board, the national board receives a weekly report, which helps us stay in touch with what is going on. These ad hoc committees that Jim and Tony are now a part of were formed from proposals that went in front of the board but were not voted on. Instead of passing or turning down, the committees were created to review and determine how best to proceed. Lastly, Sun Valley was hoping to host Interski and when it was clear that it wasn't going to work out they decided to host CANAM instructor training summit, half Canadian Team and half PSIA Team which is happening in January.

**Executive Director – Meghan Larson**

Mike – I would like to first say that the reports that I received are that Meghan is highly respected by National and our membership. She has done such a fantastic job. Jill has also done such a superb job with events and communication.

Please see report. I have recently joined a National Dues Committee. We are working on a proposal to limit how big of a dues increase can be made each fiscal year. It would impact all divisions as well as national. Other topics of discussion are the February 15<sup>th</sup> date; going from an annual renewal to a monthly payment; anniversary billing; moving the renewal date to the fall. Eastern has volunteered to do the beta test for monthly billing. It will affect all divisions with regards to members transferring from division to division. Jill and I went to the MSAA meeting this past Thursday went well. They are fully supportive of PSIA-AASI and have been increasing their budget for PSIA-AASI sponsored events.

Jill – Jessie Wood discussed using funds to support members that are wanting to train for their level 2 and 3 certifications but do not have the training resources at their home mountain.

Mike – During our tour of the schools, a common thread of conversation was they were having a hard time getting their instructors to Big Sky and Bridger and it would be nice to see training support coming their way.

Meghan – I emphasized that a participant does not have to be member to participate in our general education clinics. That those clinics could provide training tools specific to that mountain's needs. Tony has pushed that general education is a huge source of revenue for us and we need to start moving on it.

### **Education Report – Jill Chumbley**

See report. I am working on the e-learning courses for Alpine, Snowboard, Cross Country and Senior Specialist. The great thing about Grant's platform we are using is that we can go in and make changes real time if something isn't working. We are utilizing videos & pictures from the national archives. I also verified that we are abiding by copywrite laws. On another note, we are making sure that each discipline is sticking to their budgets with regards to Fall Conference.

Tony – Congratulations on following through with the budgeted amounts.

### **10:25am - Break**

### **10:35am - Reconvened**

### **Senior Specialist Report – Michael Hickey**

See report. After bringing in Michael Birch-Jones in last season to facilitate 3 Senior Specialist events, we have seen the viability and demand for this program in our division. I volunteered to create the program for NRM. We will be rolling out our version of a Senior Specialist 1 at Fall Fest. By next year, we will hopefully be rolling out our own Senior Specialist 2. This season, we will be bringing Michael Birch-Jones in to run a Senior Specialist 2 at Fall Fest. The agenda has been created and I am working on the presentation materials.

Mike – Is there movement to making this a nationally recognized program?

Michael – Currently, there is not a group that is working to move this toward a nationally recognized specialist. I will be going to Northwest this November to train with their Senior Specialist team and then stay through the Alpine training. I have some individuals interested in being a clinician for this program. It will be a multidiscipline program. Financially, we have seen the

### **Snowboard Report – Bridger Biggins**

See report. We had our committee/staff meeting last night. We discussed the e-learning module Jill is creating and I will be helping her build the content. Ben Daniel and I will be going down to Fall Conference. We discussed uniforms. We are also holding a selections process this year as well as having mandatory training.

Freestyle – Matt Larson

See report. Updates with Freestyle include a new Freestyle Tech Manual. I am excited that some of the education I offered was added to the manual, which includes a tool that breaks down a movement into parts while adding some visual aspects to it. It is ProPark 10 this year! We thought about branching the event out more and emphasizing a multidiscipline 2-day event. We will be bringing Ryan Christopherson in who the National Freestyle Team Members. It would also be great to see some leadership/Board presence there too.

Bonnie – I am guessing the nature of the event lends to a lot of peer pressure and Bridger Bowl usually has at least one instructor that come away from the event injured. Is there a way to emphasize the safety factor.

Matt – There is a huge focus on safety. And it is discussed prior to ever getting on snow.

