



JOINT MEETING OF THE BOARD OF DIRECTORS – Spring 2015 Minutes

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

Saturday, June 6, 2015

9:00 am – 5 pm **General NRM/NRM-EF Board Meeting**

Bozeman Fire Station 3 - Davis Ln, Bozeman

Present:

Jim Mikulich – Incoming Board Member
Matt Ruehella – Incoming Board Member
Stu Hoyt – Incoming Board Member
Zoe Mavis – Assistant Children’s Chair
Jim Anderson – Alpine Chair
Sherrie Nevill – Board Member
Craig Beam – Board Member
Dick Fast – Board Member
Diana Proemm – Adaptive Chair
Meghan Larson – Executive Director
Mike Ewing – NRM President
Tony Brown – Vice President, Treasurer
Megan Zilz – Board Member, Marketing Chair
Shannon Griffin – ExOfficio President
Chris Kronebusch – Board Member
Eric Sheckleton – Board Member
Bridger Biggins – Assistant Snowboard Chair
Ben Daniel – Snowboard Chair
Michael Hickey - Member

Proxies:

None

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

Craig moved to accept Fall 2014 minutes, Tony seconded.

Megan Zilz moved to accept the 2015 Fall Board of Director’s Meeting Agenda, Dick seconded.

Officers and Staff Reports

President’s report, Mike Ewing: Please see report

National Board Representative report, Eliza Kuntz: Please see report

1. Discussed topics covered at national board meeting (we can request copies of the presentations).
2. IT – goals include: refreshing Community and rebranding the website; working to speed up the database by putting applications that do not need access to CRM on a different system, as well as making sure divisions are using updated equipment.
3. Governance Task Force: in charge of orientation of new board members, ongoing leadership training, RM is pushing to change the structure of how National works with divisions and members (presidents will be asked to continue that discussion within the presidents' council).

Executive director's report, Meghan Larson: Please see report

1. 200 members have renewed which is on average with past years.
2. National Team Tryout application will require a letter of intent from the division's office for applicant to participate
3. Was discussion on changing the timing of dues renewals; was determined that this needs to happen at the national level prior to NRM making any adjustments.

Committee Chair Reports:

Finance Committee & Treasurer's Report, Tony Brown: Please see report

1. Need to begin focusing on the 5 year plan
2. Pay what our education staff deserves
3. Will need to begin raising dues to cover the increase in administrative costs with the increase in membership. As more schools come into NRM, can 1 person cover a double in membership?
4. Eric Sheckleton said a meeting is being proposed to bring in Presidents and Executive Directors from all the divisions and work out a dues increase plan together.

Marketing Committee, Mike Ewing:

1. More Facebook presence, maybe bringing someone in to oversee the social media for NRM (maybe utilize the intern coming on board in September).

Adaptive Committee, Diana Proemm: Please see report.

1. Tony mentioned dove tailing adaptive into other disciplines to help make it more successful. Similar to having freestyle and children's components within Snowboard and Alpine.
2. Create private events for smaller groups?

Alpine Committee, Jim Anderson: Please see Alpine Committee Minutes

1. Will be updating job description to have ready by the fall meeting.
2. Tony asked the board if they are agreeable to the new alpine hiring process. All are in agreement.

10:30am broke for a 10 minute break. Reconvened at 10:40am.

Children's Committee, Zoe Mavis: Please see report.

Freestyle Committee: Please see report.

Nordic Committee: Please see report

1. XC Academy will be rotating to different areas, this year it will be in CO in February.
2. Dave Lawrence could be a great contact
3. Hat Trick was a fun event, but had low attendance.

Snowboard Committee: Please see report.

S.S.M.C., Michael Hickey: Please see report.

1. There is a national directors group that meets via conference call that have been discussing the following:
 - a. ADA compliance
 - b. Inhouse clinics and not all divisions allow them (Central, IMD, East are a no). What is going to be the entry level
 - c. Divisions have different standards with regard to education credits.
 - d. Lack of sophistication with soft skills, interpersonal skills. Discussion of offering clinics/training for this.
 - e. NRM directors will be contacted with regards to participation in the world's biggest lesson.

