



JOINT MEETING OF THE BOARD OF DIRECTORS – Spring 2016 Minutes

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

Saturday, May 14, 2016

9:30 am – 4:00 pm

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

Those Present:

Mike Ewing, President
Tony Brown, Vice President, Treasurer, Board Member
Eliza Kuntz, National Board Representative, Education Team
Dick Fast, Secretary & Board Member
Chris Kronebusch, Board Member, Education Team
Karl Svensson, Board Member
Matt Ruuhela, Board Member
Jim Mikulich, Board Member, Education Team
Michael Hickey – Education Team
Ben Daniel – Snowboard Chair, Education Team
Jim Anderson, Alpine Chair, Education Team
Ben Brosseau, Education Team
Zoe Mavis, Children’s Chair, Education Team
Stewart Hoyt, Board Member, Education Team
Jill Chumbley, Professional Development Coordinator
Meghan Larson, Executive Director

Proxies:

None

Stewart moved to call the meeting to order, Chris seconded.

Tony moved to accept Fall 2015 minutes, Chris seconded.

Dick moved to accept the 2016 Spring Board of Director’s Meeting Agenda, Stewart seconded.

Officers and Staff Reports

President’s report, Mike Ewing:

Please see report. Year-end looks good at this point in time. Mike says sponsorship has been going well, although he is unsure if Gallatin Motors will continue their event sponsorship. Has noticed that many are confused by our business name and maybe we need to someday consider a name change to Professional Snowsports Instructors of America. Rich Noonan and Mike Ewing went to every ski area within the division this past season. We are in the middle of assembling the report with pictures and will send it out once completed. 32 Degrees is also interested in

publishing something with regard to our trips. Warm welcomes from all areas were had. Mike highly recommends going to as many of these areas as possible.

Treasurer's report, Anthony Brown:

Please see report. No questions.

National Board Representative report, Eliza Kuntz:

Eliza submitted a condensed version of the agenda for the summer board meeting to be held in Golden, CO June 3-5, 2016. It is her hope that it helps the NRM board better understand the business of the National Board.

There are some proposals on the docket that Eliza is currently uncomfortable with. They go against our current policy governance. If the board could please review the proposals in the board packet (to be emailed to the NRM Board) and get back to Eliza with thoughts on how to represent our division at the national spring meeting, it would be greatly appreciated.

CEO Review Committee: We are currently operating without a CEO. Initiated conversations/interviewed with around 480 people from different divisions on what they saw was needed in the next CEO. The committee is currently meeting to determine the 2-3 candidates that will be recommended at the national board meeting in June.

In Eliza's agenda, you will see where monitoring is mentioned a lot. According to our policy, the CEO must report he/she is compliant and then show the board how for everything he/she has been tasked to do. Every task has priority results and these priorities are what we use to measure our success.

Subaru will be ending its sponsorship with PSIA-AASI this September.

Executive Director's report, Meghan Larson:

Please see report.

10:50am broke for a 10 minute break. Reconvened at 11:00am.

Committee Chair Reports:

Education Report, Jill Chumbley:

Please see report. Jill is trying to be involved in each discipline as much or as little as is wanted. We will need to see where the budget is once approved as far as who/how many could participate in Fall Conference. Every discipline is in a different stage of their selections process. NRM's Senior Specialist program will officially begin this coming winter with Michael Hickey at the helm. The goal is to balance what we love about our history/past while making the appropriate changes to plan for the future.

Alpine, Jim Anderson: Had Alpine Committee Meeting Friday night. Refined hiring process last year but still need to update the job descriptions which will be finalized and implemented this Fall, along with a hiring tool. Minimum number of work days went from 6 to 8, and Inhouse events count as half days. Wage scale was passed by committee and now is in review with Finance Committee. Jill is working on an E-Learning segment for the Alpine Level I Exam. Looking to bring in 5 National Team members: Eric Lipton, Jeff Bayou, Brenna Kelleher, Nick Herron, and Chris Fellows. This could potentially attract folks outside of NRM. We are also hoping to have paid training this coming season, pending Finance Committee review. Fall Conference was prioritized over exam shadowing with other divisions. All coaches' terms are up. Discussed consistency and exit interviews. Tentative schedule was created and is being

reviewed. Alpine Chair position was up this past spring. Tom Marshall has shown interest last minute and it is being determined if any others are interested. Assistant Alpine Chair position has been dissolved.

Children, Zoe Mavis: Working to create a more formal training program for becoming a Children's Ed Staff. Also wanting to put together a Children's Committee. Consistency is a key focus.

