



# EASTERN REGION

## Board Meeting Minutes

October 6-7, 2024 –Blue Mountain, PA

Creating Lifelong Adventures Through Education

### Attendance:

**In Attendance:** Peter Howard (Board Chair), Katie Brinton (Vice Chair, EGC Chair, at large member), Shannon Rucker (Treasurer, at-large member), Stephen Gover (Secretary, at-large member), Terry Xie (Zone 2 member), Emily Spiker (at-large member), Aleks Smith (Zone 3 member), Tera Adams (Zone 1 member), Landon Figg (Zone 4 member), Kathy Brennan (Eastern Region CEO), Eric Jordan (National Board representative, Day 1 only), and Karen Haringa (Eastern Region Director of Member Services and Communications)

**Guests for Day 1 Generative Discussion:** Susan Smoll (Bear Creek Snowsports Director), Matt Clemens, Brian Nuss, Ken Fleck (Bear Creek Staff Trainers), Tina Buckley (Blue Mountain Training Supervisor), Joe Forte (Blue Mountain Snowsports Director), Jane Moyer (Blue Mountain PSIA Area Rep), Victoria Mercado (Camelback Snowsports Manager), Jim Slavin (Jiminy Peak Training Supervisor), Rodney Swank (Roundtop Snowsports Manager), Mark Absalom (Ski Big Bear Snowsports Director), Derek Canova (Tussey Mountain Snowsports Director)

### Day 1

1. **Welcome** (Chair: Peter Howard)
2. **Chair Comments** (Chair: Peter Howard) Preview of agenda, and preview of generative discussion with Day 1 guests
3. **Adoption of Consent Agenda** (Chair: Peter Howard) (Policies 4.3, 4.4)
  - a. Minutes from June 2024 board meeting (Waterville Valley)
  - b. Committee/Staff reports (Area Reps, Alpine Cert, Snowsports Management Seminar, Mentorship Program, Ed & Programs, Member Services)
  - c. *Motion to accept Consent Agenda, seconded, discussion, and accepted*
4. **Member Services Report** (Member Services and Communications Director Karen Haringa)
  - a. Initiatives for Women & Member Programs
  - b. Working with National office to target non-renewing members for survey data
5. **Generative Discussion with PA Snowsports Guests**
  - a. Unpredictable weather

- b. Terrain and competition for space
  - c. Creating value for members
  - d. Women and the Level III process
- 6. National Representative Update**
- a. National CEO search and interim operations
  - b. Interski preparations update
- 7. CEO Report (CEO Kathy Brennan) (Policies 2.0 – 2.8)**
- a. State of the organization
  - b. 2024-2025 Budget update
  - c. Eastern membership tracking
  - d. *Continued on Day 2*

## Day 2

- 1. CEO Report *Continued from Day 1* (CEO Kathy Brennan) (Policies 2.0 – 2.8)**
- a. Cross-regional operational alignment opportunities
  - b. National initiatives
  - c. Event changes
  - d. Active duty military waiver/discount initiative
    - i. *Motion to support initiative, seconded, discussion, and accepted*
  - e. Monitoring Financial Limitations Report
  - f. Monitoring Executive Limitations Report
  - g. *Motion to accept CEO financial and executive limitations, seconded, discussion, and accepted*
- 2. Board Performance Survey Summary**
- 3. EGC Report (EGC Chair Katie Brinton) (Policy 4.6.1)**
- a. Discussion of Board composition post transition to policy governance
  - b. Discussion of Board orientation process and its efficacy
  - c. Reviewing the region’s mission statement
  - d. Organization is still listed as “Eastern Division” in places
  - e. Discussion of dues and potential dues increases
- 4. WPTF Report (WPTF Chair Stephen Gover) (Policy 4.3)**
- a. Updated terms of reference for Board committees
  - b. Plan for selecting the next Board Chair
- 5. Member Communications Committee Report (MCC Chair Shannon Rucker) (Policy 4.6)**
- a. Continuing to prioritize Board members attending premier events
  - b. Discussion of re-engaging with zone meetings
  - c. Encouragement of Board members to write submission to Snowpro Newsletter
  - d. Plan to collect data from currently non-teaching members
- 6. Member Award Committee Report (Chair Emily Spiker) (Policy 4.6)**
- a. Community Service Award
    - i. Board plan to make approvals at Winter meeting, and announce recipients in Spring Snowpro newsletter
  - b. Terms of reference updated

**7. Audit/Finance Committee**

- a. Reviewing CEO deliverables for financial reports
- b. Proposal to write risk management plan
- c. Proposal to write investment strategy

**8. Governance Discussion**

- a. Selecting the next Board chair
- b. Discussion of Board size/turnover/effectiveness

**9. \*\*\*Executive Session\*\*\* (quorum present)**

**10. Eastern membership dues discussion**

- a. *Motion to increase dues by \$2 for 2025-2026 fiscal year, seconded, discussion, and accepted*

**11. Meeting Wrap-Up**

- a. Final comments

**12. Board Performance Review** (Vice Chair Katie Brinton) (Policy 4.1.6)