

## **2015 spring meeting: April 25th, 2015      Snowbird, UT**

Meeting called to order at 0815 with the following present: John Stimberis, Halsted Morris, Patty Morrison, Damian Jackson, Michael Ferrari, Jaime Musnicki, Aleph Johnston-Bloom, David Hendrickson, Nick Armitage, Gene Uric, Stuart Thompson, Blase Reardon (via Skype), Jonathan Sheffz (via Skype), Jake Hutchinson, Kirk Bachman.

Proxies: Stimberis has Scott Savage (Secretary), Bill Williamson (Ski Area Committee Chair) and Krister Kristensen (European Section Rep). Johnston-Bloom has Andy Dietrick (Alaska Section Rep).

HM to be the substitute Secretary and record minutes.

JS opening remark: Money is always the issue, either raising it or subsidizing it.

MF moves to approve the previous GB meeting minutes. GU Seconded, motion passes

### **Executive director report: Jaime**

Estimating AAA will be in the red \$5,715.00 due to book keeping details. Outlaw Partners expenses not on the books yet. AAA has been paying some of Bachman's expenses working on the Pro/Rec project. Need an updated budget from KB and the Education Committee. Theo Meiners Research fund has \$910.00 - no one has applied for this scholarship/research grant. PayPal seems to be working well for dues, SWAG, and donations. We now have a credit card swiper for cell phones for dealing with folks paying dues at snow avalanche workshops (SAW's). Limited AAA merchandise sold. Patagonia donates the jackets and AAA pays for the embroidery. JM feels we don't want to push sales until the new AAA logo is approved and in use. ST comments that he will contact Dave Hamre to see what the Alaska ISSW folks would like AAA to do with the Theo Meiners scholarship/grant.

### **Membership report: Jaime**

AAA currently has a total of 1086 members. It is a slow growth trend. We need to show companies that AAA is growing. Envisions more effort targeted on membership growth. Would also like to see AAA develop an "organizational membership." This would be for companies and organizations like AMGA. So far, MJ has not followed up with the CAA about the AAA membership. Discussion regarding membership recruitment at SAW events and surveying crowds regarding membership. Discussion about expired members and how to re-recruit them. Discussion about organizational memberships.

### **Outlaw Partners: Jaime**

GB was to review materials prior to meeting. Outlaw has looked at the AAA's website history and survey. Should have new logo, branding video (to show at SAW's or to sponsors), new development plans for the AAA website by mid-late summer. Discussion on logo choice (GB vs general membership vote), Electronic Patrol Shack/Powder Cloud Times, outreach to existing members.

### **TAR redesigns Proposal: Blase**

We want to change TAR from a newspaper format to a magazine format, need the approval of the GB to spend more (with a ceiling) for this. The ads would look better and their costs go up, about 15% more = \$17K to \$19K. JM: 7 to 8% was ad space. More could be added. Lynne doesn't want to be too ad heavy.

Bumping up to 15% - 20% is good; most mags are 50%. Discussion on pros and cons of changing format, including cost, appearance, timing, possible membership dues increase.

MF: motion to accept the new TAR design proposal – changing to glossy magazine format from old newspaper format - with a ceiling of \$27K. DH: seconds motion, motion passes on vote.

#### **Proposal for a new paid staff member: Jaime**

This would be a part-time fundraiser, TAR advertising coordinator, sponsorship coordinator, also working on partnerships and donor. Most non-profits have this type of staff member. JM feels she is too tied up with being ED to attempt to take on these extra projects. It is the next logical step for AAA. It will cost money, but JM feels it will pay for its self in the long run. Current TAR advertising employee has a serious health issue and doesn't have time for the job anymore.

MF: motion to shift the TAR advertising job over to JM for the short term.

ST & PM seconded, motion passes.

#### **Amicus Curiae (Friend of the Court) Briefs: Halsted**

Background: The CO patrol directors inquired with the AAA about filing an Amicus Curiae Brief (aka: a friend of the court brief) just on the nature of snow and avalanches. HM told him that this would have to be a subject of discussion and voting at the AAA GB meeting. JM: we really need legal advice on this first. MF: it is a "political" step for AAA. JM: it does fall under our by-laws in general. But, how do we get involved? MF: we can't meet the time requirement in this case (the brief would be due May 11th).

HM: there is not enough time for AAA to file on the Winter Park case, but the Vail case is still pending. I can call the lawyer and say that AAA hasn't established a policy on doing these briefs yet and the timeline is too short.

JS: sounds good, HM will do this.

#### **Working with The Avalanche Centers: Jaime**

The Google map on the Avalanche.org website is not AAA's property. It is a collaborative effort. The question remains: what avalanche centers get listed on the map, who makes those decisions, and based upon what criteria? JS questions whether we should still be charging the centers to be listed on the map? He thinks it is important to work with the USFS National Avalanche Center (NAC) as their development of avy center criteria will make this easier. JM notes that Av.org is AAA's product along with TAR. BR clarifies that Bob Comey wrote the code for the map, but AAA put the center dots/links on the map. It is a "community" map that is "housed" at Av.org (amongst other locations, e.g. NAC site). JM, the main question is, should AAA write up a MOU that AAA will oversee av center listings on the map. Discussion of what this might look like. BR makes a motion: BR, JS, and JM will develop an MOU to allow the AAA to determine who would be listed on the map. This MOU will be shared with/reviewed by Bob Comey, NAC, and CAIC. Additionally, the AAA will keep the current fees to be listed and the seasonal summaries are required. Seconded by MF. All approve.

Ongoing discussion/question of how to partner with the smaller avalanche centers. AJB, an organizational membership for the avalanche centers would help the retailer and manufactures to figure out whom to donate to.

