October 7, 2017 AAA GB Meeting Minutes -- 12:00 pm (MDT)

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

Summit County Library Frisco, CO
Cisco - call in option

12:20- Call to Order, Introductions, Opening Remarks (JS)
Trustees in Attendance (proxies): 21
John Stimberis (Mike Ferrari, Krister Kristensen, Patty Morrison, Bill Williamson)
Halsted Morris
Mark Renson (Jonathan Shefftz)
Eeva Latosuo
Stuart Thompson (Dave Hendrickson, Damian Jackson, Gene Urie)
Mike Schneider
Blasé Reardon (Ned Bair)
Jake Hutchinson (Erich Pietzsch)
Aleph Johnston-Bloom (Andy Dietrick),
Nick Armitage on phone
Erich Peitzsch and Jonathan Shefftz on phone
Trustees not accounted for: Maura Longden
Also in attendance:
Jaime Musnicki
Natalie Spencer

JS: Hope that with all of the work being done that these meetings will be less intensive in the future. Appreciate volunteer efforts of the Board.

AJB: September Board Meeting Minutes, approval will put off until December meeting due to everyone receiving them late.

Leading Business Topics for Discussion and Action
ORGANIZATIONAL STRATEGY DEVELOPMENT
- Financial Review & Update
JM: Profit loss report. Overview on last fiscal year, talked about at our June meeting. Loss of $34,000 for the year. Any specific questions?
TAR Advertising is a little low from when $ was coming for the year.
JS: We are still pursuing more $.
JM: Has not been a top priority due to amount of other work
ST: Were there any surprises? What are the specifics?
JM: We did not bring in as many individual donations and not as much membership increase. Corporate donation held steady
JM: new way of tracking finances, categories in new spreadsheet, snap shot of where we are now
EL: When was this budget approved?
JM: April Meeting
EL: Publications is making money, what’s the best strategy that these publications are going to be the revenue generators for the fiscal year?
JM: Talk about this in the agenda today but there is a distribution deal with The Mountaineers. TAR does end up operating at a loss.
BR: TAR is part of what is covered by dues. Other publications are more important that these don’t operate at loss.
JS: Avalanche.org got a lot of money to start
JM: We haven’t invoiced the avalanche centers yet for being on Avalanche.org. Simon has been talking with centers about $400-500
JM: Any other questions on this first quarter?
JS: How many members renew in October?
JM: 60%. This snapshot is from the 4th so many will be renewing in the next month.

- **Bylaw changes and Board Transition**

JM: Official vote results 303 ballots submitted of 1117 members, 27% participation. Greater number of voters that have ever participated in an election.
279 in favor of bylaw amendments 94% yes
18 not in favor. 6.1% no
6 abstained
JS: Bylaw restatements and amendments passed in membership vote
BR: I motion that the Board formally adopt the proposed changes both that the members voted on and that the trustees approved
ST: second. All in favor. Motion Passes
BR: Having the dissenting opinion outlined for the membership was important.
JS: One of best comments was from Mark Mueller “He a lot of trust in us.”
AJB: Special election timeline
BR: When can we make this current structure come into place?
When will the transition happen?
AJB: TAR deadline for announcement?
JM: Current trustees that have been elected will continue there term.
President, VP, Secretary, Affiliate
Interim Board
Immediate date approval structure moving forward no rush to fill the elected positions when people have the due process that fit within.
Section representatives would fill on an interim basis until election.
Current appointed trustees would go away.
Search and rescue would still be a committee but not voting Nick is on board.
JS: Vote to approve this structure?
MS: Will I have a vote today?
JS: Yes. We will have a specific date for this structure to go into effect.
NS: membership voted, we voted we need to move forward. I have a deck that is ready to go.
BR: We need to ask if there are people are available/interested in being in the interim.
BR: I motion that the board adopt the proposed trustee structure from the bylaw changes effective on October 15th. The Board will appoint interim trustees for at large and governance to fill those positions until the special election is complete. Membership appointed will fill membership elected in this interim. EL: seconds. Approved
ST: Damian, Gene, Dave H. – abstain. Motion passes.
JS: Lay the Timeline line out.
Announcement of special election call for nominations November 1st. To TAR - Last possible day November 9th.
November 1st-December 20th
Develop ballots and candidate bios
Voting January 15th - End of voting period January 31st
End of interim Board Feb. 1st Include Special Election in our newsletters.
JM: Treasurer candidate. Natalie has been talking with an individual.
NS: Pete Woodring.
JM: Easy to get along with, interested in AAA work and where we are as an organization. BS Finance at UC Berkley
JS: Mike F is definitely fine with this and is happy to step down.
BR: John is going to meet with him over the phone and I am also going to meet in person.
NS: There are other candidates but he seems like a great fit.
ST: What is the mechanism for removal if a trustee isn’t a good fit?
JM: This is in the bylaws. 3.05 removal of Trustees
JM: Will be sending out his bio.
When do we vote on this? With the new interim board after October 15th.

- **Organizational Growth & Paid Staff**
  JS: Work load challenges. Reaching out to EC and other trustee for help
  JM: I am not capable in taking on any new projects. I think the organization
  needs to not take on anything new and needs to catch up with our work
  load. Pro-training coordinator transition from interim to permanent.
  NS: Salary vs. hourly?
  JM: leaning towards hourly, looking at what type of person we want.
  BR: Required and desired qualifications. Probationary period hourly to
  salary.
  NS: We need right candidate for public interfacing.
  EL: Needs to have good face for the organization in the education industry
  BR: Do we have a candidate?
  JM: We have one individual that I have reached out to.
  JH: A skill set this person will need to have will be patience and diplomacy.
  I think this person should be qualified to teach pro training workshop or at
  least organize training workshop? Current co-pro-trainers have done a
  great job.
  JM and EL will share position description with Natalie and Jake and
  Executive committee
  JS: Think about growth and paid staff. Jaime Please reach out we can help
  so you don’t feel overwhelmed.
  EL: Is there a vision for future staff growth?
  NS: Cleaning house so that all projects are buttoned up, modern clean and
  reportable. For reputation for asking for money. Working on
  comprehensive plan for staffing and bigger picture. We have been putting
  out fires. Once internal house cleaning is done we will start cultivating
  individual donors and corporate donors.
  JM: looking at the FY17 budget with scaling for additional staff.

