

AAA meeting minutes
Tuesday, December 6th, 9-11am (MST)
Free Conference Call

JM: We are recording for Aleph

JS: Without Quorum can't approve meeting minutes or pro members

ST: Can we vote on computer at a later date for pro members?

JM: Yes.

JS: Meeting to order. 9:10 am. Message Jaime for questions, or ask them?

Jaime will refocus if need be. Hoping to streamline. Not everyone get's a turn unless needed for something specific.

For the record: Jaime, John, Aleph, Halsted, Mike S, Damo, Kirk, Gene, Krister, Stuart, Nick, Dave H., Mike F. Jonathan

JS: Any comments for Sept meeting minutes? No comments.

Plan to vote on meeting minutes soon resend with vote.

JM: Review and discuss budget draft FY17

Not actual budget, list of priorities to include

Solid budget for February meeting

Board ideas and input on the list?

Revenue increases in dues? Discussed with 2016 budget but decided not increase and revisit again after looking at what we provide. Since then

We have provided updated SWAG, improved TAR, and supported ISSW.

In proposal there is increased individuals donation and philanthropic revenue, industry sponsors and Snowy Torrents Sponsorships

2-4 new advertisers in TAR get commitments, Mammut, DPS skis, Carhartt, ISMA

Expense side;

Cost of living increase for ED and pro training coordinator

Development coordinator wages/salary

Professional liability for AAA, challenging to get this but broker and lawyer think it is good with

Pro trainer program. Haven't gotten quote yet? Not sure on price at all. **Will report on at February meeting.**

Publication of another volume of Snowy Torrents in original proposal, priority for FY17

Redesign of Avalanche.org to complement new AAA website, content, resources for general public to relationship to NAC

Video content with Outlaw partners, video resources for pro trainer workshops

Increasing \$ to regional workshops

Employee benefits 401K for non-profits

Custom membership database upgrading? Wild Apricot has been good enough but we have almost outgrown it. Clark Corey website guy asked what are the database intentions for the future consideration? He will give ballpark figures develop a new database.

Any questions, suggestions??

MF: How long since dues were raised?

JM: Before my time? Maybe 2009?

KK: What dues for similar organizations? Pro organizations? Norway dues are a lot higher

JM: \$250 for AMGA, \$75 American alpine club not pro org

John: \$100 for CAA not even full membership, not a Canadian

Jonathan: Part of multiple Ski organizations pays at least twice as much for each

DJ: Definitely should wait until Snowy torrents is in the mail

JM: Would happen for FY 17 start July 1st. Snowy Torrents in peoples hands by mid January (goal at this point)

KK: More professional organization = increase dues

ST: Ski patrollers? In the past there has been concern issue about the ability to pay dues for the income bracket of ski guides and ski patrollers. Would we loose those folks if we raise dues? Reason we kept member ship dues low. Is this still a concern?

DJ: Legitimate concern, some of that demographic definitely don't want dues raised but probably could raise them some.

MF: Ski patrol wages have gone up. I don't think \$15-20 will make or break joining.

MS: Hate to go too much more to get younger pros involved.

AJB: Those folks are more likely to be affiliates. Maybe more delineated between pro, affiliate differential

ST: Maybe just raise pro membership and leave affiliate where it is?

JM: Helpful perspective? **Will put together a few scenarios for next meeting similar to last spring. Discuss next meeting.**

HM: Helpful when we do raise dues comparison present a comparison to the membership what are we really increasing?

NA: Proposals: percent increase vs. new members worker vs. manager

JM: Questions?

AJB: In reference to Pro development and regional workshops, is there a cap on spending for those? What is our capacity to support those specific fundraising?

JS: I support the cost of living increase and the redesign of avalanche.org. We should look at the 6-year cycle for workshops and change the way we contribute to regional workshops depending on ISSW in US vs. non-US years. Employee benefits? Could we offer that retirement benefit to membership?

MS: I heard that Snowy Torrents might cost more in for future editions.

JM: Blasé is doing a ton of work, proofing, editing fact checking, on CAIC clock, we were surprised with how much extra work is needed after Knox and Spencer were done, Emma Walker proofreading, Lynne is editing that is why printing is delayed.

MF: Redesign for avalanche.org? Pro bono avenue to explore? People will often do redesigns for non-profits if they can submit them for awards? **Ned should call Mike.**

JM: Last board meeting discussed hiring a fundraising position Maura connected me with a fundraising consultant (Mia); she helped create development coordinator position description, goals, and timeline.

JM: outlined Development Coordinator proposal. After discussion with Mia envisioned part time position working closely with ED and board and consultant. Someone with a bunch of development experience will cost a lot more \$\$\$ maybe someone doesn't have much experience but who has other relevant experience and good personality traits could develop into the role. Good fit and willing to learn would help hugely hire some work half time and continue to utilize external professional consultant. Input questions?

HM: Jonathan do you have those skills?

JS: No mine is financial analysis and management. I am not a fundraiser.

ST: Like description plan to get from a-b better to hire with more experience instead of less experience. Ought to have all the characteristics that you wrote down and resources into one person instead of splitting it between people.

JM: Additional thoughts out there?

NA: Starting as part time? Commission to become full time?

JM: Commission and non-profit don't go together. Relationship development and stewardship are goals of non-profit. Being careful of incentivizing short-term gain vs long-term gain. Generally not done in non-profit world.

ST: agrees, need passion for organization mission etc.

