

AAA Governing Board Meeting

Saturday, October 10, 2015

Breckenridge, CO - Summit County South Branch Library

In attendance: Jaime Musnicki, John Stimberis, Scott Savage, Damien Jackson, Jake Hutchinson, Dallas Glass, Aleph Johnston-Bloom, Becks Hodgetts, Maura Longden, Mike Ferrari, Halsted Morris, Kirk Bachman, Blase Reardon (partial attendance due to concurrent CAIC training)

Guests: Don Sharaf and Sarah Carpenter, 10am-2pm

Meeting begins: 0802hrs

Call to order: JS

Proxies: AJB has Patti Morrison's

2015 Spring GB Meeting Minutes Approval: MF moves, KB 2nd, motion passes

Executive Director's Report: JM

Financial Report Summary/Highlights: Showing a loss, partly due to ISSW accounting. Discussion about ISSW Anchorage seed money going to Breckenridge ISSW. We gave \$20K; Dave Hamre said idea was to give \$10K and keep \$10K as emergency ISSW money. Hamre understands. AAA will continue to operate as pass through for ISSW's as steering committee is not planning to become a registered/formal entity. Without ISSW accounting, we would show a small profit. MF: notes gross revenue has expanded each year. JS: would be nice to see 5 year comparison, JM will make this happen going forward. Fiscal Year (FY) 2015 looking good so far, basically profit neutral. Current report on bank accounts: generally better than in past years at some time of year. Overview of current financials. Doing well for this time of year (low renewals until fall). Wattis Dumke grant again this year for \$15K to defray costs for Pro-Rec education project. Donations showing a Public Service Announcement (Mike Friedman) passthrough of \$7K in donations that isn't really ours. Talk about changing accountants to a Teton Valley CPA, adding and changing some QB categories. TAR costs remaining at \$2400 per issue for this year. About \$1K graphic redesign cost for new TAR format. JM working on getting non-profit mailing status for TAR, will save some money. Looking to move Edward Jones monies into an interest bearing account. Financially, we had a good day at CSAW yesterday with new memberships and donations. Onsite credit card processing device a great addition, will get another one. Lots of positive comments about new TAR and AAA logo. JS: Grant writing/requests for Pettigrew Foundation – should have something more specific, show what we've done, where we're going, how we're benefitting professionals. JM: working with fund raising consultant in Park City, need to create letters/material that we can customize and send to foundations/grant providers. MF: can adapt new brochures. JM: 3 brochures developed: supporters, professional members, and industry. Overview of new marketing inventory. \$30 supporter level comes with TAR subscription. JH: maybe create a patrol type supporter level that comes with multiple TAR subscriptions? ST: could result in decrease in individual memberships, might have seen that in the past. BR: probably worth it to continue momentum with new TAR. Discussion about organizational, industry, associate, member vs supporter, who to pursue for TAR sales. JS: look into topsheet for TAR to solicit additional memberships/subscriptions. **Beccs to possibly pursue this at CO patrol directors meeting.**

Paid staff positions at the AAA: BR: paid vs contractors, paid makes more sense for AAA. Question on whether Lynne is doing contract or employee work. Very direct link between AAA and TAR, TAR is effectively the face of the AAA – not an issue with Lynne but we need to be very careful due to the potential damage to the organization. We have more control over an employee, some things can't be said to contractors. Need to look at creating formal structures in Publications for succession and possible new Publications chair when Blase eventually leaves. Who does the editor report to if that position becomes an employee – Publications chair, ED, Executive Committee? Need structure to protect editor and

organization and have structure for organizational control. MF: we need to create a contract for Editor, don't have one now. Discussion about TAR editor employee vs contractor status. Board agrees to continue with contractor status for TAR editor and graphic designer/layout person. Praise for current graphic designer – couldn't have done the redesign without her. **Blase to work on contract for TAR editor and responsibilities/expectations for Publications chair, also graphic designer contract. Goal to have in place by fall 2016.**

Executive Director position: JS says it probably should be an employee. Discussion on this. Changing to employee status will add ~20% to cost of staff, depending on work comp insurance. UFSF permits may dictate that educators have to be employees. Discussion on AVPRO work comp issues, state reciprocity. **JM to investigate. MF moves to transition JM from contractor to employee, HM 2nds, motion passes. MF and JM to work on details.**

Pro Training coordinator: **Board agrees informally that this position should be an employee and will report to the ED. KB and JM to work on employee agreement/job description, draft by Oct 24. Board will need to help review/revise and then e-vote on adapting them.** Dallas is interim, need to have a competitive hiring process at some point – hopefully by Jan 1 2016.