Mike: There is talk that the schools are not being served well with only a 13% pass rate on the level 3 exams.

Shannon: The National Team will be bringing the need for soft skills to their presentations this coming season, creating a training template for trainers to utilize.

Chair Responsibility & Accountability Task Force , Chris Kronebusch:

Document was sent to the board for review and feedback. There were no responses. This document will provide guidelines for the chairs. Meghan will resend to the board and put the discussion on the June Board call.

Education Structure Task Force – Chris Kronebusch

Data has been collected and now need to consolidate it. Michael Hickey offered to lead a meeting to begin putting structure to this. He said creating a document that lays out a template for a structure to put before the President's Council to discuss and build from. NRM can lead the charge in streamlining/bringing consistency to the process of distributing knowledge across disciplines. Eric: This discussion is being led at the national level by Dave Schuiling. Meghan: Can we get a document together to present to the NRM staff at Fall Training? Mike: How are we similar? What are we doing differently and why are we doing it that way? Sherrie: Having 1 person overseeing all disciplines could help us move in the right direction.

Strategic Planning Task Force – Anthony Brown

How does this serve the membership? Is brought up by staff now and is good to hear the shift in thinking.

Scholarship Task Force –

This past season was the first to have a task force oversee the distribution of the scholarship and grant dollars. It went very smoothly and took little time from the task force. Heidi headed up the task force. Does she want to continue in the role? Meghan will contact her.

Old Business:

Emeritus Status:

Mike: General thought process and concerns are: What does this mean? What does this person have as far as rights? What are the guidelines to becoming Emeritus? Do we want to move forward with this status?

Michael Hickey: There are multiple people living within our division that could offer so much to our members that we do not utilize. We currently expect all things from all clinicians. There are people out there that could really contribute, but just don't have the time to commit as an examiner or clinician. Emeritus status could offer the job description for these people.

Zoey: Having these people that are specialized in specific clinic topics available will benefit the membership.

Sherrie: This conversation should continue. It gives us the ability to use the expertise of valuable members that may not be as active as they used to be.

Jim: Emeritus status does not mean we can't utilize people that aren't emeritus status.

Shannon will come up with a list, as well as the qualifications for the Emeritus program.

Noon broke for lunch. Reconvened at 12:30pm.

Seniors Program

If NRM is still interested in the Senior's program, we need someone to head it up. Agreed to table until the Professional Development Coordinator's position is filled and he/she can begin building it.

Recognizing our members after they pass

Eliza is taking on task of creating a plan of action/protocol as she is tasked to do something similar on the national level. Eliza will continue working on this on a national level and will bring back to NRM.

Affiliation Agreement Update

There are several versions out there and Mark Dorsey is putting together an updated version that the original 5 signers can review and choose to sign the newer version or maintain their current contract.

Fall Fest

We have been considering moving Fall Fest to Jackson, but have determined that we will be keeping it at Big Sky Resort.

Education Foundation

YCCF has granted NRM \$5500 for the coming season. Thank you!

Mike: I have been working on developing more revenue streams for the EF and so am putting together a MT license plate. It is \$4000 to submit a plate. If 100 plates were bought, we would cover our costs. The templates have been created (samples were passed around). It was

determined by the board to change the saying to “Let it Snow”. Diana: Another event we could look into is Gallatin Valley. Diana will send Bridget Laird’s information to Mike Ewing. Mike: 1. Another avenue could be event sponsorships. Energy drink, Subaru... 2. Creating a marketing kit that we can approach businesses in the Gallatin Valley that would put money toward individual scholarships.

New Business

Review R&R Rewrite and Bylaw changes

Dick: What is the philosophy behind the majority of the changes? Many of them are changing how we appoint chairs, shifting from the board/president to the Executive Director. Are we asking too much responsibility (potential blame) on the Executive Director?

