



Board Meeting Minutes

October 22 & 23, 2023 - Okemo Mountain Resort

<DAY 1 – Okemo Mountain Resort - Jackson Gore Inn>

Attendance:

In Person: Peter Howard (Board Chair), Katie Brinton (Vice Chair, EGC Chair, at large member), Shannon Rucker (Secretary & Zone 3 member), Brandon Pearce (Member Recognition/Nomination Chair, at large member), Tera Adams (zone 1 member), Stephen Gover (WPTF Chair, at large member), Landon Figg (Zone 4 member) – day 2 virtual attendance only, Terry Xie (Zone 2 member), Kathy Brennan (Eastern Division CEO).

Absent: Elizabeth Limerick (Treasurer, Audit & Investment Chair & at Large Member)

Guests: Keri Reid (Director of Education and Programs), Eric Jordan (National Rep – Day 1 only), and Ross Boivert (former Chair – partial virtual attendance),

1. **Welcome** (Chair: Peter Howard)
2. **Adoption of Consent Agenda** (Chair: Peter Howard) (Policies 4.3, 4.4)
 - a. Minutes from June board meeting
 - b. Committee/Staff reports (Area Reps, Alpine Cert, Nordic, Adaptive, Snowboard, Education & Programs, Senior Specialist National Task Force, ACE, Education Committee, NextCore, Member Services)
 - c. *Motion, Seconded, and Accepted by vote*
3. **Chair Comments** (Chair: Peter Howard) Welcome & thank you to hosts and those in attendance. Preview of Board Business: new Chairs, generative discussions, pre-season CEO report, Ends review, upcoming “at large” positions, Board guests: Okemo ski & ride school leadership, Mike Ma, snowboard panel, Keri Reid, and Don Haringa.
4. **Ends update / Review / National Board Ends** (2.3.10, 2.3.11) – Discussion with all parties present, additional clarity in process provided by National Rep Eric Jordan
5. **Board Education** (Policies 4.1.3, 4.6)
 - a. Member Communication Committee and guests: Mike Ma (National Team Adaptive, AASI L3,), Hazzah Block (AASI L2, FS1, CS1), Justin Whalen (AASI L2, FS1), and Liz Lozinger (AASI L2, FS1, CS1)
 - b. Adaptive and Snowboard perspectives: The perception and definition of value from member and non-member schools, school & resort leadership perspectives, assess support for leadership development, need and value identification, representation, inclusion, adaptive snowboard fundamentals, etc

6. **CEO Report / Financial condition and budget** (Kathy Brennan) (Policies 2.0 - 2.4, 2.6 – 2.8, 3.2 – 3.4, 4.5)
 - a. Financial Highlights, Budget, Insurance, Event Calendar, Operational Committees, Upcoming events, National Site (ProJam registration), Area Rep and NextCore positions
7. **National Report** (Eric Jordan) (Policies 2.8, 4.4.5, 4.5) Ends re-write, National dues increase, Philanthropy Committee Consultation, Member grievance system
8. **Member Recognition/Nomination Committee Report** (Brandon Pearce)
 - a. Development of Rubric, marketing campaign, and revamped awards
 - b. <continued Monday: rubric adjustments, continue marketing plan, revisit at future meeting>
9. **Recognition of Departing Director of Education & Programs, Don Haringa** (Kathy Brennan)

<DAY 2 – Okemo Mountain Resort - Jackson Gore Inn> Landon Figg (Zone 4 member) in attendance virtually

10. **Chair Remarks** (Chair: Peter Howard) Foreshadow of the day. WPTF & EGS Reports, at-large positions, frame generative discussions, executive session
11. **Work Plan Task Force (WPTF) Report** (Stephen Gover) (4.1, 4.2, 4.3)
 - a. ***Motion to make MCC (membership communication committee) a standing committee***
 - b. *Motion, Second, Discussion, Vote – 2 abstentions. Motion carries*
 - c. MCC to revamp TOR to incorporate leadership development, size of committee
 - d. Audit & Investment Committee
 - i. Review of policies and frequency of review, Expand committee to 2-3, Investment Strategy plan
 - e. Review of ends 2.3.10 and 2.3.11 by whole board
 - f. Determination of due dates for upcoming work and review of new tracking spreadsheet
 - g. Determination to review and cleanup BaseCamp documentation
 - h. ***Motion for meeting minutes to be prepared for review and approval within two weeks post meeting***
 - i. *Motion, Second, Discussion, Vote. Motion carries*
 - j. Discussion of membership meeting minutes and zone meetings
 - k. Decision to amend the secretary description and board job tasked to EGC
12. **EGC Report** (Committee Chair: Katie Brinton) (Policies 4.2, 4.5, 4.6.1)
 - a. Request for prioritization from Board on ends review: Review, compare, and contrast new National ends. Bring recommendation to Board for January meeting
 - b. CEO request for direction of prioritizing access versus consistency: prioritize access. EGC to review ends with consideration to access, inclusion, and diversity
 - c. PG Manual and ByLaw review
 - d. Creation of code of ethics and review of code of conduct
13. **Generative Discussion** with Okemo Guests (Bruce Schmidt, VP & GM, Steve Clark, Director of Skier Services, and Chris Saylor, Ski & Ride School Director) (Policies 4.4)
 - a. Trends in snowsports education
 - b. Partnership between resorts, schools, and our organization.
14. **Executive Session**
15. **Board Performance Review & Reflection on Meeting** (Policies 4.1.6)