BR: we should not allow contractors or employees that are board members to accept proxies of other board members. This should be cleaned up in the bylaws. General agreement among GB. Sarah Carpenter suggests using AMGA board organization as a resource to evaluate this issue. **SS and JM will investigate our bylaws and AMGA board organization and look into amending bylaws to reflect this.**

Proposal/plan for AAA from Fundraising Consultant(JM): Recommendations from consultant = 1. Create stock letters of introduction and inquiry for grants/donation requests. 2. JM call priority foundation targets. 3. Mail/email stock letters to specific targets. These projects will complete the initial \$2K designated for fundraising. Discussion on specifics. Consultant requesting stats/numbers from JM. Consultant recommends drafting+executing end of year campaign to generate Nov/Dec donations/giving, follow up on major targets, brainstorm signature AAA event. Board generally agrees to postpone event hosting, too much on our plates to finish. BR: what does JM need from the board? JM: Overall Board engagement with fundraising. Form fundraising committee. Clarify board roles and expectations, specifically for fund raising activities. Discussion about JM's comments. ST: fund raising advisory board is something to consider. ML: consider hiring part time development director. Discussion on timing of using consultant for now, when to hire someone. JM has 15K in FY2016 budget to pay for fundraising staff/consultant. **MF moves to authorize ED to continue working with fundraising consultant and revisit the arrangement at spring GB meeting, up to an additional \$7K. ST 2nds, motion passes.** AJB and MF to work with JM on fundraising ideas and GB oversight of process. AJB: can we get the "giving request" and new schwag announcement into/with Dec TAR? JM: push to complete 1,2,3 from above by end of year and engage in end of year mailing.

Managing GB responsibilities: Digital product to manage work and responsibilities. **Asana an option, JM and JS to investigate in the next week. JM: Wild Apricot much more powerful than how we use it – will investigate Wild Apricot consultants to possibly better use that platform.** We'll need more database functions with launch of Pro Rec.

Organizational structure (JM): JM has been researching strategic planning processes. Advocates more dynamic, real-time plan/process rather than typical 3 or 5 year static plan/process. Initial 1 day meeting to start this process and create initial framework. Consider hiring external facilitator. JS suggests adding a day to the spring meeting to accomplish this, general board agreement. AJB: who/how do we choose a

facilitator? **JM: she will solicit names, board should also share ideas/names with JM.** ML: do we need more than a day for this? A lot of major unfinished projects, do we want to add strategic planning to our workload? Discussion about general nature of strategic planning, what an extra day at the spring meeting would entail, how JM envisions spending the 8 hr day

JS: define how you see your role on the GB, formalize it. Will help with succession, recruitment. How can we identify who the ideal candidates are for various positions? Look at this over the next 6 months and bring this to the table at spring meeting. JM: can we create board practices and strategic planning point people on the GB? Strategy=helping plan and prepare for extra day at spring meeting, board practices = overseeing development of roles and procedures, recruitment, succession planning, fundraising = implementing fund raising with JM. JS: should put this out to the entire board, see who's interested, and choose if needed, **JM to do this.**

Education Pro/Rec Project: KB overview of the process, current state.

Recreational: DG: need to revise formatting of recreational document, EdCom will do this. SC: AAA promoting Rec changes would be powerful, also promoting students to continue past Level 1. JS: cast a wide net (TAR, avalanche centers, blogs, magazines, etc) – maybe mid-winter this season? Or sooner? KB: get Rec changes out in TAR this winter. DG: Jaime and Dallas at lots of SAW's in the coming months – we need to spread the word about recreational changes.

Pro (DG): Overview of Pro-side process. JH: how does CI fit into 2 tracks, to be determined. May not be clean overlap between CI's and pro track instructors. DG: Instructor training update – will continue to do spring "training the trainers" event. Once trained, these trainers can then perform in-house instructor training with their staff. Instructor training and standardization is a big push with the Pro side. KB: thrust is to set up the existing course providers' instructors for success. Initial focus is on AAI, AIARE, and NAS. HM: how is the rollout planned to inform the public? DG: should be apparent to the public that the pro track will not benefit them but the new Rec 2 course will be a great benefit to them. Several comments to the effect that "the Rec 2 course will be the most interesting/fun of the 4 new courses."

Timeframe for rollout: DG: we've been pushing for 2016-17 rollout for a while and there is momentum. But things need to happen quickly for this to be possible: 1) accept this, move from proposal to plan 2) resources to upgrade database to handle the additional workload 3) pick dates for 3 day instructor training for this spring, maybe using Doodle to ensure each key provider can get some staff to it. Discussion about solving the course length+cost+outcome balancing act. Discussion about pre-work to reduce course length. DG: Length issue has to be solved at Snowbird meeting or immediately after – preferably with input from the Denver and Snowbird IAG workshops. Don S: shares historical perspective from starting AVPRO. AVPRO was a soft start with huge amount of volunteer hours and lots of work. Expect orders of magnitude more work for the AAA and a soft startup is not an option. To meet Feb 1 deadline, we need to iron out the following: 1) instructor training 2) course objectives and guidelines 3) hiring of the administrator job 4) grandfathering questions. Grandfathering issue should be addressed by working group for Pro track. DG: bottom line = if the course length and grandfathering issues are addressed and solved at Snowbird meeting, then 2016-17 rollout is feasible.

KB: **Moves the pro-rec track project as a proposal be adopted as a plan, MF 2nd, motion passes.**

Lunch

Publications Update (BR): New TAR format is out. New printer being used, altering production schedule and process: 1) need higher res photos 2) production time is longer, meaning editor cannot be as flexible about deadlines for material. Please provide material on time to Lynne. History project is not a priority at this point.

