



NWSCC BOARD OF DIRECTORS
Meeting Minutes
October 28, 2019
Chris Ciardi's home

Present: Chris Ciardi, Sue Rimkeit, Bill King, Linda McGavin, Jim Rogowski, Tom Arnold. Both Rod Robinson and Becki Robinson participated by telephone.

Absent: Jeanne Reinhardt, Steve Coxen, Norvin Peer

President: Chris called the meeting to order at 2:45 p.m.

Secretary: In Jeanne's absence we reviewed the revised minutes of the September 30 meeting. Copies were sent to the board via email prior to the meeting. There were no further edits.

Motion was made to accept the September 30 board meeting minutes. The motion was made, seconded, and passed unanimously.

Treasurer: Bill presented the current financials and they were reviewed. We discussed non-renewing clubs. One was SKIBACS which has now renewed. There was an inquiry made about whether anyone was going to the FWSA international trip to Davos. Since the money doesn't run through us, we don't know. Tom thought 2 might be going from Altair.

Motion was made to approve the current 2019 financials. The motion was made, seconded, and passed unanimously.

Ski Shows: Bill has some volunteers for both SkiFever and Snowvana, but says he will cover anything that isn't covered.

Anniversary Party: Chris had already told us that Lagunitas was closing their community room, leaving us and many others without a place to hold our event. We have been searching for another place. We are trying to keep the same date, December 11. We have checked a variety of places, most of which are not available for our date or are too expensive. Chris heard the Mountain Shop had a room; Linda checked it out directly after the meeting, and it might work for a meeting sometime, but there are no tables. The room is the showroom floor and is only available after 7:00 pm when the store closes; then the racks are rolled to the side.

Tom suggested we see if the Red Lion might give us a deal. Sue suggested Red Tail Golf and will check with the Melody Ballroom (it was too expensive during our prior search for an anniversary party event we were trying to plan earlier). Jim suggested that Best Westerns have breakfast rooms that they don't use during other times of the day; the VFW; the Elks (Linda has been checking); the German American Society; Cascade Athletic Club; Colleges, sororities and fraternities, PCC, Reed College. Tom says Altair uses a Vets ballroom. Community centers – Sue will check Beaverton and Lake Oswego; Linda said that the Milwaukie Senior Center is too depressing. Fire houses? Sue suggested the Rose City Yacht Club or Willamette Sailing Club.

Columbia Night Recap: About 50 people attended and the event was a success. Sue ordered 8 pizzas cut in small pieces and it seemed to be enough, though she did have to tell several people not to heap their plates. She suggested that next time we buy the small size water bottles so

people might not leave them half drunk. One glitch was that Robin wasn't present and didn't arrange for the usual nice door prizes. There was one nice backpack, but otherwise the girl left in charge scraped up some small items. Columbia gave a great fashion show and explained their new tech fabrics. Dave Tragethon spoke about Meadows and their new Sahale Lodge and the Sahale Gold ski passes. He drew for a special door prize of a mountain tour, followed by lunch with Dave and the new General Manager, Greg Pack, which was won by Emilio Trampuz.

Industry Membership: We went over the current list of paid members. There are others who have said they will join, but we don't have paperwork yet. Barbara got U.S. Outdoor Store to agree to Gold membership; Sue got Mt. Bachelor to say they will rejoin as a Bronze member (after several years with no membership); Linda got the Bend Marriott properties (Fairfield Inn and TownePlace Suites) to rejoin and upgrade to silver membership. Rack Attack joined as a supporting member with the donation of a ski rack that we need to pick up. We are working on more, including trying to get Timberline and Skibowl to commit to renewing. Tom has talked to Dale Berg who owns Berg's Ski Shop in Eugene about joining.

Sue and Linda went to Seattle for the Washington Club Presidents' Night and stopped at Sturtevant's and had a very productive talk with Andrea Hamilton. We think that they will join as a supporting member with trade after Andrea returns from her honeymoon. Sue talked with a number of businesses in the Bend area, and will hit up some businesses at the ski shows. Linda suggested that anyone at the ski shows on the closing afternoon ask for prizes that we can auction, since many are willing to give them at that time. We need to get the trade in hand early so we can start an auction that will finish by mid-December.

