

AAA Governing Board Meeting

Sunday, September 28, 2014

Banff Centre, KC 310 - Banff, AB, Canada

In attendance: Jaime Musnicki, Patty Morrison, Dave Hendrickson, Aleph Johnston-Bloom, Scott Savage, Kirk Bachman, Mike Ferrari, Bill Williamson, John Stimberis, Ned Bair, Lynne Wolfe, Krister Kristensen, Halsted Morris, Damian Jackson, Mark Staples, Gene Urie

Guests: Doris Hendrickson, briefly Doug Richmond

Proxies: Aleph for Andy Dietrick, Halsted for Stuart Thompson

Joining later: Blase Reardon, Becks Hodgetts, Maura Longden via Skype intermittently

0812 - Meeting begins:

Call to order, Introductions, Opening Remarks

Spring GB Meeting Minutes Approval: Bill moves to accept, Mike 2nds, vote passes

Executive Director's Report (Jaime):

Financials (Jamie): Highlight of financial position this year. Late summer/early fall is tightest time of year (fiscally). Positive for FY15 at this point. Wattis Dumke grant for education curriculum guidelines development was key. Halsted: Funding for AVPRO scholarships? Jaime: yes, Dallas is running it. Lynne: would be nice to get this in TAR. Jaime: AAA is financially solvent at this point. QBooks online working well to track finances. "Income" in QB still a large number due to accountant needing to enter Mark's data into QBooks fields. \$134K gross revenue fiscal 2014. Fairly flat compared to 2013.

Membership report (Jaime): Increase by ~100 since spring 2014 GB meeting. The increase is mostly from pro-membership increases, especially tracking down expired members and getting some to renew. Wild Apricot system is working very well. Bill: Great job Jaime with membership efforts. Jaime: need to make sure Life and Honorary members are shown as professional members (if they are pros) on Wild Apricot. Do we want to grow? Bill: Be careful about taking on too much work like we did a couple years ago, especially with a volunteer organization. AAA increased 300% revenue in past 10 years – this is not insignificant.

Big picture organizational discussion: John and Scott: need to figure out what we can do/who we are and either grow to handle projects or get better at saying no to projects. Jaime: I've learned a lot about how the organization works. I see a lot of projects that would make sense to tackle, but GB needs to decide the AAA direction. Mike: Need to spend money to make money. There is money in accounts, no reason that they can't be tapped to expand. Lot of room to grow revenue with grants, sponsors. Jaime: Need to clarify mission, create strategic plan. Education revisions is great case study on what we can do and how we can do it. We are growing and achieving some really necessary things: TAR improvement, education, etc. Mike: mission statement had been redone and refined? Did it get finalized or not in 2013? Mission too broad on website. Create revised statement of purpose, Mike moves change the vision/mission statement to a 'statement of purpose' that reads "The American Avalanche Association promotes and supports professionalism and excellence in avalanche safety, education, and research in the United States." Patti 2nds, motion passes.

John: Do we want to grow? How fast? Strategic plan? Jaime: Outlaw Partners = marketing/branding/consulting group in Big Sky, MT. Experience with businesses and non-profits. Would

cost ~10K to “open the door”. Realistically, need to add someone to AAA staff to sell the organization. Would need to add a full time sales person within a year or 2. Long discussion on future direction/goals. Straw pole shows that GB is in favor of pursuing estimates on consulting/branding operation. Scott moves that Jaime, with Executive Committee involvement, get bids or options for non-profit consulting services and report back to GB with information and options. Gene 2nds, motion passes. Minimum 3 bids or options, by end of year, with a range of services. Jaime to have financial details of our needs by end of week. Halsted: do we have funding in the endowment? Mike: definitely, there are options. We could loan the money to ourselves, we could spend it and not repay it, we could let it continue to sit. Jaime: Best guess on endowment source is from memorial funds established in 80s and 90s and then it fell off the radar, ended up in the Edward Jones account. \$10K added in 2007, not sure where it came from. Don Bachman and Mark Mueller are unsure about the history. Dale Galagher and Ellen Abramson memorial funds are likely sources of the majority of the money.

