December 1st, 2017 A3 GB Meeting Minutes

Date/Time: December 1, 2017 - 2pm (MST)
Format: FreeConferenceCall.com Online Meeting Platform (w/ call in option too)

1400 - Call to Order, Introductions, Opening Remarks JS
Welcome to Pete Woodring new Treasurer

Priorities review
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

Both 4-5 are on our agenda today. A few points have been met or are close to being realized. Look at list and see if these need to changed or be updated.

- Attendance & Proxies JM
  John S, Halsted, Jake, Erich, Jaime M, Blasé, Stuart, Pete W., Eeva, Jonathan, Aleph, Mike Ferrari

Approve meeting minutes from September 22nd and October 6th meetings AJB
September minutes Motion to approve Eeva. Mike Second. Approved
October minutes Motion to approve Halsted. Stuart Second. Approved

Leading Topics for Discussion & Action:

ORGANIZATIONAL STRATEGY & DEVELOPMENT (S&D)

- A3 Updates/Highlights Jaime M

Financial Update (Income: membership, donations, product - Expenses)
FY17 YTD Financial Summary in Drive. FY started July 1 2017 Operating $18,800, Savings $11,000, Edward Jones $76,000, Total assets $106,541

Currently running a budget deficit of over 18,000 dollars. In the past we have a few specific categories restricted assets: Operating reserve $50,000, Avalanche.org assets: $50,000. I shifted $15,000 to redesign, Program Sponsorship Assets $35,000 including NAC, ISSW, Avalanche Divas, Looking at the potential to be dipping into our reserve assets if we don't start bringing in more revenue.

Where we have been spending money? We have brought in $98,000 in revenue, expenses $116,000, Pro training program spent just under $18,000 ytd, 14,000 Pro Trainer workshops ytd, Avalanche.org $11,500 ytd, Publications, SWAG, TAR, Snowy Torrents $30,000 Operating costs mostly wages for Jaime and Natalie S33,500 ytd. Questions?

PW: You and I are going over this later?

JM: Yes.

ST: How are things being tracked with the restricted assets? Are there dollars in the restricted group that are actually costs?

JM: Money is coming out of reserves over the last year in and half.

- Strategy & Development -JM

Focus on Year-end-giving. Last couple weeks push for year-end-giving with past donors. We have brought in $6800. We would like to have that increase. We would like Board participation in that fundraising drive. We want to provide roles, goals, and resources for A3 Board. I have been reaching out to friends and Natalie and I have been trying to identify individuals to approach about asking for donations. A3 website donate page has good resources on it. At the bottom there is a link with a nice slide deck to highlight the A3 projects and mission.

EL: Would love to see a letter template in the Google drive.

ST: I have some ideas on this and how it relates to membership. Relatively small number of professionals that could be members are. Why are we not attracting the membership that we would like to? My conclusion I think that we have two constituents or beneficiaries for fundraising and many other activities, the knowing and the unknowing. People connected to the avalanche industry that know who we are and those that we serve in our industry as professionals; home owners, people that travel on the road, ride the railroad, ski at ski areas.

JM: Corporate partnerships updates from Natalie: Zion’s Ban, Toyota grant application, MND Group

Idea for fundraising event: 10 for10 Winter Guided Ski & Dinners in a few mountain towns, Jackson, Sun Valley 10 donors that have gifted $10,000 to the organization.
PR Opportunities through Purple Orange to continue to position the A3 with bigger national level corporate partnerships. American Alpine club is a current client. It costs around $3,000/month to have on Purple Orange on retainer. We need to bring in more money before we could do something like that.

EP: What exactly does Purple Orange do?
JM: Events, media connections, marketing services, I can send more info on.
MF: Brand communication firm
JM: We have been working on getting on our A3 brand out there more with website upgrade

PUBLICATIONS
- Publications Update JM and BR
  SWAG is moving along. This is the season for selling SWAG. The Avalanche Review is in the mail. Continuing along well. Snowy Torrents is in progressing Emma is working on a revised time frame for Snowy Torrents.

