



NWSCC BOARD OF DIRECTORS DRAFT
Meeting Minutes
January 4, 2021
ZOOM Video/Conference Call

Present Via ZOOM Chat: Chris Ciardi, Bill King, Jeanne Reinhardt, Linda McGavin, Becki Robinson, Sheri Parshall, Steve Coxen, Tom Arnold, Marc Galt.

Absent: Sue Rimkeit, Rod Robinson, Peter Dodd, Barbara Bousum, Jim Rogowski

President: Chris Ciardi called the meeting to order at 2:08 p.m.

Secretary: Jeanne. December 7, 2020, minutes were reviewed by the board, edits were made before this meeting. No additional edits.

Motion was made and seconded to approve the December 7, 2020 minutes. The December 2020 minutes were approved as written.

Treasurer: Bill went over the December financials. Chris will follow-up on clubs that have not paid their dues.

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

Council Meeting Wrap-up via ZOOM, December 16, 2020: We had 47 people join our December council meeting. Robin Maguib from the Flagship Columbia Store in Portland was our speaker. She shared all the great buys at Columbia and Mountain HardWear. Lots of 50% off deals and everything at Columbia is 30% off plus other discounts for card carrying NWSCC club members. This is Columbia's last season with Sorel. Robin showed us the newest Ski Jackets and great gear. Jon Kunkel from Mt Bachelor was our second speaker. He shared restrictions at Mt Bachelor, reservations on the mountain, parking reservations, new booking rules and more. There are lots of last-minute cancellations at Mt Bachelor for parking, call early for availability, information and reservations by 6:30 a.m.. Note from Rob Robinson: For reservations at Bachelor, one does not call to get a reservation but instead checks for availability on their website or through downloading and checking the Park Whiz app.

One note of Feedback for our Council Zoom meetings: Mute participants during the presentations and mute yourself during the call unless you wish to speak. Raise your hand to be acknowledged before talking.

2022 Far West Ski Week, Aspen/Snowmass, Colorado: Date for the event is January 22 – 29, 2022. No further information at this time.

2022 FWSA Convention in Portland Oregon: Sheri Parshall addressed the 2022 convention. Please be thinking about a NEW THEME for 2022. One suggestion was: "Blast from the Past." We plan to do the same activities as planned for 2020. Sheri hopes to have all 2020 committee members be on the 2022 planning committee.

Industry Membership: Sue is trying to get membership from Les Schwab. Linda is working on several Industry leaders.

Club Memberships: Chris will talk with 2 clubs regarding membership.

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

Public Affairs: Steve Coxen. Please see report attached.

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

PACRATs: Peter: No Report.

Mt. Bachelor Blast 2021: This trip has officially been cancelled for 2021.

NEXT Council Meeting scheduled January 20, 2021 via ZOOM. 6:45 p.m. check in and meeting 7:00 – 8:30. We hope to schedule 2 speakers. We would like a speaker from Mt Baker or Ski Bowl and 1 speaker from US Outdoor Store. Possible future speaker could be a Cat Ski Rep suggested by Marc Galt.

NEXT Board meeting: TBA, discussion was held regarding changing the meeting dates because several people are not available the next two fourth Mondays. Chris asked Becki to take a poll regarding the best choice among the First Monday, First Tuesday, or Second Monday.

Meeting adjourned at 3:30 p.m.

Respectfully submitted by:

Jeanne Reinhardt

Secretary of the NWSCC

Attachments:

Social Media: Becki Robinson

Public Affairs: Steve Coxen

Social Media Report

Becki Robinson

January 4th, 2021 BOD meeting

1. NorthWest Ski Club Council - Facebook Admin Support group.
I am reaching out to the other ski club admins for input what they would like to see discussed this season. There was a lot of interest at first but very little participation. I am hoping to get some feedback of what will help them. Meanwhile, I will continue to post NWSCC news, shared trips & events, best practices in clubs and creating enthusiasm for their own ski clubs. Note: about half of the ski clubs within NorthWest Ski Club Council are not posting on their Facebook pages this season.
2. NWSCC Facebook, Instagram and Twitter accounts.
I continue to post on NWSCC Facebook, Instagram and Twitter the usual events, news, racial & social fairness and ski news including articles on Covid related topics.
3. New topic- New Facebook group to encourage community feel for club members.
I have introduced a new private Facebook group to the Bend Ski Club, called Bend Ski Club – Ski Connection group. This group came out of the need for members to find someone to ski as parking reservations are hard to get and challenging to hook up with friends. It has been well received and increased our membership as some people joined to be part of this new group. This idea has been suggested to the other NWSCC Admins but no response at this time from the group. This type of communication might help struggling clubs to find way to connect during this unique ski season.
4. The work on FWSA Social Media Award is quiet right now as we wait for feedback from Ski councils and club presidents.

Steve Coxen – Director of Public Affairs
NWSCC Board Report – January 4, 2021

NW Snowsports Advocates Facebook page:

of people who like the page – 128
of people who follow the page – 133

Posts to NW Snowsports Advocates Facebook page:

Posted November 10

Support the Mt Hood Cultural Center & Museum - check out the online auction.
<https://mthoodmuseum.org/2020-auction/>

of people
Reached 15
Engaged 0

Posted November 18

The National Ski Areas Association announced this year's winners of the Golden Eagle Awards for Environmental Excellence during a virtual ceremony in June 2020.

The Golden Eagle for Environmental Excellence:

-- Bridger Bowl Ski Area, MT

Climate Change Impact:

-- Silver Star Mountain Resort, British Columbia

Hero of Sustainability:

-- Matt Robinson, Sun Valley Resort, ID

Innovation in Sustainability:

-- Crystal Mountain Resort, WA, in collaboration with Muckleshoot Tribal School and Enumclaw High School

NSAA has released its 2020 Sustainable Slopes Annual Report.

<https://nsaa.org/.../sust.../SSAnnualReports/SSAR2020.pdf...>

of people
Reached 37
Engaged 3

Posted December 6

US Ski-Snowboard Hall of Fame Podcasts - Save the Dates!

Series episode details will be coming and watch party links will be setup and sent to VIP's and everyone interested in showing up and supporting each episode. All "Legends Lounge" podcasts at 5:00 pm PST.

of people
Reached 25
Engaged 4