Status Update on Pro & Rec Curricula Project: Background from Kirk, including Survey Monkey results. Majority supports certification and pro/rec split. Develop rescue fundamentals course, turn into 8-hr course. But we can support innovation below level 1. Especially prepare people for level 3. Embrace SWAG. All this is in the White Paper, reference that document. Main impetus for project is so we can create the guidelines rather than having others (e.g. regulatory agencies, land managers) create them for us. Blase: needs to go out to stakeholders at this point, is the GB ok with that now? Bill is impressed with the work, would like to see explosives users review them. GB should suggest to Kirk who the next round of reviewers/evaluators of the proposal should be. Kirk would like to have AAA Ed Committee start refining the work through mid-November. Controlled release to focused group of stakeholders while Ed Comm is working on the proposal/work. Kirk hoping for Jan/Feb release to the general membership. Jaime: funding is Wattis Dumke and \$8K from AAA general budget.

Progress report - vote to adopt/not adopt “white paper” proposal- Kirk clarifies what he wants from GB: support the project or not. Krister says it is crucial from European perspective. Need avalanche professional certification more than just mountain guide certification. Not rushing this out, doing it thoughtfully. **Motion** to support the project by giving Kirk approval to release white paper to second tier of stakeholders. Second: Patty. Motion passes. After lunch put list up, get input for new people to add, get better buy-in. Also has big AIARE and Canadian support (Colin Zacharias), plus NAS (drop field session to make this work- collaboration with AVPRO).

Expanding paid staff positions at the AAA: Ideas for being more effective at getting things done! Vote on whether/which to support, define timeframes for expansion. Jaime has been paid part time, but has been working full time. Not working financially. Need more continuity with AAA. Go to 25-30 hrs a week? Questions on work load, costs to AAA. Bill W makes a motion: Raise ED from half time to $\frac{3}{4}$ time. Second: Mike F. Motion passes. Jaime needs to think about working full time, but lets see how the $\frac{3}{4}$ goes first.

Lunch Break: Group lunch

Formalizing the Pro Development Grant application & review process: Scott and Jaime: in the past Mark got requests and sent out \$, was enough money to cover requests fully or close to fully. Currently there is early deadline (March 31), but we haven't been holding applicants to the deadline. We need to establish criteria, evaluation of how well they fulfilled previous criteria as to who gets \$. Keep deadline at March 31. Use the current criteria as a start, make sure our expectations are clear (TAR article). **Deadline**

of Nov 1, then out to GB by Thanksgiving. Encourage groups to see it as a benefit of AAA membership. Right now Patty, Aleph, Jaime on application evaluation committee.

Publications Update: Blase and Lynne: SWAG revision - e-version options, timing of revision, re-doing layout in Adobe, McCammon copyright of certain figures (** w/ visit/input from Ethan, likely before 2pm) Ethan wants to be chief editor for one more only. Recommends splitting the next edition into 2 projects: first, transfer the document into a modern platform (not MS Publisher as it currently stands), then work on changes for next edition. The platform transfer should happen now/soon. Next edition: Ethan +Ned Bair+ others that they need/want to bring into the project. Need to check with Ian McCammon about updating his graphs/ diagrams as he holds the copyrights. Omnipress= how will it be used? In field or office? How secure do we want e-version? Ned: why can't SWAG be free? Ethan and GB in favor of continuing to provide digital SWAG pdf free on AAA site, pay for hard copies. **Blase, Ethan, and Ned will move forward with revisions, possible 2016 ISSW target date.**

Lynne: TAR graphic designer McKenzie Long is doing a great job. Redesign TAR- sure, if needed. TAR logo as part of Outlaw Partners/ branding. TAR ad manager- this needs to be part of the rebranding discussion. TAR ads can be part of that branding.

Awards & Memorials: Halsted: Added fatalities on Rainier as per Dale Atkins. Two awards this year: Ron Perla (honorary membership) and Bruce Jamieson (honorary fellowship). **Text and pics for TAR.** Lisa Issenberg created awards.