Craig – It was very laid back and I felt very safe when I attended.

Stu – Freestyle has been heavy on the Snowboard side. The team tends to lack an Alpine perspective.

Matt – I have been working on it as I do agree that we need to be better represented by Alpine.

### ***Old Business***

### **Fall Fest 2016**

Meghan – Contract is signed. We are adding a few more indoor sessions and maybe will have some special guests. I need three people to volunteer to help that weekend. One person to oversee awards, one person to oversee the silent auction, and a third person to oversee the raffle. We are also looking for donations still, as well as someone to seek donations.

Jim - Christy Mikulich might be available to help is seeking donations.

Jill – We have a triple chair to auction off! Get in touch with people you know.

Meghan – We will be bringing in 5 nationally recognized clinicians: Grant Bishop, Nick Herrin, Eric Lipton, Brenna Kelleher, and Chris Fellows. Nick will also be coming in early to ski with the board on Wednesday of Fall Fest week, as well as the school directors on Thursday. He will then be presenting both Thursday at the Directors’ meeting and Friday night at the membership presentation. Fall Fest registration is now available. Brent Amsbury will also be coming back. Big Sky Resort has a new Event Coordinator so I will be training in their new staff. All hands on deck would be appreciated.

Jill – We have a Pint Night Fundraiser set up at Beehive Brewery Wednesday, December 7<sup>th</sup>, next to the hospital in Big Sky.

### **Education Foundation**

Mike – We have \$2500 from the YCCF for our Outreach program. The Yellowstone Club is wanting to become more of an advocated for the state of Montana, and so is now allowing us to promote that they are a sponsor.

### **Awards Topics & Nominations**

Please see the handout that describes the different awards National offers.

Jim – I am new on the National Awards Committee. The big take away is getting the word out to our membership that these awards exist. One that the education staff will be aware of is “Top of the Course” award for level 3 participants. This one recognizes those participants that are not only there for themselves, but raising the bar to help others pass. The “Rising Star” award is for those who are new to the organization. The “3 Cs” award comes from the snowsports directors. There is a great flowchart that shows the process of these awards (see reports).

### **Update on Spring Tasks**

1. Association legal name change from PSIA-NRM to PSIA-AASI-NRM: Meghan – no progress
2. Document for Pres council and NRM Ed Staff – Tony: See Powerpoint  
*Set this up as a presentation at Fall Fest and National Organization*
3. Bridger Bowl and Accessible Terrain during preps/exams –

Meghan: We had a big conversation about this topic. The question came back from Bridger Bowl was what does NRM’s liability insurance cover. Our insurance does not cover our staff when we go into areas that require a transceiver. We can either up our insurance coverage or just decide not to go into those areas in clinics/exams.

Jill- Snowboard and Alpine have agreed that there is plenty of other terrain that can be accessed for events. NRM does not need to take on an additional financial burden so that we can access transceiver required areas. This is no longer an issue.

### **12:00pm Broke for Lunch**

### **12:45pm Reconvened**

### **New Business and Discussion Items**

#### **Financials**

#### **FY17 Actuals as of September 1 –**

Tony - Why are we up by so much?

Meghan - Members are renewing earlier and events were available for registration earlier.

Tony – What is creating the early renewals?

Meghan – National has done an excellent job of consistently notifying membership about renewing for the past 4 years. That message is now making an impact.

#### **Education Foundation Budget**

Meghan – I have created a budget for the Education Foundation due to the increase in sponsorships and the license plate dollars (see EF Budget document)

#### **Dues and COL Analysis**

Meghan - Dana Forbes is the Executive Director for Rocky Mountain and is also on the Dues Committee. She created an EXCEL Cost of Living model (see Dues and COL Analysis document). This gives an interesting perspective.

#### **Cross Country Academy 2016**

Meghan – It is back! David Lawrence approached me to see if NRM would offer administrative support for the event.

Our staff will not be a part of this event as it will be led completely by national team members. I will be loading the event into the database and then managing the money. NRM's take is 20%.

## **Handbook Updates**

See Handbook Doc.