JM: Key qualifications looking for someone who has commitment to the mission of the AAA. Mia suggested hiring someone who lives in the Tetons and work with on a face-to-face basis. This seems to makes sense could be valuable.

HM: High priority for supervisor and bring them along. Advisable

JM: plenty of non-profits in area, potentially many candidates

Hal: Be able to find someone who wants to grow into job

DH: pretty important to have skill set lined out, and sense of humor!

JM: Could modify to desired qualifications vs. required

DH: OTJ training

ST: Expand description and add would you move to Teton? Targeted ads in mountain communities

DJ: SLC folks only moves to Bozeman...

ST: Reimbursement for position?

JM: Fundraising committee? Hourly pay 20 hrs. per week? Vs. Salary? Specific \$

ST: Do you have a sense of \$ range? Last spring related to this full time develop around or more what Jaime gets paid? Not realistic for AAA

ST: Underpayment is a reality ... \$50 K per year average?

JM: Hiring someone with potential instead of super qualified more expensive and then with more funding bumps up payment?

ST: Qualifications are really good. Not serving our goals if someone is learning on the job.

MF: Let's move on.

JS: I have to duck out, Halsted can you take over?

DJ: Report on Governance Committee. Most of committee isn't in attendance

Structure consensus in our group

11 trustees

Structure was on shared was on shared screen. Damo sent out after meeting.

Publications appointed

2 at large appointed

JM: This was discussed and voted on and officially moved on a September board meeting.

Input on committees?

8 committees: document to discuss.

Publications appointed vs. voted on

JM: This was agreed on at last meeting straw poll showed strong support

DJ: Membership stalemate membership committees and trustees. Two ideas

1 trustee membership chair general membership: sector representation is the way to go simplest approach

Concerns: represent the membership? Sector? Doesn't represent affiliates east coast Europe. Tough to do it with simplistic approach. Voting rights questions?

Giving up 10 trustee spots (section reps) for two in new structure.

Another idea that is for sure more work for board members 2 membership trustees with two separate committees,

1 sector/1 affiliate and sections

See Damo's document for sector list

Regional reps and affiliate work together some and have specific duties.

Voting representation

5 trustees serve on the membership committee insure there was a voting majority with interest.

JM: Move it along? Board questions? Prefer simple or more complex? Sector vs. section?

JM: Current board structure. AAA membership vote for 5 of the 24 Trustees. In new structure they will be voting for 10 trustees. Highlight more representation looking to change structure just looks different

DJ: 1 or 2 membership trustees, majority of GB members have a hand in the committees for representation. Feedback now or later?

KB: Education how voting in Ed standards chair linking into the education project com chair?

JM: Education standards trustee position taking on the role taking of the current education committee chair and Ed com projects.

Kirk: Continuity in this? How does this work with someone coming in with current continuity appointed vs. elected.

JM: Governance creating roster of election for. 2018 election ideally whoever steps in would be a candidate for the chair, would have continuity

KB: Transition is crucial. There has been a lot work on Ed committee want to making sure that folks are up to speed you if get someone from the outside to transition into the Board position. Which positions are appointed?

JM: Publications and two optional at large trustees are appointed.

KiB: Why is Publications appointed?

JM: Last meeting Blasé outlined that Publications is one of the core things that the board does. Avalanche review or snowy torrents, swag, Internet presence websites benefits from specific skills that not many avalanche professional are qualified for. Need those to set them up well for success at that position.

DJ: Understand that Education also has specific needs and will be working with publications. There is going to be more of work load on all trustees and more engagement some discussion of workload challenges with transitioning into them. Eric was worried about with the idea of trustees being required to be on a least two committees.

JM: Getting off track discussion and decisions that have been made previously on amount board members. Intention streamlining one of the goals increase engagement limit time frame and give the amount of time that you. Each board trustee chairs only one committee except President and Secretary. Each committee will be comprised of people outside of the board and then each trustee can be focused on the committee they are chairing. If they have time they can join another committee but not create the expectation that folks are on multiple committee. Everyone already has enough going on to be on multiple committees.

DJ: Can't see how that would work.

ST: I would like to hear Damo's concerns and not hear your editorializing Jaime.

JM: Just trying to keep us on track and not revisit things that have already been voted on and discussed

ST: I would like to hear like to hear what he has to say.

DJ: Thoughts on the two ideas?

HM: Confused by more complicated version. I can see how you can get better representation.

DJ: None of us on the committee has really had time to go over all that has been exchanged. **I will send a document to review. one simple vs. one complicated. Aleph can you send your version as well?**

AJB: yes. And wanted to note for Ed Comm that candidates will be vetted prior to voting.

HM: Let's move on

Membership working group. Hasn't been worked on. I wanted to ask at this meeting. Just confirm that the idea of adding a membership level was rejected.

MF: What was that additional level going to be called.

HM: Membership apprentice

MS: I think we agreed to work on existing levels to delineate and improve affiliate category.

GU: I agree,

Mike F: yes. Consider making subscriber more of a "Friend of"

Halsted: Plan to get with folks on membership working group and talk about what we should be trying to do. What are we doing for our members what can we do to improve it? Our main goals.

AJB: Look at the verbiage in the description and application for the professional and affiliate and subscriber as an actionable item.

HM: Can't vote on membership applications. Anything else? Outlaw?

JM: **Outlaw: Proposal from outlaw in the folder can be an email discussion.**

ST: Will we get an **email with that list to vote on membership?**

JM: Yes

HM: time to wrap up. Move to close the meeting.

ST: second.

All done.