Membership: Had one person to get bumped down from Pro to Mem Affiliate. **Jaime email list and donations list for Dec TAR.** Jaime helped get website update for new members with help from Shirley. Never made any further changes on membership application, might want to clarify, especially regarding application from individual in Alaska. **Maybe Damian can help Jaime if she wants help updating app? Section reps be prepared to help.** Mike F makes motion to approve all new pros as per section reps advice. Bill W seconds, motion passes.

Ethics Update: Aleph and Dave: Course providers outside the US? Not our purview. Certificates also said "certified" which is not correct.

AAA role in the international avalanche industry: John: Specific requests from South America this past summer & AAA responses. Do we want to change anything about how we handle these things? **Agree to change the wording to reflect "within the United States" on our web materials.**

Research Committee: Jordy: Normally we would have all new apps in by now, but two published deadlines differed (Sept 1 vs Sept 30). Will do process by email. Will have one of each grant (research and practitioner). Current pdf application is cumbersome and needs updating. Deadline for practitioner and research grants will be Sept 1. This is last year for Theo Meiners grant. Some discussion about the AvaTech probe, making sure that their literature/propaganda is accurate.

Ski Area News: Bill: Bill was asked to be on National Ski Area Advisory committee – he'd like to represent the AAA on that. Comes from NSAA meeting, now a more formalized committee. Be an information network, sending info through TAR. Can also connect with it via AvPro (Dallas) so that there is well-rounded explosives component. NSAA looking at Avalauncher. Bill will stay on committee as ski area rep. Patty discusses the current curriculum on Avpro, Bill thinks there could be a larger avalauncher overview on AvPro. Also make sure this info is disseminated through TAR also.

Web-IT & Data: Ned: Celebrate finally launching the new avalanche.org! (AV capabilities in room to take a “tour”). Add “get listed” tab to home page/Google map. Make it a reliable source with transparent criteria. Carol Peck updates links as do the avy centers who have it on their front page. TAR library is updated.

Accidents: Scott and Ethan Greene: CAIC currently maintains national accident database at their expense. Getting harder to justify this expense to the state of Colorado. They have the skills and platform to do the work, AAA GB recognizes that AAA currently has neither. Ideally, CAIC would like to get some \$ to maintain accident database, estimated \$6000 annually. Covers time to collect, vet, and enter data, platform maintenance, etc. Digital data exists back to 2007. Avalanche.org data exists to 1997-8, back to mid-1800s as per Dale. Different databases with different vetting standards. 2 roles for database: 1 is current, 1 is historical database. Dale and Spencer collaborate on getting stuff up on avalanche.org quickly, then the long and in-depth version is on the CAIC database. Lots of ways to do this- CAIC can provide a page to be framed in, can provide info. How can we provide a data service? Makes sense for AAA and CAIC to collaborate on this. Many of the years with discrepancies don't have good data. AAA might aim to take this over ultimately but doesn't have the expertise to do it now. Can CAIC provide a framework to send to avalanche.org? Yes. **One option: we remove accidents from our tab (Dale updates it) and link ours to the CAIC site. If AAA provides the financial support to maintain the national database, then AAA and CAIC can determine how to make this clear on the various web pages. This needs more discussion at next GB meeting.**

Election of GB Officers & Section Reps: Election underway online. Approximately 35% of eligible members have voted.

Avalanche Awareness PSA Project: Jaime has been in touch with Mike Friedman about this. GB agrees this is a worthy project to spend some AAA time and resources on.

AK Section Issues: Aleph (for Andy): New avalanche center stakeholder and worker safety meetings upcoming. Avalanche center meeting run by Deborah McGann of AAIC – while a vested party, reports are that she is a very reasonable person. What representation will the AAA have at this meeting? Can we have our listing criteria together by then? Dave and Aleph are both going. Being in on conference call will be good enough - has some bridge building components built in.

Spring board meeting: April 25, Salt Lake City area, in conjunction with assessors training.

1700hrs: Meeting Adjourns