Snowboard, Ben Daniel: Created a Selections Event and committee. With a small group of level 2/3 examiners, we are working to develop our level 1 Examiners. Feedback was great from membership. Ben's three year term is coming to an end. Bridger will be moving into the chair's role this Fall and maybe Ben will stay on as an Ex Officio of sorts for a year after. How to better reach out to our smaller member schools is a constant question we are asking ourselves.

Senior Specialist Program, Michael Hickey:

The ultimate goal is to develop a program and the staff to facilitate it. Michael will head to Western and take/monitor their Senior Specialist 2/3 programs. Within the next 6 months Michael would like to begin working with the multi-divisional group to begin developing national standards, NRM would be the fourth division working on this. Statistically, 70% of the money spent in skiing and in lessons is spent by someone in this group. It is less about wanting a program and more about necessity. Discussion was had about similarities with regard to structure between the Children's Specialist and Senior Specialist.

Old Business:

EF Marketing Update

1. Budget: Please see EF Budget Overview. We had close to \$8,000 in expenditures within the EF to start growing the foundation. We receive \$30 for every license plate purchased or renewed. We have received funds for 7 plates as of the meeting. This is the first "budget" for the EF. With more money coming in with specifications as to how it needs to be allocated, we need better records.
2. NRM Outreach Program: This will be a 5 year commitment from the YCCF and will allow us to send a small group of clinicians to the smaller member schools, doing a lot of training for their instructors at little cost to the schools. We will now be allowed to publicly state that we are receiving funding from Yellowstone Club.
3. Uniforms: logistics being worked out to have at least jackets paid for by the division. Budgeting in FY17 to pay for jackets in the FY18 season. Jackets would be shared and are being budgeted at \$200 each, minimum of 30 jackets will need to be purchased. Can NRM subsidize versus paying in full? We will be removing sponsorship on uniforms benefit from event sponsor level.
4. Lloyd Sorlie Funding: The funding has come to an end. Does the board want to continue sponsoring this award? Yes. Meghan will create a proposal to be voted on at the Fall Board Meeting.
5. Grants for Nordic Program: 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 CC1 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. Jill Chumbley: Are we lessening the value by “negotiating” membership? This could also start a momentum within the Nordic community and PSIA. Michael Hickey: We need to teach the smaller schools how to present themselves to the people who will be giving them the money for support of PSIA-AASI certification/membership. How to present the value of being a member school and having certified instructors. The board agreed to provide funding through the EF to facilitate the CC1. Meghan will create the grant application to have it formally approved at the fall meeting.

12:15pm broke for Lunch break. Reconvened at 12:45pm.

Bridger Bowl and request of transceivers at NRM certification/specialist events:

Transceivers were requested for a level 3 prep clinic this past season. It was brought to the attention of the board and concern was voiced that we are putting additional stress on an already stressful situation and questioned whether this is the safest/proper setting for our certification events. Currently, most of the disciplines have been utilizing transceiver required areas for at least the past 10 years. NRM Educators discuss with the group about the terrain and gage participants’ comfort level in determining whether to utilize Slushman’s or not.

The liability for us as an organization is limited. In the chain of a law suit, they would go after those with more money. But, a consequence would be that we would be named in the initial lawsuit and our organization’s name would come up a lot. A conversation that would happen is that Professional Ski Instructors of America would be taking people into areas they are unprepared to handle, giving our association a black eye.

Another note to this is consistency of terrain between certification events.

The next step here is for Jill, Bonnie & Randy to talk and determine what Bridger Bowl’s terms/guidelines are with regard to Slushmans and how NRM can access that terrain.

Once we have that information, we can determine if/what events we continue to have there.

Update on Tasks

Association legal name change from PSIA-NRM to PSIA-AASI-NRM

No progress

Five year plan for dues

Meghan: Looking for something consistent and which we can collaborate with National on. Meghan is now on the National Dues Committee which is a brainstorming group on ways to bring consistency and collaboration between divisions and national.

It is Meghan's hope to bring national in on the Family Rate, similar to the student rate, where they will match the discount we are offering.

We could base dues increases on a percentage with a 5-10 year ceiling limiting the maximum amount in dollars a division can raise dues by. Dana Forbes from Rocky Mountain Division has created a proposal where National and Division would have a certain percentage, let's say \$3, to share for an increase each year. One or the other can say pass on the increase if not needed, or if both need to implement an increase, dues can only be raised by \$3 in its entirety. Meghan is waiting for Dana to send her the document.