**Avalanche Awareness and Public Outreach Programs:**

Discussion on whether the AAA supports one particular avalanche awareness/public outreach message or more just a general philosophy and reviews programs for financial support on a case-by-case basis. If AAA wants to support one message, what is that unified message? JM, seems like the core message is getting educated and reading the forecast. Some examples of programs looking for AAA support: Drew H. wants AAA to partner with Black Diamond for a public responsibility program, Project Zero (PZ) there seems to be a lack of understanding of exactly where it is going, Know Before You Go (KBYG) program in Utah. MF, JM, should we have it be a case-by-case deal or a decision point on what AAA endorses? AJB, the programs need to have the AAA logo on them. Ultimately, GB agrees that these projects need to be approved on a case-by-case basis as the programs and messaging will most likely change or evolve over time. AAA will review proposals as they come up, and not just set a blanket policy about who/what we support, or throw all of our support at one project and exclude others.

**Search and Rescue Report: Nick A**

I'm still working on outreach, getting SAR stuff back to me. I'm also looking to work with Kirk Bachman for the SAR course. Talked about the need for the accident database at the CAIC and that the CAIC need to start charging someone for maintaining the database. Proposal = AAA should pay CAIC for maintaining the accident database and sharing it on Avy.org... It would cost \$2,000.00 (per year). MF: Motion to fund the \$2K for the CAIC from the Avy.org account to help maintain the American accident database. ST: seconded, motion passes on vote.

**SWAG: Jaime**

SWAG sales will now be handed via a fulfillment company in Denver. It might add a \$1 - \$2 to the cost of the book. AAA sells between 500 and 600 SWAG per year. SWAG revision: we'll need to hire a new layout person and start setting up a project timeline. The layout should take a month or two. As for the new content, we need to start now. Ethan Green has said he's willing to be involved one more time. JS: we need to talk with Bruce Tremper about layout people. We need to check with Blase and Ned Blair and see if they want to still be on this project. Along with Ethan Green. We need to have the new SWAG come out in the next year. JM: yes, getting the new SWAG out would be good with the new Pro/Rec track education system coming online and ISSW 2016.

**Awards/Memorial report: Halsted**

There are two folks that should be added to the memorial list. I would like to add the following men to the Avalanche Association's memorial list. Both meet the requirements of being listed on the American Avalanche Association's Memorial List.

Ray Wittig, WSDOT North Central Region Lead Technician buried in an avalanche Tumwater Canyon near Leavenworth, WA Feb 4, 1952.

Gordon Burlingame Avalanche Control Supervisor WSDOT North Central Region died 7/17/1992 while servicing a weather tower, tower collapse.

HM: Motion to accept recommendations for addition to the AAA Memorial list. NA: seconded, motion passes.

**Membership:**

ST: Krister Kritensen (AAA European Section Rep) has sent in the approved applications for some new EU section members. Assorted discussion of several applicants for pro membership

MF: motion to accept the membership committee recommended new members lists. PM: seconded, motion passes.

ST: I'd like to have the section reps send me their notes for the files. JM: sometime we should discuss the idea again of an organizational membership.

**Avalanche Workshops/Continued Education (aka: SAW's):**

Discussion on SAW applications and proposed funding amounts. MF: motion to accept the 2 proposals and add \$1K more to the CSAW. AJB: seconded, motion passes.

**Certified Instructors (CI): Jake H**

I need/want some direction about "active vs. inactive" status of certified instructors from the GB.

Also, the certified instructor application has vague language in it. Example is a ski patroller better than educator? Is teaching a level 2 course comparable to an in-house (i.e., for a ski patrol) training? I have one guy that has applied for CI, that really has only done in-house stuff. Should he get CI status? MF: first off, inactive folks won't go active again. JH: yes, I want to be ahead of that. Certified Instructor (CI) status shouldn't be a "merit badge." I didn't become a CI for a merit badge. Discussion regarding in-house training vs public avalanche courses. Agreed that there is room for both – JH to work on revisions to CI application.

**Education: Kirk**

We are at a watershed moment in the USA avalanche education movement. There is broad support of the proposed Pro/Rec split. There are pockets of, "How will I fit in to the new system?" Janet Kellam has worked hard with the National Ski Area Association (NSAA). The guides association wants AAA as the regulator of avalanche education, but NSAA not so much. AAA would be running the certifying process, but NSAA doesn't want this. I see regional and key players coming out with good stuff that will help this issue. Discussion on certification process and its merits and support. KB: AAA is "in bed" with everyone, not just "in bed" with one group. AAA might need website links to some schools. NSAA is working to become a beta tester of the AvTec course. We have confidence in the program, with baseline skills and testing. But, on the job experience side it is still important to go the next step with getting a professional rescue course developed. JM: who will take the feedback from your workshop and compile it? KB: Janet and Scott Savage will. Then we need to start a cross section group to be pro trainers. But we need to keep it small to maintain control. General discussion on AVPRO course's place in new flowchart. JM: AVPRO was very successful in Summit County this winter. It made a \$7k "profit." Next season it will be in Bozeman MT. But, we need instructors and work comp insurance. I'm doing research on this.

**Ethics:**

AJB: no current problems.

**Research:**

No report.

**Ski Areas:**

No report.

**Public Service Ads:**

JM: there are some starting in mountain towns.

**Contractor vs. Employee issues:**

See agenda.

**Dale Gallagher papers:**

See handout for background.

NA: I will find out if the folks at want to look at these papers. Maybe MSU intern can look at them? He will also check with Lynne how the papers might help her history book.

**Next GB meeting:**

CSAW is October 10.

ST, how about at CSAW, on Friday October 9<sup>th</sup>?

All agreed.

AJB: motion to adjourn. NA: seconded, meeting adjourned.

**Adjourned 1650 hrs.**