Meghan - This was sent to an Employment Lawyer. Current edits were made by him. Are there any concerns about the changes? The primary purpose that I am bringing this to a board is to discuss uniforms and chairs.

Eliza – Is there a way we can have a catch all “you will be terminated” at the end versus having it after every paragraph?

Meghan – The lawyer said that it should be put after every requirement because each requirement is different. I was told that if we don't require participants to wear helmets, we should be requiring staff to wear them due to negligence. (see his side notes). The problem with requiring a helmet is also that we would need to provide a stipend for staff to purchase one. So the question is do we feel that we can afford it? This is the same case for uniforms. We currently state that we require staff to wear uniforms.

Eliza – This needs to go back to the discipline committees for discussion and determination.

Meghan – So the board agrees that this should be discussed at the committee level and the verbage in the handbook will remain “highly encouraged”.

Meghan – Uniforms are required. So we have to pay for them.

Tony – Do we want ed staff to have uniforms?

Board – YES

Tony – Then we need to begin tagging money every year. For example, 2% pulled from event income that will go into a fund for uniforms. And then the question is does ed staff need a new coat every 3 years? Uniforms is not an easy process and is costly. Our goal is to have the same uniform across discipline so we all look the same and be united. This will need to be done for everyone and that it is funded appropriately. Sign your coat out at the beginning of the season and then send them back to the NRM office at the end of the season. NRM owns the coat.

Mike – And if we own the coat we have the ability to put sponsorship information on them.

Meghan – I am looking to the board to allow me to buy coats for next season and then put a proposal forward at the spring meeting to tag a certain percentage be tagged each year to build a uniform fund.

Jill – Meghan, what was your stipend idea?

Meghan – I am still working out the scale for it.

Dick – We should wait another year.

Stu – Have them buy their own coats and then we reimburse over the next three years. The reimbursement is based on number of days worked.

Chris – Ed staff is already conditioned to buy their own uniforms. Maybe we build up the fund and begin paying for uniforms in the next cycle.

Meghan – Jill and I will chat with the education committees to get their perspective and ideal situation. Finance Committee can come together and present a proposal

## **Proposals**

### **R&Rs**

#### **SECTION 13.0 OPERATIONAL COMMITTEES AND CHAIRPERSONS**

*13.1. CHAIRPERSON. The Chairperson shall be appointed by the Executive Director (Article 7-8 8.0 of the Bylaws). The term of office shall be for a period of three (3) years.*

*13.1.1. RESPONSIBILITIES. The chairperson is directly responsible and accountable to the Executive Director. Therefore, the Executive Director should be included in all communication regarding committee activities. Specifically, the chairperson is responsible for the following, with further responsibilities included in the sections below (Section 14-16).*

- A. Appointing, with notification to the Executive Director, the Committee members and advisors from within the Association.
- B. With the Executive Director, scheduling the dates, times and places of educational events, and meetings.
- C. Writing an annual budget, submitting it to the Executive Director, and if requested, presenting reports to the Board at their regular meetings.
- D. Act as a liaison to PSIA-AASI and other divisions within the scope of their committee.
- E. Timely reporting and updating information to the membership.

Stu brought the proposal to the table, Tony seconded.

Discussion: None

Stu moved to approve the proposal, Jim seconded. All in favor, none opposed.

## **SECTION 17.0 STRATEGIC COMMITTEES AND CHAIRPERSONS**

*The Board may establish Board Committees to help the Board be more effective and/or efficient in its work. Board Committees are not to interfere with the Board's delegation of authority to the Executive Director, or other staff accountable to the Executive Director. The Executive Director may establish Operational Committees to help in the running of the Division. Refer to Article 7.0 and 8.0 in the Bylaws.*

Tony brought the proposal to the table, Dick seconded.

Discussion: None

Dick moved to approve the proposal, Jim seconded. All in favor, none opposed.

