

NRM BOD

Annual spring meeting

May 5, 6 & 7, 2020 (3 evening sessions via Zoom)

Tuesday May 5, 2020

Attendance: Herb Davis (CEO), Stu Hoyt (Chair), Craig Beam (Vice Chair), Ben Brosseau (Secretary), Katie White (Treasurer), Josh Vale, Jim Mikulich, Shelby Rogala, Jill Chumbley (Education Director), Eliza Kuntz (NRM National rep)

Meeting start: 7:10 pm

Stu called the meeting to order and presented overview of the evening's agenda.

Welcome and introductions from all BOD members, Herb Davis, Jill Chumbley and Eliza Kuntz.

No proxies to announce, full quorum.

Agenda: No discussion, BOD voted to accept the agenda.

Minutes of prior meeting: No discussion, BOD voted to accept.

Financial condition, planning, budgeting and activities-Herb: NRM and Education Foundation P&L presentations. \$10,000 grant/forgivable loan was received from SBA COVID relief program! Budget review from 2019/20; presentation of budget actuals/projections for 2020/21, assumptions of 30% reduction. Webinars have been frequent, successful and a great method to keep membership engaged. So far has been free of charge. Discussion on charging/ed. credits vs. free of charge. Discussion of "Member lifting members" program which has been implemented in other divisions to receive donations from members to assist dues renewals funding for other members. Discussion of NRM's history/impact of 2008 recession and how organization dealt with financials then vs. now. Presentation of projection scenarios through mid-July 2020 for income/expense/operating cash on hand. Continuing positive message/communication to membership from CEO, BOD and NRM leadership members about renewals and staying ahead of the curve for the upcoming season.

NRM board of director's job description was shared on Google documents for members to review/revise. BOD voted unanimously to adopt the job description. It will be posted on the NRM website and used for potential and incoming board members.

Replacement for Shelby's BOD position. Chris Kruckeberg and Bob Morcom submitted letters and resumes. Discussion of each candidate's strengths and what they will bring to the BOD. BOD voted via text to chairman in favor of Bob Morcom.

President's report-Stu: Review of 2019/20 season, implementing policy governance and challenges we will be facing this upcoming season due to COVID crisis. Thank you to Stu for his leadership through these changes and challenges.

CEO report-Herb: review of CEO report posted in Basecamp on 5/5/2020. Stability and professional organization, providing resources for members and member schools, leadership development. Also included: Fall Fest 2019 survey results.

Education Director's report-Jill: update on project progress from Education Leadership Council.

Overview of next meeting's agenda.

Meeting end: 9:00 pm

Wednesday May 6, 2020

Attendance: Herb Davis (CEO), Stu Hoyt (Chair), Craig Beam (Vice Chair), Ben Brosseau (Secretary), Katie White (Treasurer), Jim Mikulich, Josh Vale, Shelby Rogala, Bob Morcom, Eliza Kuntz (NRM National rep), Jill Chumbley (Education Director)

Meeting start: 7:00 pm

Zoom warm up, games/trivia via chat/Zoom tools

Stu: Overview of the evening's agenda

Welcome Bob Morcom to the Board of Directors. BOD unanimously voted Bob to the board in the previous meeting.

Board self-assessment: Stu posted a BOD self-assessment questionnaire to all members to complete prior to meeting. BOD strongly supports the PSIA-AASI mission statement and makes policy decisions that reflect that mission. Big improvements can be made towards well-articulated, documented, review and tracking of strategic planning. Improvements have been made in the last year, in part to policy governance to cultivate new board members. Board succession plan has been a strong point but needs to be well articulated and documented. Strong scores on board member's engagement, productivity and communication. Strong scores for individual board members understanding of financials, duties, interaction with CEO and overall participation.

Policy Document review - Any changes or concerns regarding CEO performing his job effectively during COVID crisis challenges? No concerns. Continue with open communication between BOD and CEO.