Big Sky Update: Chris said all 22 of our spots are sold, but FWSA only sold 235 pillows for the entire trip (very low numbers). The price is about \$1300 without lift tickets. FWSA also has space available on their Davos trip.

Bachelor Blast Update: Linda is working on the trip. As the Board voted at the September 30 meeting, it will be at the Bend Marriott properties (Fairfield and TownePlace Suites), with a hosted party Saturday night at the Fairfield breakfast room area. The price will be \$290 for adults for 2 nights lodging, breakfasts, 2-of-3 day lift passes, and the hosted party. Prices are lower for seniors, super seniors, youths, and non-downhill skiers. The flier will be produced soon. The contract with the Marriott properties needs to be signed by Chris.

Altair Snowchasers Trip Open to All: Tom said that the Fairfield gave him the same special rate they gave NWSCC for the Bachelor Blast. The Snowchasers trip will be January 10-12 and is only \$168 for 2 nights' lodging, breakfasts, and a pizza party; \$200 for people who are not members of any NWSCC club; \$10 to just come for the pizza party.

FWSA Ski Week 2021, Sun Valley: Rod is going to be in charge of the NWSCC portion of this trip, and will attend the site visit January 6-8, 2020.

Public Affairs Update: None.

Social Media Update: Becki submitted a written report (attached) and confirmed that she is working as best she can with some family issues going on. She's sending out a letter to all clubs about updates for this year.

Communications/Website Update: No written report; Linda will get out a newsletter by November 1.

PACRAT Update: Peter's report is attached, as well as the PACRAT 101 flier.

2020 Convention Update: We mentioned that committee meetings are happening monthly. We discussed what NWSCC will contribute as a goody bag item, and Jim brought up costs for the ski straps that we previously discussed. He had great pricing for 500 minimum, including our logo. Jim is going to work on it.

Motion was made and seconded to authorize Jim to spend up to \$300 to order 500 ski straps with the NWSCC logo on them. The motion passed unanimously.

Washington Club Presidents' Night Report: Sue and Linda went up to Washington on October 17 and hosted the event at the home of Beryl Simpson, president of WIHSKI (acronym for Western International Hotels Ski Club). Other guests were presidents Julie Byington of S'No Joke Ski Club (takes a lot of trips through tour operators), Jill Eriean of SKIBACS (which has a lodge on Crystal Mountain), Kyle Watson of ADL Ski Club (international trips and ski racing clinics with the Mahres), and Deborah Magallanes of Merry Mountain Ski Club (whose sole mission is Tuesday Ski Buses to Stevens Pass). We discussed:

- * The insurance concerns over carpooling;
- * NSCF's information about using copyrighted information on websites;
- * The 2020 FWSA Convention in Portland and why they should come;
- * The Man & Woman of the Year program and how their people could enter, and the financial items covered at the FWSA level (entry, registration & 1 night lodging);
- * The FWSA awards programs (Jillian might enter for the Environmental Award because of recycling all the mattresses from the club lodge);
- * Travel, including clubs, NWSCC, and FWSA
- * Membership challenges.

Some information learned: SKIBACS has a challenge with their lodge because with the new ownership of Crystal Mountain they are no longer allowed to run their teaching programs.

S'no Joke runs most of their trips through tour operators and has to have a Washington Seller of Travel license. They keep a separate trip account, and rebate participants if they have an excessive profit afterwards. They have had a problem with people "piggybacking" on some of their trips, especially at Whistler, and wanting to participate in everything, but just pay for socials. Kyle has had people attempt to "poach" his Japan trips, during which he leads small groups and takes them to where the best conditions are. They both mentioned barring people from the clubs as a penalty.

SKIBACS has some open trips: Whistler, Mammoth, and Sun Peaks. ADL has some special movie nights and other events planned which are open to other clubs. There are a few spots for advanced skiers in Japan and Chamonix.

One issue the clubs mentioned was aggressive behavior by club members. They have to publish a zero tolerance policy and people can be banned from the club. Another issue, two of the clubs had a member stealing their membership list and using it for their own purposes.