## **SECTION 47.0 CLINICS**

*47.1. AREA CLINICS. ~~Area clinics may be requested by any member of PSIA-NRM, to be held at any area, on any date.~~ Area clinics may be requested by a snowsports school to be held on a mutually agreeable date. The topic of the clinic may be any educational training topic. The request must be made to the ~~appropriate chairperson through the Divisional Office-~~Professional Development Coordinator, allowing for enough time to organize the event and advertise it to the general membership, if possible. The cost of area clinics is calculated according to the direct cost plus a percentage determined by the Board. A maximum of ten (10) participants per clinician (Sec 61.0.).*

*47.2. PURPOSE OF CLINICS. All clinics sponsored by PSIA-AASI NRM shall be conducted for the particular benefit of the members of the Association, but to which the general public are welcome. All clinics are intended to establish and maintain a high quality of instruction through continuing education by informing the membership and interested public of current events and ideas in snowsports teaching and technique.*

*47.3. LEVEL I EVALUATED CLINICS. ~~An evaluated clinic on introductory issues of Snowsports instructing, including safety and risk management and customer relations, shall be offered to all prospective Certified Level I members of the Association.~~ A Level 1 evaluated clinic is generally offered during Fall Fest. A member school may request that a Level 1 evaluated clinic be held at their area on mutually agreeable dates at the current event rate fees. The request must be made to the Professional Development Coordinator, allowing for enough time to organize the event and advertise it to the general membership, if possible. There is a maximum of 8 participants in a Level 1 Evaluated Clinic. Participants must be members of PSIA-AASI NRM two weeks in advance of the event. ~~An evaluated Level I Clinic shall be held at any ski area in the Division at the first opportunity after the requirements outlined in Sec. 46.1. are met.~~*

Dick brought the proposal to the table, Tony seconded.

Discussion:

Meghan – This was specific that we couldn't provide education clinics to non-member schools. It is removing that restriction. It also updates who the contact is. It clarifies that only member schools can host level 1 events.

Tony – This allows a sense of inclusion versus exclusion. Before this change, a school may have members working there, but we couldn't service those members at that school because the school is not a member.

Dick – The corrections are accurate, but the justification does not accurately explain the corrections.

Jim moved to table the proposal. Tony seconded. All in favor, none opposed.

Meghan will make the corrections and bring it back to the board for a vote on the October Board call.

## **Bylaws Proposals**

### **ARTICLE 7.0. EXECUTIVE AND OTHER COMMITTEES.**

*The Executive Committee of the Board of Directors shall consist of the President, Vice-President, Secretary, Treasurer, National Board Representative. Past President may be present as a non-voting member for a period of one year following the election. The Executive Committee shall have such authority as is delegated to it by the Board of Directors. Any decisions shall be in accord with the general policy as stated by the Board and subject to ratification by the Board at its next meeting.*

*The Board may create such special and standing committees as it deems appropriate; however, no action of any committee of the Association shall be the action of the Association and binding thereon unless such action has been expressly authorized or ratified by the Board of Directors. The President shall recommend appointments to all strategic chairs and committees and be directly responsible for their activities ~~appoint the chairmen~~, with consent of the Board of Directors and members of said committees for such term or terms as the President may prescribe.*

Stu brought the proposal to the table, Tony seconded.

Discussion: None

Jim moved to approve the proposal, Chris seconded. All in favor, none opposed.

### **ARTICLE 8.0 EXECUTIVE DIRECTOR.**

*The Executive Director shall perform all duties required of him/her by these Bylaws, shall have the management and supervision of the divisional office of the Association subject to these Bylaws and direction and limitations given and imposed by action of the members, the Board, and the President, and shall have such other duties and powers as may be assigned to or vested in him/her by action of the members and/or the Board. He/She shall be employed by the Board and serve at its pleasure.*

*He/She shall have custody of all monies and securities of the Association and disbursements, and shall submit financial statements to the Board and to meetings of the members of the Association as shall be required by the Board of Directors and/or by action of the members. Funds of the Association shall be deposited in the name of the Association in such depositories as the Board may from time to time designate. The Executive Director shall disburse monies of the Association only as authorized by action of the Board or Executive Committee.*

*The Executive Director shall nominate appointments to all operational chairs and be directly responsible for their activities, with consent of the Board of Directors and members of said committees for such term or terms as the Executive Director may prescribe.*

*The Executive Director shall have charge of the records of the Association, and such headquarters as may be designated by the Board, and shall be responsible for the dissemination and distribution of such notices, minutes, newsletters, or other communications as may be directed by the Board, and such other and further duties and powers as may be given by the Board.*

Jim brought the proposal to the table, Tony seconded.