Ends Reporting – Review of 3 ends stated in the Policy Governance Manual. Do we need to revise ends to negotiate upcoming challenges? Agree to leave as is. Eliza – Review of what National BOD is doing to adapt for COVID crisis challenges. More on that from guest during next meeting.

Strategic planning for the "new normal": Web learning integration-Distance learning may very well be part of the "new normal". Exciting way to engage differently, lead differently and be creative in our education platforms. Events/staff training/staying ahead of the curve/social distancing-There will be limitations on large gatherings/events enforced by NRM or host resort. Discussion of offering smaller events/mini academy at smaller ski areas. Discussion of PSIA-AASI national protocols on work/teaching lessons/student interactions/resort limitations during long term COVID challenges.

Overview of next meeting's agenda

Meeting end: 9:00 pm

May 7, 2020

Attendance: Stu Hoyt (Chair), Herb Davis (CEO), Ben Brosseau (Secretary), Craig Beam (Vice Chair), Katie White (Treasurer), Shelby Rogala (Incoming NRM rep to National BOD), Jim Mikulich, Josh Vale, Bob Morcom, Eliza Kuntz (NRM rep for National BOD), Jill Chumbley (NRM Education Director),

Meeting start: 7:10 pm

Stu called the meeting to order and welcomed our guests: Evan Wilkinson (Winter sports buyer for Bob Ward's; sporting goods retailer), Ed Younglove (Chairman National BOD), Nick Herrin (PSIA-AASI CEO).

Evan Wilkinson: How is winter retailer dealing with crisis and what's the outlook for 6-12 months? - Taking the quarantine/crisis/mandated limitations 7 to 10 days at a time. Communication with brand reps, factories are running at 80%+ capacity production. Customers are still purchasing goods. Online sales are surprisingly strong. Backcountry gear sales may see an increase for next season. "Brick and mortar" ski shops will always be a necessity in ski areas/ski towns. How can snowsports pros/instructors interact with retailers more effectively? - Educate students in proper gear to be potential and returning renters/purchasers. Collaborate instructors and retailers at a demo day (possibly part of Fall Fest or other NRM events) to demo gear with paired coaching from snowsports pros to students/customers. Discussion about age demographics of customers and retention of students/customers.

Introduction of BOD members to our guests.

Ed Younglove: National BOD meeting upcoming (June). National BOD will be performing BOD assessment. COVID crisis has potential impact to our industry long term and how will it effect and reflect on our stated means; continue to review as we move forward. National BOD will be welcoming 3 new board members (including Shelby as NRM rep) and holding Board elections (Eliza as incoming National Chair, first female chair in PSIA-AASI history!). NRM has historically been a strong source of leadership at a national level. Continue to look for great people and leadership in all areas and strive for strong collaboration of members on divisional and national boards.

Nick Herrin: PSIA-AASI's biggest success as of late has been the policy governance implementation. It has streamlined how people, boards and committees work together. It has clearly defined roles and responsibilities while giving effective guiding and productivity on all boards, divisionally and nationally. Strong NPS scores (net promoter score). New AMS system has launched. The new, flexible dues renewal program has been successful, positive feedback from members. New national standards for alpine and snowboard disciplines will be coming to national board for approval (Fall 2021).

Thanks to Herb for frequent and effective communication to members.

BOD strategic planning for 2020/21: Schedule of BOD members to do a weekly/monthly note to membership (in the NRM newsletter "The Stoke"). First newsletter will go out this spring and include input from all BOD members and CEO, then individual BOD member notes throughout the year. Discussion of membership participation/attendance in BOD meetings and prior notice of meeting date/time/location. Goals for the next 12 months? – Succession planning should be an on-going focus over next 6+ months and should be committed to an agenda item every meeting.

Fall meeting – late Sept./early Oct.? Will send out a doodle poll for possible dates. We will tentatively plan for an in-person meeting, potentially after national leadership council meeting on Sept. 21-22.

Meeting end: 9:10 pm