



NWSCC BOARD OF DIRECTORS DRAFT
Meeting Minutes
March 23, 2021
ZOOM Video/Conference Call

Present Via ZOOM Chat: Chris Ciardi, Sue Rimkeit, Bill King, Jeanne Reinhardt, Linda McGavin, Barbara Bousum, Becki Robinson, Rod Robinson, Marc Galt, Jim Rogowski.

Absent: Steve Coxen, Peter Dodd, Tom Arnold

There are currently a total of 13 Official NWSCC Board Members.

President: Chris Ciardi called the meeting to order at 6:10 p.m.

Council Meeting via ZOOM, March 17, 2021, from 7:00– 8:30 p.m.: There were 35 people on the Zoom call and a good turnout for St Patrick's Day. Glenn Anderson spoke about the Mt. Hood Ski Patrol and requirements for qualifying for the volunteer patrol, and Harlan Sheppard from the Washington State Department of Transportation talked about avalanche control on both the highways and in the backcountry and ski resorts.

Next Council Meeting will be April 21, 2021: We would like to invite Peter Dodd as the President of PACRAT to give a report of how the races went this year and announce the winners. Chris will ask Peter. Marc Galt will give a presentation and lead a discussion on the various Ski/mountain passes. We will plan to send out the statistics on the different Ski passes following the meeting and post on our Website. Epic, Ikon, Mountain Collective, Indy Pass, etc.

2022 Far West Ski Week, Aspen/Snowmass, Colorado: January 29 – February 5, 2022. Rod announced that Northwest's lodging allocation for 2022 is now at Timberline Condominiums in Snowmass. The flier is posted on the NWSCC website. Bill King will send a deposit of \$1600 for NWSCC to FWSA ASAP. If we have 20 people sign up for this trip, the per person price will drop by \$100. No council dinner is planned. We will have a council gathering without dinner.

Motion was made for NWSCC to participate in FWSA Ski Week 2022.
It was seconded and passed with ONE NO vote.

Secretary: Jeanne. February minutes were reviewed before the meeting and additional edits will be made.

Motion was made and seconded to approve the February 23, 2021 minutes with 2 minor edits.

January 26, 2021 Minutes were also discussed and needing a vote to approve.

Motion was made and seconded to approve the January 26, 2021. Minutes were approved as written.

Treasurer: Bill went over the March financials.

Motion was made and seconded to approve the March financials. The financials were approved.

Communications/Website: Linda McGavin continues to update and work on the council website and newsletter.

Industry Membership: Linda McGavin and Sue Rimkeit continue to work on signing Industry leaders. Several Industry Members were contacted and we are waiting to hear from them.

Director of Social Media: Becki Robinson. Please see report attached.

Public Affairs: Please see report attached.

PACRATs: Peter: No Report.

Summer Activities: Sue Rimkeit is working on summer activities for clubs on the mountain where we might also use our Season Pass. We will not be working with Mountain Resorts who are not an Industry Member.

In August we will be refreshing discussions on the Season Passes.

NEXT Council Meeting scheduled April 21, 2021 via ZOOM. The Zoom call is gathering at 6:45 and meeting is scheduled to start at 7:00.

NO MAY COUNCIL MEETING.

NO JULY COUNCIL MEETING.

NEXT Board meeting: April 27, 2021 via Zoom.

MAY BOARD meeting will be May 24 via ZOOM on MONDAY evening from 6:00 – 8:00. (date changed from May 25)

We will be planning for the June Council meeting with elections.

The final date and time set by votes from the BOD was finalized. The BOD is now set to meet every 4th Tuesday from 6:00 – 8:00 pm, via ZOOM. Chris will send out the schedule. Mark your calendars.

Meeting adjourned at 7:35 p.m.

Respectfully submitted by:

Jeanne Reinhardt

Secretary of the NWSCC

Attachments:

Social Media Report - Becki Robinson
Public Affairs – Steve Coxen

Social Media Report, Becki Robinson, March 23, 2021

Posting on Facebook primarily industry members posts and other ski club posts. Mixing in ski news from various sources and touching on topics related to COVID safety, updates from ski resorts, while promoting aware of social equalness amongst skiers. Posting on Twitter and Instagram has been for mainly promoting monthly NWSCC General Mtg. Note Twitter audience is not as popular as it used to be and Instagram is only good as its current photos (which we don't have.)

Facebook Insight report shows:

389 post

People reaction is down 14%

Post engagements (of having them open the post and read it) is down 25%

Posted videos is up 32%

Page followers have no change.

Number of Topics Reached, the Date & Topic

119, Mar 11, Maryanne Hill founding member of Skiyente passing

118, Mar 3, From Mt. Hood Meadows - Mourning the loss of teammates

103, Feb 24, From Beaver Run of Breckenridge ski resort – special offer

85, Mar 20, Mission Ridge ski area debuts bubble chairlift

64, Mar 13, A new trend of ski passes sold at resorts

57, Mar 13, Thank you ADL Ski Club sharing your fun event

54, Mar 1 NWSCC is currently looking to fill the Secretary position on the Board.

I am continuing to work with FWSA Social Media Award for FWSA 2021 Conference and recently ask to do a Social Media Webinar for National Brotherhood of Skiers ski club and presently working out the details.

Steve Coxen – Director of Public Affairs
NWSCC Board Report – March 23, 2021

NW Snowsports Advocates Facebook page:

of people who like the page – 136
of people who follow the page – 144

Recent Posts to NW Snowsports Advocates Facebook page:

Posted March 1

Speakers Series event presented by the Washington State Ski & Snowboard Museum. "Early Skiing on Snoqualmie Pass."

of people
Reached 21
Engaged 3

Posted March 5

Ski the Glade is a virtual event in 2021. Check out the photos and comments about STG in previous years on the Mt Hood Museum Facebook page.



of people
Reached 20
Engaged 1

Posted March 12

Aspen Skiing Co.'s coal mine methane-capture plant proves to be a lot more than hot air. Skico on track to recoup \$5.3 million investment, provide model for climate progress.

of people
Reached 32
Engaged 0