Discussion: None

Jim moved to approve the proposal, Dick seconded. All in favor, none opposed.

## **MARKETING PROPOSAL – Mike Ewing**

*I would like to propose that we apply to National to get a matching fund to advertise our license plate to jumpstart the funding for the Education fund. For every 2 dollars we spend they will give us 1 dollar from National. I think we can get the Montana Ski Areas to let us run a promotion that reads like this. **BUY THIS PLATE AND SHOW YOUR LOVE FOR WINTERSPORTS! SEND US A PICTURE OF IT AND GET A 2 FOR THE PRICE OF 1 LIFT TICKET TO THE MONTANA SKI AREA OF YOUR CHOICE.** If this would work and get us 200 plates sold it would return \$6000 to the education fund per year. One of the great things about the Plates, is, they transfer from car to car. Cost to the division \$1000 dollars for \$1500 worth of advertising.*

*Run the ad in the following Markets:*

1. Billings
2. Bozeman
3. Helena
4. Missoula
5. Kalispell

REMOVED

## **Leadership Summit Expense Approval**

*From Eliza Kuntz: I really do feel that, while Mike can definitely represent NRM at the summit, it would be doing you, the organization and our membership a dis-service by you not attending in November. You may not feel like it, but your opinion, the work you do, and your vision for the future of the organization's successes is highly regarded highly by many people around this country. While the draft agenda still remains vague to me, I'm sure the end result will be an important face-to-face discussion about how the 10 entities can build and foster relationships and work to more efficiently operate at all levels. (ED, Board members, President's, national office, resort managers...) You, and NRM, are a huge success story in regards to divisional teamwork, pooling resources and working effectively and efficiently for TWO divisions. The cost to send anyone from NRM anywhere will always seem like a burden. In MY mind, it is an expense that NRM cannot afford to miss out on! I made some calls myself because I was feeling like the board member expectations part of the Summit was unclear to me, but am realizing that the planning is in full swing and I like the direction we are headed.*

Chris brought the proposal to the table, Stu seconded.

Discussion: None

Jim moved to approve the proposal, Stu seconded. All in favor, none opposed.

## **EF Grant Applications**

### **Glacier Nordic Club**

*Meghan was approached by Glacier Nordic Club out of Seeley Lake wanting to pursue a school membership with NRM. To help facilitate a move in this direction, they would take the funding they have for training and put that toward membership for their instructors and school membership dues, while NRM would fund a CCI event. Potential for membership growth between their Nordic club and ski team is enticing and discussion was had that this is a great opportunity for outreach to a smaller program that is excited to be a part of NRM. This could also start a momentum within the Nordic community an NRM PSIA. The board agreed to provide funding through the EF to facilitate the CCI. This is the application to have it formally approved by the board of directors at the Fall Meeting.*

Jim brought the proposal to the table, Tony seconded.

Discussion: Meghan – This was discussed at the Spring board meeting. We are providing a clinician to run a XC1 and they will become a member school.



Dick moved to approve the proposal, Jim seconded. All in favor, none opposed.

### **Lloyd Sorlie Proposal**

*The Lloyd Sorlie Award has come to an end and the board agreed at the Spring 2016 meeting that they would like to see the NRM Educational Foundation continue funding this sought after divisional award. This secures the funding of this award until deemed otherwise.*

Tony brought the proposal to the table, Dick seconded.

Discussion: Rock - This award has been in existence for 12 years. Dick – What is the criteria? Beaner – Multi-Discipline member who shows overwhelming enthusiasm for the sport.

Dick moved to approve the proposal, Chris seconded. All in favor, none opposed.

### **Date and Location of next meetings**

1. Spring 2017 Meeting – Saturday, May 13<sup>th</sup>, 2017 in Bozeman
2. Fall 2017 Meeting – Saturday, September 23<sup>rd</sup>, 2017 in Bozeman

2:25pm - moved to adjourn the General Meeting, seconded.