SWAG revision update (JM): The next steps: 1) write job description for SWAG editor, working in conjunction with Ethan 2) advertise and hire that position 3) get platform of existing document updated. \$1000 is budgeted for conversion to new platform, \$1000 to TAR editing, \$5000 for printing new edition. Mackenzie is interested in doing this. Discussion about who would interact with/supervise Mackenzie. Ethan Greene will work with Mackenzie. Target for new edition is hopefully 2016-17 season. **By proxy, Blase volunteers to write the TAR editor job description. We need to talk to Ethan about forming a standards committee.**

SAR News: We paid \$2K to CAIC for supporting/maintaining the national database. Agreement with CAIC to frame data and charts into our website seems to work well. We should still provide both datasets (Dale's and CAIC's) as they are different.

Professional rescue course update (ML): Course(s) designed to serve both operational professionals and SAR professionals. Crux is evaluation/testing criteria and time involved to set up large scale rescue scenarios. Who will make the final decisions on this curriculum? **ML and NA to transition the course documents to the same framework/template as the new Pro track courses.**

Awards & Memorials (HM): No major news or issues. Possible award for ****, would be at ISSW. Also possibly ****. Names excluded for secrecy before announcement this fall.

Membership: JM: continuing increasing membership numbers trend. Most are Pro Members are in AAA historical database now. Numbers and trend are valuable for fund raising efforts.

New members (ST): Professional members: 22 new members. Discussion on one applicant that appears to have the required experience but a language barrier has made the application process difficult for him. **MF moves to approve all pro applicants with Crespo application being provisional pending further investigation, JH 2nds, motion passes.**

Supporter terminology: Going to change the name from "TAR subscriber" to "AAA supporter", increase online options for donation amount.

Research Committee (JM for JH): Only one graduate application (Hatchett). He was awarded his full requested amount of \$800. Consider setting up an author fund to allow work to be published in non-journals. Three (3) practitioner grant applicants. Research committee recommends Gibson \$1080, VinHeuwizen conditionally awarded \$700 of \$1700 requested, pending software issue. Simenhois recommended no award at this point. **MF moves to fund grants as recommended by JH, AJB 2nds, motion passes.**

Theo Meiners remaining funds: **JM to follow up with JH about approaching the foundation with options to carry it over to future research or fund ISSW2016 scholarships.**

Education Committee Update:

AVPRO plan for 2016: Bozeman, March 2-9, 2016, waiting to hear from MT ski areas about finalizing location. Probably 2 scholarships to AVPRO, application deadline pushed to Nov 30.

Meeting will be scheduled soon. KB: Rescue Fundamentals is one main topic to be addressed. Also new Rec track promotion via TAR.

Ethics Update (AJB): Nothing to report.

Ski Areas News: Absent from meeting. MF: updates to explosives committee products coming soon. MF was in contact with NSAA about keeping us in mind to publicize our Pro education rollout.

Old Business:

Avalanche.org and the Google Map (JS): NAC to deal with Google Map. **NAC will provide AAA with timeline for making changes to existing map so we can launch additional resource list/map concurrently.** Avalanche Resources is tentative name for an additional map: Product will list resources with a single icon with mouseover function for the name of the resource and will use our existing disclaimer. **Ned Bair to work on this?** AAA will continue charging “portal fee” for avalanche centers listed on avalanche.org or Americanavalancheassociation.org Google Map product (unchanged, \$200) and Avalanche Resources map (\$50). Avalanche Resource listing candidates will be evaluated by Avalanche.org committee to determine whether the candidate adheres to and is consistent with the AAA statement of purpose. **JS moves to proceed with the Avalanche Resources product as described in this paragraph, DJ 2nds, motion passes.**

Donation of Dale Gallagher’s personal avalanche effects: Ethan Greene to temporarily store everything. Need to find a permanent home, ideally somewhere that can both display/keep items accessible and digitize items. **HM to follow up with potential permanent homes for this collection.**

Outlaw products: showed our 3 new brochures, branding/marketing items, promotional video. Still to come: email templates, advertising template.

Spring board meeting April 23-24th, location TBD based on facilitator, possibly Seattle/WA area.

Adjourn at 16:44.

Digital business conducted between 2015 Fall GB Meeting and 2016 Spring Meeting:

Intermountain North Section Rep: Mark Staples now lives in Utah (Intermountain South region) and resigned as IN section rep. **Erich Peitzsch nominated to fill position. Digital vote passes, Erich fills the IN seat until the next election.**

Rockies Section Rep: Beccs Hodgetts resigning as section rep. **Mike Schneider nominated to fill position. Digital vote passes, Mike fills the Rockies seat until the next election.**

Snowy Torrents: Email discussion regarding plan to publish additional volumes of Snowy Torrents. **SS motion: The AAA will lead the effort to publish additional volumes of The Snowy Torrents. The AAA supports Knox Williams and the CAIC working on the project immediately. Snowy Torrents details will be worked out at the 2016 spring Governing Board Meeting and by the Publications Committee or other committees formed to facilitate the project. Andy Dietrick 2nds, digital vote passes the motion.**