



NWSCC BOARD OF DIRECTORS

Meeting Minutes

April 27, 2021

ZOOM Video/Conference Call

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

Absent: Peter Dodd, Barbara Bousum,

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

NEWS: Mt. Ashland and Powder Mountain have been added to the Indy Pass.

Secretary: Jeanne. March 23, 2021 minutes were reviewed by the BOD. Edits were previously made and the minutes were resent to the BOD to approve.

Motion was made Sue Rimkeit and seconded by Linda McGavin to approve the March 23, 2021 minutes as corrected.

Treasurer: Bill went over the April financials.

Motion was made by Sue Rimkeit and seconded by Tom Arnold to approve the April financials. The April financials were approved.

RECAP: April 21, 2021 Council Meeting via ZOOM was 6:45– 8:30 p.m.: There were about 30 people on the Zoom call. Peter Dodd, the President of PACRAT, gave an excellent review of the 2021 very difficult season and well run PACRAT races. Marc Galt also did a comprehensive presentation of the Ski Passes now available for next season. Marc's findings will be posted on our NWSCC website. Marc compared prices, pros and cons, and gave us a lot of information that was well received and appreciated. Thank you Marc **and** Peter.

Chris on Bylaws: We need to add language to our ByLaws to include Electronic Voting. See ByLaw language attached to the minutes.

Motion was made to accept the added written language to our ByLaws, Section 4.4. Linda moved to accept the new language and Sue R. seconded. **Motion passed.**

VP announcement, Sue R. : Portland Mountain Rescue is in a contest to win a new vehicle. Drawing closes May 3rd so if you are interested, please check it out and help them out by voting for them NOW.

2022 Far West Ski Week, Aspen/Snowmass, Colorado: January 29 – February 5, 2022. Chris sent out emails to all past participants from the NW council regarding Ski Week in Aspen next year. We do need 20 signups by July 15 for the price break.

Communications/Website: Linda McGavin plans for the Newsletter to be posted next week. There is still snow at Mt Bachelor with skiing from 7:30 – 1:00.

PACRATs: Peter: No Report. (Peter gave complete report at the last Council meeting)

Industry Membership: 2 new Industry members have signed up with our council.

Public Affairs: Please see report attached.

Director of Social Media: Becki Robinson. Please see report attached. The Northwest Ski Club Council has previously maintained a Facebook page. Becki Robinson at the urging of Marc Galt created an additional facebook group also named - Northwest Ski Club Council. The membership of the new group at the time of the council meeting was 626.

NEXT Council Meeting will be June 16, 2021: The Zoom call is gathering at 6:45 and meeting is scheduled to start at 7:00. This will be an election meeting. We will use Survey Monkey to vote and Chris will ask Barbara B. to run the election process. Linda McGavin will post information in the Newsletter asking for any volunteers who would like to be on the Board.

NO MAY COUNCIL MEETING.

NO JULY COUNCIL MEETING.

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.

Meeting adjourned at 7:50 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