

August 8th, 2016 AAA GB Meeting Agenda

Current AAA Priorities:

1. Increase Revenue
2. Follow Through on Current Projects (Pro/Rec, SWAG revision, Snowy Torrents, SAW support, avalanche.org)
3. Board and Organization Function
4. Partnerships forming and formalizing
5. Membership growing and engaging

Date/Time: June 6th, 2016 9am 11am (MDT)

Format: GoToMeeting

Attendance: Maura Longden, Halsted Morris, Aleph Johnston-Bloom, Blase Reardon, Damian Jackson, Dave Hendrickson, Erich Peitzsch, Mike Schneider, Gene Urie, Jonathan Sheffitz, Kirk Bachman, Krister K, Nick Armitage, Scott Savage, Stuart Thompson, Matt Schoenwald

Proxies: SS has John S and Aleph JB proxies

0900 Call to Order, Introductions, Opening Remarks (HM)

0905 Review Meeting Structure & Protocol (JM) JS

runs meeting, JM maintains structure

Can see if someone is trying to speak on GoToMeeting

On topics requiring comment, each person gets two chances to speak (1 minute per round)

0910 Approve meeting minutes from June 6th meeting HM motions, seconds, motion passes

0910 Leading Business Topics for Discussion:

- Revisit strategic planning results Where are we doing well? Where can we improve? How can we continue to prioritize? Synopsis of things going well: frequent meetings, organizational structure changes moving forward, energy among board to push projects forward...improvements=revenue generation, don't lose sight of professional member base.
- Governance committee update and discussion Governance Committee will seek specific input on the current draft of the GB Restructure plan. Identify next step(s) in moving forward. (Aleph) Things to consider: representation is strongly considered by the committee, please continue to look at proposed structure and especially representation questions (section vs sector vs other) – input wanted by Aug 23rd won't have major bylaw changes ready by ISSW meeting, need to get it right and incredible amount of detail to be worked out. Engagement: how do current board members see their engagement moving forward? Everyone should be on a committee to move the 5 key principles forward. Sector vs section representation input: BR=likes sector idea DJ=recognizes geographical ties, esp with blue collar segments of industry but sees value in sector/segment representation KB=make sure membership understands who is representing them Halsted=how will awards committee look/function?
- Membership working group Clarify working group members, desired timeline, and next steps for moving forward. Pending topics/tasks: membership levels, criteria, and rights; how to better incorporate snowmobilers; when to review/ratify Pros; membership materials/welcome packet. Plan for membership drive now through Sept 10th? (JS) John not here, JM summation=membership recruitment is everyone's job, would like to see a focused membership drive (3-5 new members from all board members), should we make membership applications a "rolling" process? Welcome package for new members is needed. Membership is tied in to several other committees but this working group needs more help. Mike S agrees to help, also Halsted. Need to work closely with Governance committee to integrate reorganization ideas.
- Fundraising committee Current work, requests for engagement of all GB members. (10 minutes MF & HM) MF unable to attend. Committee is creating templates for letters and resources for GB members to engage others and solicit donations and members. Idea is professional personal appeals. HM encourages trustees to appeal to ski partners, friends, etc. DJ=is there a list of who's been contacted so we don't double up on people? KB=are there specific project budgets? JM=yes, shared with those involved on projects and fundraising committee.
- Partnerships Update on NAC partnership. Possible new partnership proposal? (10 minutes JM & SS) SS motion to adapt NAC partnership proposal as-is. EC is acting as partnership committee and will oversee implementation. HM seconds. Motion passes. SS to bring up new partnership via email this week.

1020 Small Business Topics/Updates:

- Awards Vote on five pending awards for this fall (10 min HM) HM motion to vote on Ethan Greene and Doug Richmond for Kingery awards, Dave Hamre for Honorary Membership, Alec for Honorary Fellowship. Dave H seconds. Motion passes.
- Backcountry Ascender program How can AAA recognize, endorse, and help support? (5 minutes JM) SS: notes CAA and AAA are already on their website as supporters. Who are they? We should talk to CAA about their involvement/level of support. KB question about field component to this program...JM says no, just online educational game – falls into avalanche awareness style program. JM to include this matter in monthly update this week.
- Selling TAR in select shops Goals and game plan. (5 minutes BR/LW/JM) TBD update, nothing new.
- Other Updates websites, WildApricot, SWAG revision, Snowy Ts, Pro Training, monthly update email from ED? (10 minutes JM) JM suggests that she send a monthly summary document to the GB. GB notes this will also promote engagement.

1050 Wrap Up, Meeting Review, Plan for next meeting(s). (JS & JM) Next meeting=Sept 30th in Breckenridge, all day Friday. Sorry about Friday timing, but too many competing meetings/events before ISSW. December meeting=Dec 5th.

1100 HM moves to adjourn. Dave H 2nds. No objections.