Eric: We have a problem with accountability within this division. These changes clearly define responsibilities/accountability and are divided under two bodies: Operational and Strategic. The board is the Strategic body and the Executive Director is the Operational and everything falls under one of the two bodies.

Michael: We need to back our ED when decisions are made with this new structure.

Mike: I believe this is the direction we need to move in.

Meghan went through the document and explained many of the changes, which were reorganizing and fixing typos and updating to be in accordance with the bylaws. It was discovered that there were some items missing, which will be added and put into proposal form for the Fall board meeting. (14.1.2 B (remove B “must be a certified level 3), Awards Committee (above Nominating Committee), passing on snow exam, update table of contents, updating ED job description). The updated document will be sent out to the board in July for review and changes.

Review Employee Handbook

This is being provided to the board for discussion only and will be brought to vote on in the Fall. With all of the recent new hires, Meghan has noticed that there is no guidance or document for staff to refer to. This would provide an outline for all staff from every discipline to refer to.

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

Meghan is asking for support from the board to legally change the division’s name. This will take some time to change all the legal documents. All agree to the change.

Proposals

Proposal #1: Adaptive Certification Changes

17.1.2 Would like to change this to a minimum of Level I as it’s difficult to find someone to take over that has a level II/III as there are few in this division. Possible wording: Must be certified in adaptive and in good standing.

40.1.2.A & 40.1.3.A – Would like to take out these requirements of Alpine certs. I do not want to require any candidates to have any certifications before taking the adaptive exams. I feel that adaptive is difficult enough without adding on the element of a forced Alpine or Snowboard certification. Requiring Alpine or Snowboard certifications will hinder people taking the adaptive exams as the majority of people taking these exams are volunteers and not professional staff in the ski industry.

Tony brought the proposal to the table, Craig seconded.

Discussion:

Tony: What are the requirements in other divisions? I would be very reluctant to deviate from what the rest of the nation currently does.

Sherrie: I believe it was never a requirement for someone to have a level II or III in another discipline to be able to take an adaptive certification. Most divisions have a functional standard in adaptive.

Shannon: There is a defined skiing component to the adaptive certifications in the national standards.

Dick: This is where we get back to the differing processes. We need to go out to other divisions and see what they are requiring.

Tony motions to table the proposal. Megan Zilz seconded. All in favor, none opposed.

Dick would like to discuss and vote on a board call.

Proposal #2: Continuation of allowing Level II adaptive to examine level 1 adaptive exams 43.1B *We requested, and were granted, 2 years ago to be approved to have instructors which are Alpine II certified and Adaptive Level II certified to be able to examine Level I adaptive exams so we could maintain a low participant cost and divisional expenses down in NRM. I propose to continue this exception for an additional year. This past season we attempted to host a Level II/III exam, but due to Intermountain examiners being unable host this exam for us it did not occur. We are working with this division to schedule a Level II/III exam next year to give us the opportunity to have candidates test for their level III which can then lead the adaptive DCE program for NRM. This year under the exceptions granted to the adaptive discipline through the board, we hosted our first successful NRM adaptive Level I exam, with a current DCE (Trevor Hildebrand) in my 5 years as chair.*

Tony motions to bring the proposal to the table. Craig seconded.

Discussion: This is agreeing to extend what was already previously voted on.

Chris motions to approve the proposal. Megan Zilz seconded. All in favor, none opposed.

Proposal #3: Bylaws 4.6, 5.7.2.: Electronic Voting Policy

Time Saver & money saver for both administration and members (automatic tabulation, no mailing costs); Election Security; Potential to reach more members with voting reminders and current contact information (but will still have a downloadable ballot for those who wish to mail it in). This system is also available for free to elections under 20 people, so we could utilize for board and committee votes.

Tony brought the proposal to the table, Chris seconded.

Discussion: Is there a negative side to changing “majority” to “plurality”?

Chris motions to approve the proposal. Megan Zilz seconded. All in favor, none opposed.