**Branding**
JM: Preston brought up copy write issues with AAA. Use of A3 or AAAP
NS: A3 is good for branding, can be unique
JM: Lawyer Jill didn’t think there was issue with AAA
BR: It isn’t a legal issue but more a branding issue
Group interest in switching to A3 for branding
JM: will send out an email about branding to A3.
PUBLICATIONS
BR: $34,000 was revenue
Don’t have anyone to replace me because everyone asks. Is this a paid position? Need new position description. Better that Publications is not on Executive Comm. SWAG e-book is stalled out. Snowy torrents needs a better page on Website. Samples and snippets. Need to make the publication look bigger.
JS: Where is Lynne at with working on TAR? Retirement?
BR: Not retiring in the next in 5 years not sure about 10. Mckenzie is phenomenal. We have a great production team.
JS: Distribution agreement with Mountaineers?
BR: Percentage of sales to writers. Need to get sorted with Mountaineers
JM: Dramatically expand our audience.
BR: Margin will go down but sales will go up. Printing costs will go down. Volume that exists and the volume in production and the next one. No copy editing. No loss of creative control. TAR: getting it into stores
Snowy Torrents: Dale being a co-author? No money, with strict timeline requirements. Might make a donation to A3 in his name. Snowy Torrents is moving along. No dates this time.
NS: Does agreement have any stipulations with selling online versions? Need to figure that out.

● Pro-training update
JM: Proceeding through course provider reviews
Jackson Meeting owners of AAI and with AIARE ED paid for facilitation 10 hrs. Continued to struggle with getting materials AAI and AIARE. Agreement with AIARE needs to be signed
Deadline with AAI Friday the 13th.
Compromise…
BR: Continue face to face meetings with providers. On going process. Continued changes.
JM: Beta year with change. AIARE - Thought they were out. AAI- not sure they will turn in materials
Worries about A3: Capacity issues, turnover in the program.
Most professionals have no idea that this going on. Disconnect
NS: Getting messaging out with more outreach
EL: Better job at outreach and public messaging. Getting in BC magazine, OR blog.
ST: We didn’t provide leadership 20 years ago when AIARE stepped in.
JM: More discussion at October 20th meeting Course Provider meeting
JM: Working on being better at deadlines, holding boundaries
Market will respond. Other providers have stepped up.

1315- Blasé, Mike S leave
Eeva- (Blasé, Ned Bair proxies)
Jake- (Mike S proxy)

EDUCATION
EL: Regular meetings every two months on a regular day. Working on ways to promote Avalanche Education. Committee has both AAI and AIARE representatives, Kirk is still participating. Things are plugging along and ED Comm members want to help on projects.

Avalanche Awareness guidelines
How these guidelines might create liability for providers? Check with legal council. Connect with main providers. Who are the providers? Courses consistent with A3 guidelines. Public outreach for recreation track students. Providing content or networking intentional messaging. Who is A3?

JH: Awareness and Introduction, Awareness: Know before you go?
Intro- night and a day. Anything less that Level 1 awareness
Introduction to avalanche guidelines. From BC 101 don’t skip to L2. Level 1 is next step.

ST: Search and Rescue groups are providers

JH: CI update at the end of the day it doesn’t fit. CI program was thought up before the Pro/Rec split. Does fit in. CI becomes a recognition of years of experience a merit badge. Active vs. inactive. Can’t find a clean place where it fits. Can’t fit with pro-training program

EL: Pro-membership what is the right qualifications for educator?
Question for membership committee with consultation with education committee. Deadline for figuring out this? End of winter.

MEMBERSHIP:
● New Pros for Ratification
Approve Pros listed.
ST motion, HM second. All approved
ST: What are the roles of the membership committee?
JS: All membership issues will be part of the membership committee tasks.
AJB: include sector and section issues
NS: active membership outreach

● Proposal for a student membership
HM: Discount for student membership
Membership committee and its roles
HM: I will put together a proposal.
OUTREACH:

● Awards
HM: I submit this Special Service Award nomination for Debra McGhan for your recommendations and voting. The last time this was given in was 2010.
AJB: abstain from voting
EL: will also abstain from this vote.
ST: Have you verified this resume?
HM: Need to verify this. Delay vote. Looking at past nominees
Not a broad base of professionals nominating from AK or industry
Revisiting and clarifying our criteria.
HM: revisit this award nomination by the end of 2017.

3 new awards:
Continued discussion, no vote
Action item: Halsted will do a little more word-smithing on all three awards with Jaime’s help

● Avalanche.org and Website
NS: Avalanche.org has new placement on home page that increases income, partnership with NAC. NAC is through avalanche.org, National map will be slightly different.
Warnings log in that can push directly to the map. $1000 over budget, this website in private sector would cost 1mil we got it for $15,000.

Plan for December meeting? December 1st. 2 pm MDT
Tentative date for the next meeting is Feb 5th

Action item for everyone solicit interest in these board positions.
17:30- AJB: Motion to adjourn. ST: Second. Meeting adjourned