The ways that they thought NWSCC could help their clubs is to share trips and offer discounts. For marketing for new members, they suggested tailgate parties, club nights at various places, Warren Miller Night, ski swaps, etc. They agreed that it is very hard to get young people to join clubs because they don't like to do "club things" - they like EVENTS without much cost to participate.

Tip from Beryl Simpson: At age 75 you can buy a Whistler season pass for \$150 which gives you 50% off tickets at all Vail resorts.

Note from last month: **Ski Movie Night at the MAC Club Ballroom:** The council will have a table at Ski Movie Night on November 21, from 5:30 – 9:30. Sue Rimkeit will have more details.

Another note from last month: Tom Arnold mentioned again that he wants to see us list open trips from the clubs on our website.

Reports Attached:

Director of Social Media: Becki, report attached.

Director of Racing: Peter, report attached.

Meeting was adjourned at 4:30 p.m.

Respectfully submitted by:

Linda McGavin
Substitute Secretary

October 2019 Social Media Report: By Becki Robinson

Busy time of year as so many events are going on through the North West and trips are being posted. Keeping the calendar updated is a lot of work presently but should be calming down soon.

I am continuing to work with Industry Members and Chartable Members to get their permission to use text and photographs from their newsletter, websites and social media sites. The response has been positive and I feel it has increased the level of communications I have been receiving event information, since asking for their permission.

Soon, I will be emailing out to all the NWSCC ski clubs, the letter introducing the social media sites that NWSCC is using and encouraging them to contact me with events within their club and communities. I hope to occasionally interview contributing members from clubs for spotlight focus to post on our social media sites.

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October 28th, 2019
PACRAT Report



PACRAT Online Registration

PACRAT is continuing to receive registrations on our new PACRAT online registration system. Thus far, over 75 racers have registered on the site since activation on September 16th. With our recruiting season approaching, we anticipate these registration numbers to increase significantly.

PACRAT Booth #432 at SkiFever Show

PACRAT will have a booth at the SkiFever show again this season. The primary focus is to recruit new racers by promoting our PACRAT 101 events and our new online registration system.

PACRAT 101 - Introduction to Racing

PACRAT Racing will be hosting two PACRAT 101 events again this fall to welcome new racers, outline our racing program, answer questions and to assist in our recruiting process.

PACRAT 101-West – Introduction to Racing

November 5th, 2019, 6-8:30pm - Meadows PDX (NW Portland)

PACRAT 101-East – Introduction to Racing

November 13th, 2019, 6-8:30pm - Hillcrest Ski & Sports (Gresham)

Attached is the event flyer and to help promote this event we suggest the following announcements:

- A) PACRAT Racing will be hosting two events oriented towards first-time PACRAT racers interested in our racing program. Come learn more about PACRAT Racing, join a team, meet some friends and hear why people like this organization so much.
- B) If you are interested in PACRAT racing, please join us for more information on our program. If you are a current racer, bring someone who may be interested in our program. If you are a team captain, this is an ideal opportunity to fill out your team with new racers.

PACRAT Columbia Employee Store - Give Back

PACRAT will be promoting a Columbia Employee Store give-back program in November. The program will begin on November 8th and run through December 1st. PACRAT racers will be emailed Columbia Brands Employee Store passes, good through the month of November. During that time-frame, Columbia will donate 10% of the sales from our participants, back to PACRAT.

PACRAT Promotions

PACRAT Racing is currently promoting the following events this fall in our email campaigns, registration confirmations and social media sites:

SkiFever & Snowboard Show - Booth #432

November 1st, 2nd & 3rd, 2019 - Portland Expo Center

PACRAT 101-West – Introduction to Racing

November 5th, 2019 - Meadows PDX (NW Portland)

PACRAT 101-East – Introduction to Racing

November 13th, 2019 - Hillcrest Ski & Sports (Gresham)

SNOWVANA - Booth #29

November 22nd & 23rd, 2019 - Oregon Convention Center

PACRAT/NWSCC Bib Pick-Up Night

December 11th, 2019 - Location TBD

Peter Dodd
PACRAT President