Document for President council and NRM Ed Staff

Tony: Will have a condensed outline for the Fall President's Council meeting.

New Business and Discussion Items:

NRM Subaru Sponsorship

Tony: We have an Executive Director that was hired with the use of the NRM car as part of her compensation package. Do we find a replacement vehicle? Do we give a mileage stipend?

R&R proposals

26.2.8. FAILURE TO MEET EDUCATION CREDIT REQUIREMENTS. Certified members who have failed to meet the education requirements in the given time, will have waivers applied to their membership renewal statements as outlined below. If educational requirements are not met in the given time, their certification level is in jeopardy of being lowered.

A. Certified Members failing to meet the educational minimum in the two preceding seasons must pay a \$40 waiver, then obtain the following credits within the next year.

A. ~~Certified Members failing to meet the educational minimum in the two preceding seasons must pay a \$15.00 waiver, then obtain the following credits within the next year:~~

- 1. Certified Level II or III members: 12 Credits.*
- 2. Certified Level I members: 6 Credits.*

B. ~~Certified Members failing to meet the education minimum for the preceding 3 seasons must pay a \$30.00 waiver, then obtain the following credit points within one (1) season:~~

- 1. Certified Level II or III members: 24 Credits.*
- 2. Certified Level I members: 12 Credits.*

C. ~~Certified Members failing to meet the education minimum for the preceding 4 seasons must pay a \$45.00 waiver, then obtain the following credit points within one (1) season:~~

~~1. Certified Level II or III members: 24 Credits.~~

~~2. Certified Level I members: 12 Credits.~~

If the Certified Member fails to obtain the education credits within the one (1) season, their certification level will be lowered by one level in all disciplines (alpine, snowboard, nordic, and adaptive), with the option of attending a prep clinic and exam to regain the higher certification.

Chris Kronebusch motions to bring 26.2.8. FAILURE TO MEET EDUCATION CREDIT REQUIREMENTS to the table, Jim Mikulich seconds.

Discussion: Dick- The requirements for how many credits each level needs is missing. It needs to be amended to include the requirements.

Meghan – The purpose of this change is to simplify the waiver policy. The tier system was initially put in place because membership was behind in CUEs various numbers of years. Now membership is caught up and are current. We can begin offering 1 flat fee for members in arrears.

Tony motions to remove 26.2.8. FAILURE TO MEET EDUCATION CREDIT REQUIREMENTS from the table. Mike Ewing seconds.

Tony motions to bring the Amended 26.2.8. FAILURE TO MEET EDUCATION CREDIT REQUIREMENTS to the table. Chris Kronbusch seconds.

Dicussion: Dick- Should we change the wording in the last paragraph so that it says “following season”? Good as written for now.

Stu Hoyt moved to approve, Dick seconded. All in favor, none opposed.

Bylaws proposals

Article 2.0 Membership – addition of Legacy Membership: Offering a discount to divisional dues for NRM’s 30+ year members.

Stu motions to bring Article 2.0 Membership to the table, Tony seconds.

Discussion: Dick- There is an error on the proposal. There should be 8 classes of membership, not 7. Meghan amended proposal titled Article 2.0 Membership to reflect the change.

Tony motions to remove Article 2.0 Membership from the table. Matt seconds.

Dick motions to bring the Amended Article 2.0 Membership to the table. Matt seconds.

Discussion: none

Dick moves to approve, Tony seconds. All in favor, none opposed.

Finances

FY16 Actuals as of May 1

Meghan - Workcomp is higher than budgeted due to the audit last fall. We pay annually in April/May and pay for previous year for the following year.

Matt- What is included in retail sales?

Meghan-Retail Sales income are manuals and pins. FY15 was a big year due to the fact that the new manuals came out.

Dick-Would it be useful to prorate Workcomp across a 12 month period.

Meghan – We could but it would make the remaining 11 months of finances look off.

Tony- We currently pay \$0.18 per wage dollar in workcomp. With Alpine’s current proposal the workcomp expense would go up to \$0.36 per wage dollar. To make an \$11 jump, we need to do it over 4 years. We need to match dollars coming in with dollars going out.

Meghan – In years past we have offered for contractors to be employed by NRM to cover their liability if they do not have their own. Starting this season, we will be requiring that anyone working for the division that is invoicing NRM for an amount different from what we pay our staff, to register with the state of Montana as an independent contractor and carry their own liability insurance. This means NRM will not be carrying their wages through payroll and will hopefully offer some relief to our workman’s compensation bill.

