

PSIA-NRM Board of Directors annual fall meeting
Wednesday Sept. 22, 2021
Location: YMCA, 3673 Love Lane,
Bozeman, MT 59718

Attendance: Stu Hoyt (Chair), Herb Davis (CEO), Chris Kruckeberg, Ben Brosseau (Secretary), Jim Mikulich, Bob Morcom (Vice Chair), Josh Vale, Jill Chumbley (NRM Education Director), Katie White via Zoom (Treasurer), Shelby Rogala via Zoom (NRM national board representative)

Meeting start: 9:05 am

Agenda overview

Review 2020 succession planning action items. Are we on track? -

Is there positive guidance to the CEO? Much of the guidance has come from committees. CEO collaborates with committees frequently.

Continue board education on governance model with Governance and Leadership Committee.

Recruiting new board members: We will see turnover of board positions and new board members in the next 2 years. It is important to provide timely info to members to make aware of board position openings (duty of board secretary), through our communication avenues (newsletter/website/social media). Word of mouth is always a valuable tool. New/potential board members need be provided with on-boarding information through new board member packets/literature/website (duty of Governance and Leadership committee).

Welcoming new members: New member literature packet (duty of Membership Linkage committee).

Include new member welcome in newsletter-January & April (after spring certification exams) and on social media.

Board visibility among membership: Discussion of board members visiting other ski areas and board presence at events. Discussion of education staff members as simultaneous board members and encouraging any interactions with members. Discussion of growing relationships with outside groups/organizations/retailers. Brainstorming/discussion on how to celebrate history of PSIA, NRM and other divisions, past national teams members and how to share/inspire this history with new and existing membership.

Board of Directors succession planning - Board members review 2021 PSIA-AASI member survey results.

Discussion of membership demographics, National vs. NRM.

Discussion of facilitating younger member demographic to participate in organization/leadership roles:

Reach out to former members/lapsed members, re-introduce them/their families to PSIA and snowsports. Attract/retain younger members and facilitate/develop leadership opportunities for them.

Promote younger participation at events. Continue developing junior instructor program.

Succession plan for NRM BOD chair position - Discussion of history of NRM chair turnovers. Discussion on process of vice chair moving into chair position in other organizations. Discussion of NRM term limits as board member vs. officer positions; chair term expires and allow training/mentoring for incoming chair. Discussion of chair and other officer positions as described in R & R/bylaws.

R & R/bylaws have not been updated since the adoption of Policy Governance. It is the responsibility of the Governance and Leadership committee to update. Chair position: describe

roles/responsibilities/valued qualifications. Stu and G&L committee-create job description for chair position.

Discussion of board member matrix worksheet to identify qualities/characteristics of board members and officer positions.

Shelby-make up of boards in Montana non-profit organizations vs. NRM board. Discussion of age vs. life experience and how to continue developing NRM board.

Discussion of youth advisory panel to give recommendations on events/membership. Eastern division currently has a youth advisory board. It would be beneficial to reach out to Eastern and see the make up of that board and how they operate.

Discussion of if/how to quantify these identified qualities/characteristics of BOD members.

January/February BOD meetings will be the right time to start thinking about elections/officer positions/position turnovers.

What makes Northern Rocky Mountain division unique?

Identifying and discussion on characteristics that make NRM unique: size of division membership vs. population vs. geographic size, balance of men/women in leadership roles, culture of openness/willingness to change, nimble and versatile in our people and operations, administratively work well for our members, effectiveness of governance model, national representation, number of in-house events, scholarship recipients per capita, NRM/Garmisch association, developed trust in our collaborations and relationships. Overall, NRM is customer oriented and member focused.

What are the experiences and similarities between divisions; looking at perspective through members from division to division?

Discussion of geographic area/terrain, events, consistency in experience,

Discussion of consistency/lack of consistency of event pricing and costs. Costs have to be different from region to region to cover differences in staffing, travel and overhead costs.

Discussion of consistency between division with examier exchange program; we are seeing more consistency than historically.

Each division, and regions/individual ski areas within the division have their own cultures.

What would PSIA-AASI look like if it were created in present day?

-Break for lunch-

Full Send Ski Company owner, Doug Bachand. Introduction and back story of his ski company in Rapid City, South Dakota.

Products presentation of alpine skis, touring skis, monoskis, etc...

Great presentation of experimental, expressive and creative design and construction of the Full Send products.

What are our expectations for COVID policies for the upcoming winter?

PSIA-AASI National academies will require proof of vaccination and/or masks during events and to be respectful of all participants and leaders.

Discussion of mask mandate/vaccinations regarding Montana state law. According to current Montana state law, it is illegal to require proof of vaccination.

President Biden's announcement that businesses with over 100 employees must prepare for mandates; NRM does NOT fall in that category as it employs fewer than 100 people.

Discussion of board's stance on encouraging/promoting vaccinations for event participants. We still have to comply with host resort policies.

Discussion on require vs. recommend/encourage.

NRM operations will keep paying attention to CDC guidelines and county mandates to make informed decisions. Follow CDC recommendations for all leaders and participants for any county/region/resort we are running an event.

How we ran events in 2020-21 was successful with online meetings, and more productivity on-snow.

Small ski area ambassador program: Herb and Jill: Ambassador program committee met over the summer to create more structure to the program. More info regarding ambassador program is in CEO fall meeting report posted on basecamp.

We are looking to eliminate the need for members to contact Herb or Jill for questions. Instead, have an appointed ambassador as the point of contact to answer questions/facilitate training/set goals/provide assistance to smaller ski areas.

National Leadership Summit update: Herb, Stu, Shelby: National Leadership summit was held in June. How to make all 8 divisions work more efficiently together, including educational and operational leaders communicating and working together.

Herb gave updates on AMS and ProHub software tools for the upcoming season.

DEI webinars are upcoming for leaders/members in the fall.

Awards and recognitions: Recognition of 50 year pin recipients and veteran members/leaders will receive awards at Fall Fest. NRM member has been recognized as the National Rising Star award recipient and will be given the award at National Academy. Discussion of lifetime achievement award nominations, honorary membership award nominations (to a supporter/partner of PSIA-NRM).

CEO financial reports have been posted on basecamp. Discussion of financial goals returning to 2017-18, 2018-19 (pre-covid) numbers.

Dates for next meetings:

Annual spring meeting: Wednesday, May 4, 2022

Annual fall meeting: Wednesday, Sept 28, 2022

We will continue monthly calls. Next monthly call: Wednesday, Nov 17, 2021

Meeting end: 3:35 pm