Proposal #3: Bryan Jackson CS2 Deferment

Bryan Jackson has not yet attained his CS2 certification. We would like to defer the CS2 requirement for Bryan Jackson until he is able to complete this certification so that he is able to

lead Snowboard level 1 certifications in Garmisch, Germany. Without this deferment, we will not be able to host S1 certifications in Garmisch without flying someone to the location.

Megan Zilz brought the proposal to the table, Tony seconded.

Discussion: Tony would like to have a timeline in place for gaining his CS2.

Revisions were made: Bryan must obtain his CS2 by end of season of 2017.

Tony proposed the amended version to replace the proposal as amended. Sherrie seconded.

Discussion: None.

Sherrie called the vote. All in favor, none opposed.

Proposal #4: Professional Development Coordinator Position

With growing membership, we must be aware of workloads of administrative staff, and how we can continue to give excellent service to the membership as well support the volunteers that carry the larger workload of our education programs within this division. As we strive to develop and run our education programs parallel to the ever evolving national standards of the organization, we need a position within the division that can help implement and oversee the education side of our business.

Eric S. brought the proposal to the table, Chris seconded.

Discussion: Sherrie: Can we afford this at this time? Meghan: This is only to approve the position description for the R&Rs. The expense will be discussed during the FY16 budget. Craig is concerned that the position is requesting a lot for little compensation. Meghan says that this will really be a collaboration between the chairs, the ED and the Professional Development Coordinator.

Eric motions to approve the proposal. Tony seconded. All in favor, none opposed.

Proposal #5: School Representative

“Committees shall consist of a variable number of members, not including any number of adjunct advisers, appointed by the Chairperson and with notification to the Executive Director. One member school representative per school may also sit on a committee as a non-voting member. Committee members serve one (1) year terms, with no limit to the number of terms they may serve. Committee members must be in good standing with dues and continuing education credits.”

Having a diverse and expansive division, this invitation to our member schools would allow for better transparency and involvement within our leadership. School directors are busy enough running their programs and staying involved in the SSMC. This position on committees would allow members with more time and focus to participate in a leadership role.

Megan Zilz motions to bring the proposal to the table, Chris seconded.

Discussion: This is a takeoff from the liason program. Eric: Could we create a position and add it into the R&Rs, which would include requirements? Meghan

will update and include in Fall proposals.

Tony motions to table the proposal. Craig seconded. All in favor. None opposed.

FY15 Actuals as of May 1

We are under budget by \$4000, but invoices were generated later than last year.

2:50pm broke for a 10 minute break. Reconvened at 3pm.

FY16 Budgets & Event Matrix

Three budgets were created: Bare Bones, Middle of the Road, & High End, based on a new event matrix which would cover the costs only for NRM to run a specific event (based on number of staff needed to run it).

It was determined to rebuild a final budget to vote on with the following changes:

A&O increases 4% (29%), staff wages increase \$0.50(\$9/hr), per diem increase \$35 (\$125), using new event matrix with a 10% cushion, seeing what travel day pay would do to the budget.

Meghan will add the new numbers into the discipline budgets and send it out for chair revisions.

Appointment of SSMC Chair

Meghan and Bonnie are working on filling this position

Thank you to Eric, Bonnie, Sherrie and Craig for all of your time and effort. Plan on getting called upon for future commitments...

The Fall 2015 board meeting will be held on Saturday, September 26th, 2015. Place TBD.

The Spring 2016 board meeting will be held on Saturday, June 4th, 2016.

Craig moved to adjourn. Chris seconded, all in favor, none opposed.

Adjournment of General Meeting

Executive Session (Board and Officers only)

Welcome Jim Mikulich, Matt Ruuhela, & Stu Hoyt

Appointments:

President: Mike Ewing is running unopposed. Dick Fast nominates Mike Ewing. Megan Zilz seconds. All in favor, none opposed.

Secretary: Mike Ewing nominates Dick Fast. All in favor, none opposed.

Treasurer: Tony will continue as VP and Treasurer

The vote on the FY16 Budget will occur on a board call on Tuesday, June 23rd, 7pm.

Adjournment of Executive Session.