The following items were voted on via board calls. Votes are shown in those separate board call minutes.

2.16 Board Call was approved: FY17 Dues Increase of \$5 as of Dec 1, 2016

3.16 Board Call was approved: Vote on Full Time Student Discount

3.16 Board Call was approved: Vote on Family Discount

2.16 Board Call was approved: Vote on waiving NRM late fee for FY17

Vote on increase of Inhouse fee from \$150 to \$220: All in favor, none opposed.

Review of FY17 Budget

Meghan- Document in front of you is the “Dream” Budget. It has everything that each education program would like to have in a perfect world, starting from scratch. Uniforms and Subaru usage has not been updated yet. Hourly wage is at \$9.50, this past season it was \$9.00. Training wage is \$8.05 per hour. Workman’s compensation takes into consideration these changes with a little wiggle room. Volunteer hours for Workman’s compensation includes: shadowing of events, Fall Conference, RM Training, Board and committee meetings, any time that someone is asked to volunteer their time. Professional Liability Insurance has gone up a little, which will happen as our membership grows. Membership dues were budgeted at 1,200 members. I am not comfortable bringing the budget to the table for approval at this time with the bottom right hand number being what it is. There is room for adjustments. I am in need of direction from the board on what they are comfortable approving.

Dick – what was our final number at the end of the last fiscal year?

Meghan – We were over budget \$7,956. After Rainy Day we were in the positive \$3,600.

Tony – I have always encouraged the chairs to create a real budget, whether it be in the black or red. If you feel this is a legitimate budget, although in the red, we need to have a very good explanation for the membership if we approve a budget in the red.

Dick – How do we bring the budget into the black?

Tony – Easy targets are professional development, mileage, meals & lodging, gifts & awards, event supplies, subcontractor labor...But, if we cut these things how will it serve our membership? How do we take the event income and boost it?

Meghan – Fall Fest no longer gives us the revenue stream that we have received in the past. Big Sky Resort is offering less discounts and adding additional costs/fees into our contract. It is no longer a money maker for us.

Tony- Looking at the subcontractor labor for Fall Fest, is the number budgeted for enough for 5 National Team Members to come in?

Jill – I will be putting contracts together for Eric Lipton and Brenna Kelleher outlining when they will be acting as a National Team Member or NRM Ed Staff, and what they will be paid for as a National Team Member. Having the conversation beforehand should keep the division on budget, while keeping a clear picture of what is expected from our ed staff that are also on National Team.

Another area that could be cut is the money set aside to visit schools. I could divide it up 3-5 schools a season.

Meghan will go back to the drawing board and resubmit changes to Finance Committee.

Robert Morcom Lifetime membership application – sponsor Mike Ewing

All in favor, none opposed. Meghan will get all forms filled out for Robert's Lifetime membership for National Office.

Appointment of Freestyle & Alpine Chairs

Matt will be continuing on as Freestyle Chair for another 3 year term.

Jim Anderson will continue on as Alpine Chair until Tom Marshall submits his letter of intent. At that time I will review and make a determination depending on Alpine Committee's recommendation.

Date and Location of next meetings

- a. Fall 2016 Meeting – September 24, 2016 in Bozeman
- b. Spring 2017 Meeting – May 13, 2017 in Bozeman

Mike Ewing – I do not plan on seeking reelection but would like to stay on for a year with the education foundation. I would like to start a committee with volunteers that will have time to set up meetings and follow up with potential sponsorship. It would be great if they had fundraising experience. Meghan will include this new committee on the volunteer page.

Tony moved to adjourn the General Meeting, Jim Mikulich seconded.

Executive Session (Board and Officers only)

Welcome Karl Svensson

Vote on who occupies Megan Zilz' open seat

6.3. VACANCIES AND REMOVAL. Vacancies shall be filled by any eligible member and a majority vote of the Board. The new officer will fill the unexpired term of the vacant office.

Mike nominates Jim Mikulich's to fill Megan's seat for the remainder of her term. All in favor, none opposed.

Appointments

Treasurer: Matt Ruuhela will co-run the Treasurer's position with Tony for the next year and will resume the role as Treasurer next Spring.

Vice President: Mike Ewing has nominated Craig Beam.

Date/time to vote on FY17 Budget: Actuals and second draft will go to the Finance Committee the second week in June. The board will have a call to review Wednesday, June 22 to discuss, with an electronic vote to follow.

Adjournment: 4:00pm