



EASTERN REGION

Board Meeting Minutes

June 22-23, 2025 – Jay Peak, VT

Creating Lifelong Adventures Through Education

Day 1 Attendance: Peter Howard (Board Chair), Katie Brinton (Vice Chair, at-large member), Shannon Rucker (Treasurer, at-large member), Stephen Gover (Secretary, at-large member), Tera Adams (Zone 1 member), Terry Xie (Zone 2 member), Aleks Smith (Zone 3 member), Landon Figg (Zone 4 member), Emily Spiker (At-large member), Marc Angelillo (Incoming at-large member), Kathy Brennan (Eastern Region CEO), Eric Jordan (National Board representative), Keri Reid (Director of Education & Programs), Jeff Lifgren (PSIA National CEO). *Absent:* Ben DeBenedictis (Incoming Zone 1 member).

Day 1

1. **Welcome** (Chair: Peter Howard)
2. **Chair Comments** (Chair: Peter Howard) Preview of agenda, and preview of generative discussion with Jay Peak SRS management staff, introduction of Jeff Lifgren
3. **Adoption of Consent Agenda** (Chair: Peter Howard) (Policies 4.3, 4.4)
 - a. Minutes from January 2025 board meeting (Zoom)
 - b. Committee/Staff reports (Area Reps, Alpine Cert, Adaptive, Snowboard, Snowsports Management Seminar Committee, Nordic, NextCore, Operations & IT, Member Services, Education & Programs)
Motion to accept Consent Agenda, seconded and accepted
4. **National Representative Update** (National Board Rep: Eric Jordan)
 - a. Onboarding of Jeff Lifgren as National CEO
 - b. Association Management IT system updates
 - c. Update on National Sponsors
 - d. Interski preparations update
5. **CEO Report** (CEO Kathy Brennan) (Policies 2.0 – 2.8)
 - a. Membership & event highlights and updates
 - b. Executive limitations compliance report, pre-audited financial highlights and preliminary budget review
Motion to accept Financial & Executive Limitations Monitoring Reports, seconded and accepted
 - c. Ends Monitoring

Motion to accept Ends Monitoring Report, seconded and accepted

6. Education & Programs Report (Director of Education & Programs: Keri Reid)

- a. Certification pathway updates
- b. Snowsports Certificate Program offered through Penn State
- c. Discussion of certification pass rates
- d. Assessment & Certificate updates

Day 2 Attendance: Katie Brinton (Board Chair), Stephen Gover (Vice Chair, at-large member), Shannon Rucker (Treasurer, at-large member), Landon Figg (Secretary, Zone 4 member), Peter Howard (Past Chair), Terry Xie (Zone 2 member), Aleks Smith (Zone 3 member), Emily Spiker (At-large member), Marc Angelillo (At-large member), Kathy Brennan (Eastern Region CEO), Keri Reid (Director of Education & Programs), Jeff Lifgren (PSIA National CEO). *Absent:* Ben DeBenedictis (Zone 1 member).

Day 2

1. Chair Comments: (Chair: Katie Brinton)

- a. Previewing Day 2, and officially welcoming Marc Angelillo to the Board

2. PSIA CEO Report (PSIA National CEO: Jeff Lifgren)

- a. Management update & 4 Disciplines of Execution accountability framework
- b. Goals for the National office
- c. Changes to the IT system
- d. Memorandum of Understanding regarding Association Management System Upgrades

Motion to accept the MOU, seconded and accepted

- e. National Board meeting recap
- f. National governance updates

3. Generative Discussion with Jay Peak SRS Management Team: Steve Wright, President & GM; Ted Fleischer, Special Event & Marketing Manager; Rob Reidel, SRS Manager; Ian Boyle, SRS Training Supervisor

- a. Labor & staffing challenges
- b. Geographic impacts on visitation
- c. Value of PSIA-AASI certification for resorts
- d. Value of PSIA-AASI certification for instructors
- e. Reputation of PSIA-AASI certification & guest perception of value

4. Board Governance & Strategic Direction Discussion

- a. Mission Statement vs. Broadest End
- b. Ends prioritization discussion
- c. Strengthening the PSIA-AASI community
- d. Discussion of CEO monitoring schedule

5. Other Business

- a. Officer Elections

Stephen Gover elected to Vice Chair. Landon Figg elected to Secretary.

b. CEO Compensation

Motion to accept CEO compensation package plan, seconded and accepted

6. Executive Session (quorum present)

7. Board Performance Review (Chair: Katie Brinton) (Policy 4.1.6)

8. Conclusion & Departure