

NRM Board of Directors meeting (via Zoom)

Wednesday January 13, 2021

Attendance: Herb Davis (CEO), Stu Hoyt (Chair), Ben Brosseau (Secretary), Bob Morcom, Jim Mikulich, Craig Beam (Vice Chair), Josh Vale, Katie White (Treasurer), Shelby Rogala (NRM representative for national BOD)

Meeting start: 7:05 pm

Update/review on Red Lodge Academy event, Herb: Great feedback from participants. Clinic leaders: Brenna Kelleher, Zoe Mavis, Eliza Kuntz, Chris Blake. Red Lodge Mountain and The Pollard Hotel were great hosts.

Update/review of Discovery Academy event, Katie: Positive feedback, participants were excited to have an accessible event (near home, covid safe, multi-day). Clinic leader: Katie White. 2 days, 6 female participants, 3 of 6 were inactive members. How can we improve outreach to inactive members?

Covid/operational updates from home regions: Terry Peak: Bob M., Big Sky: Jim M. & Ben B., Great Divide & Showdown: Shelby R., YC: Josh V. & Katie W., Lost Trail: Stu H. Mask mandates and social distancing practices common throughout all areas. Contact tracing/health monitoring in practice at larger areas.

Additional events: Antelope Butte - Children's Specialist clinic led by Zoe M. Sleeping Giant – Impromptu children's/people skills clinic lead by Herb D. and Chris B, Level 1 prep led by Brenna K.

Member communication: Concern of decreasing membership due to discontinued requirement to obtain PSIA/AASI registered membership at our larger ski areas. Discussion on existing incentives to become a member and achieve certification levels.

What can we do to further market our organization and grow our membership? Discussion: New academy events have been a great start for outreach within our division. Discussion on scholarship programs and donations. Continue discussion and new ideas for February meeting.

Board of Directors elections are upcoming. Stu and Katie are up for re-election. Herb/Stu/Ben will work on communication to membership for interested applicants. Communication to members by mid-February, applicants/voting will happen early March, results by early April.

Next meeting: Wednesday February 24, 2021

Meeting end: 8:00 pm