HM: Can we post on A3 Facebook page to encourage folks to buy Snowy Torrents as a X-mas present?
JS: Following up with the Mountaineers?
JM: Working on it.
JS: Side note: Email update from A3 board. Halsted?
HM: Aleph is up this month.

EDUCATION
- Education Committee Updates: EL
  Meeting in November with notable updates: Approved the awareness guidelines and they are on the A3 website to use nationwide. Committee brought up Pro SAR update, as a committee looking forward to that curriculum update. Maura and Nick are working on that and guidelines will be up by the summer
  Snowmobile education committee: not creating guidelines, but looking how A3 could provide support for high quality education for this user group. Mike Duffy, Travis Feist, Graham Predeger. Education Committee thinks the A3 is doing good job reaching the pros but need to continue to work on reaching out to the backcountry recreational community about educational tracks.

- Pro Training - coordinator hire & program activities: JM
  Finalized hiring Kate Koons. Wealth of program management experience
  The Course Provider reviews are continuing on. NAS classroom session reviewed with Denny Hogan, he is also on tap for their field review. There are more reviews coming up in the next few months. Josh Hirshberg is working on the staffing of those.
  Pro-trainer workshop in Alta December 15th-17th

OUTREACH
- Awards: Update and final vote on proposed awards as discussed in October:
  HM: Nothing to report, email would be good to refine those new awards
  JM: Research grants awarded and checks sent
  JM: Avalanche.org, constant work in progress, still a needs ew tweaks,
  JM: A3 new site: Adjustments still need to be made, content, TAR archives posted again
  MF: Info about Pro trainer workshops?
  JM: We will be adding in the coming weeks

MEMBERSHIP
HM: Update status for student membership discount, nothing to report computer down
JS: Upcoming vote on new Pro members? Deferring for a few weeks?
ST: Review of applications is covered for this go around. Can we put committees on the website? How formal will committees be?
JM: Yes we can do that and we can print reports in TAR.
JS: Committee updates can be in newsletters
AJB: It actually says in the bylaws that we should be publishing the committee reports.
ST: Do we have two membership committees now? Halsted’s and mine?
JS: We will just have one membership committee.
JH: Making up a committee that is a mixture of sector and section professionals
JS: December 10th deadline to vote on Professionals
ST: Membership committee is more expanded: We need to figure out why do we have a lot of pros that don’t think it’s a worthwhile to be a member?
JM: What's the messaging about the value of our organization? We need to work on this.
JM: Also working on how to connect with folks and show the value of A3 to people that are benefit from having professional members protecting them on roads, at ski areas and in the backcountry.
JS: Membership is good topic for that can be a priority for upcoming trustee consideration. Homework how do we engage more professionals?
MF: Can we use pro training to connect with professionals?
JM: We have had discussion with providers and providers can encourage membership

Additional Topics:
- Board Transition EP/AJB
Special election update – We have candidates for each position. Erich and Jake are going to run and we recruited Sean Zimmerman-Wall and we have a couple other pro members running
AJB: Thank you campaign for outgoing Trustees, Halsted is helping
ST: The letter is really important.
AJB: Public thanking of that transition as well, TAR or newsletter?
JM: Make sure we cover everyone who has left recently
JS: Can we come up with a page of history of who has been on the board?
HM: I could do that by going through all the TARs.
EP: How do we begin to maximize Board function with new structure? Goals and Board action after this meeting and before the next we need to get input from everyone on how to improve board function with specific concrete ideas.
AJB: Really think through ways to maximize function, efficiency, effort in this next step.
EP: I will come up with questions to help prompt this.

- Plan for next meeting online in early Feb. We will do a poll. Next in-person we can figure out via email sent by John S

1545 – Motion to Adjourn AJB, ST second Meeting adjourned.