



NWSCC BOARD OF DIRECTORS  
Meeting Minutes  
September 30, 2019  
Round Table Pizza on Barbur

**Present:** Sue Rimkeit, Bill King, Jeanne Reinhardt, Linda McGavin, Peter Dodd, Jim Rogowski, Tom Arnold

**Absent:** Chris Ciardi, Sheri Parshall, Steve Coxen, Norvin Peer, Becki Robinson,

**Vice-President:** Sue, called the meeting to order at 2:30 p.m.

**Secretary:** Jeanne; reviewed the Retreat minutes. Copies were sent to the board via email prior to the meeting. There were no further edits.

**Motion** was made to accept the July 8 Retreat minutes. The motion was made and seconded. Motion passed unanimously.

**Treasurer:** Bill presented the current financials and they were reviewed.

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

**Columbia Night:** Linda will notify all our clubs and encourage them to attend the Columbia Night event on Wednesday, October 16, 2019 at the downtown Portland Columbia Store. There will be two raffle tickets to all who RSVP before the day of the event. Members can come around 5:00 to shop both stores. We will have Domino's pizza delivered and Columbia will provide the wine and beer. Our speaker will start at 7:00 p.m. The newsletter has been saying 6:30, so we will ask Barbara to talk to Columbia about it.

**2019 Ski Fever:** Ski Fever is scheduled for Nov 1 – 3 at the Expo Center in North Portland. Sue will help with set-up. PACRAT will also have a table. Bill is planning to work both events and he will also coordinate the volunteers.

**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.

**Snowvana:** November 22 – 23, 2019 at the Coliseum. Sue will bring pop-ups for decorations. Bill will bring the raffle tickets. A table will be provided. Cascade Ski Club and PACRATS will also be there and have their own tables.

**40<sup>th</sup> Anniversary Celebration Party:** RSVP should be done on the website. We want to encourage people to RSVP. Event will be held at Lagunitas Community Taproom at 237 NE Broadway St, Portland, OR 97232. We will also be having our PIE Auction the same night. The board and all who wish to donate are encouraged to bring an auction item such as a homemade item or your choice. The Pie Auction will benefit the Mt. Hood Museum. The sale of beer at Lagunitas this year will be donated to the Far West Foundation. We will be donating all the beer proceeds as well as the \$500 that the Council has budgeted for this year. Peter, Linda, Chris, and Sheri are planning to preview Lagunitas before Dec 11. Andy Hobart has agreed to be our Auctioneer for the evening.

**Industry Memberships:** We now have 3 Industry members. Tom will talk to Dale Berg who owns Berg's Ski Shop in Eugene to join.

**PACRAT Race Night:** Hillcrest Ski shop will host the event on October 2. From 4:30 – 8:30. More information from PACRAT President attached to the minutes.

**Communications/Website:** Report attached to the minutes from Linda McGavin.

**Washington Clubs:** Sue and Linda will go to Seattle to meet with clubs on Oct 17 & 18.

**Convention 2020:** Note from Sheri. Our council needs to decide on a Goody Bag donation from the NWSCC. ie, whistles, luggage tags, Velcro ski straps (Tom will check on the straps), sunglasses. The next 2020 meeting will be Oct 21 from 10 – 12:00. Location TBA

**Updates:**

**Bachelor Blast:** Linda, see report attached

**Public Affairs:** Steve, see report attached.

**Director for the Longview/Washington Area:** No report.

**Director of Social Media:** Becki, see report attached.

Meeting was adjourned by Sue @ 4:30 p.m.

Respectfully submitted by:

Jeanne Reinhardt  
Secretary of the NWSCC

**October NWSCC Council Meeting: Columbia Night, 911 SW Broadway, Portland, OR 97205. 5:00 open shopping. Food at 6:00-7:00. Speaker at 7:00 then the drawing for door prizes.**

**Reports attached to September minutes:**

Social Media – Becki Robinson

Public Affairs – Steve Coxen

PACRAT Report – Peter Dodd, President

Communication Website – Linda McGavin

Bachelor Blast 2020 – Linda McGavin

Industry Memberships – Linda McGavin

Hello all,

Rod and I will be away during the next board meeting. Here is my Social Media report:

Upon learning about requesting permission to repost website articles from Sheri Parshall and learning to request photo permission from the recent FWSA Snowsport Leadership Academy, I am reaching out to our industry members and other ski related businesses. (Note, I am not concerned about posting from social media sites only websites and emails.) These are businesses that I have posted information in the past and hope to in the future. This has been a very positive experience. Many resorts/businesses have appreciated being contacted to ask permission and so far, all that have responded have given permission and some resorts/businesses enthusiastically.

Here is my list so far (note most were just asked 9/27/19)

**Approvals:**

Timberline  
Big White Ski Resort  
Kandarhar Lodge/WhiteFish  
Aspen  
SunPeaks Resort  
Hoodoo  
Mt. Hood Meadows  
Mountain Shop  
Mission Ridge  
Mt. Bachelor  
PowderHouse Ski Shop  
Race Place Ski Shop  
Pine Mountain Sport  
Berg's Ski and Sport Shop

**Waiting for responses:**

Whistler/Blackcomb  
Whitefish Ski Resort  
Evo Ski Shop (Seattle)  
Hillcrest Ski Shop  
Teton Gravity Research  
Warren Miller  
Crystal Mountain  
Mt. Hood Skibowl  
Stevens Pass Mountain Resort  
Red Lion Deschutes River  
Fairfield Marriott

If I have over looked anyone, please send me an email with a recommendation.

After I return from my trip next week, I will resume by contacting our Charitable Organizations, then the various ski clubs within NWSCC. At that time, I will be reminding our clubs about NWSCC social media sites and how I will be promoting their events this season. I will also be asking to clubs if I can do a spot light interview of a special contributing member in their club. I will mention the Woman and Man's of the Year Award for FWSA and provide the link to encourage them to send in contenders.

Social Media Report

Sept 30, 2019

Becki Robinson



### **NORTHWEST SNOWSPORTS ADVOCATES**

Steve Coxen, Director of Public Affairs  
Board Report September 30, 2019

The purpose of Northwest Snowsports Advocates is to inform and engage Northwest skiers on public issues related to ski area development, the environment, safety, and highway planning.

Recent Posts to Northwest Snowsports Advocates Facebook Page:

**Mt. Bachelor releases new Trail Map and names of new lifts.**  
(Posted September 24, 2019)

The map below, new for 2019-20, was hand-painted by renowned mountain landscape artist James Niehues. This is a preliminary version of the 2019-20 map, with a final version to be released in November.



**Ski Hall of Fame Induction Ceremony at Sun Valley, Idaho, March 24-28, 2020.**  
Four inductees below plus 4 more – Scotty Brooksbank, James Niehues, Greg Stump, Sherman Poppen. (Posted August 22, 2019)



Benjamin Finley & Arthur Clay



Johnny Spillane



Kit DesLauriers

NWSCC Board Meeting  
September 30th, 2019  
PACRAT Racing Report



**PACRAT ONLINE REGISTRATION**

PACRAT Racing's new online registration was activated on September 16th. During the first two weeks of activation 39 racers registered - much more than anticipated! All of last season racers have been sent emails announcing the registration site.

Additional benefits of the PACRAT online registration system are enhanced email capabilities and texting options for last minute race notifications.

**PACRAT FALL RECRUITING EVENTS**

PACRAT Racing will be attending SkiFever and Snowvana this fall to assist in recruiting new racers, and to promote our new online registration system. In addition, 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 PROMOTIONS**

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

**Hillcrest Race Night**

Hillcrest Ski and Sports - October 2nd, 2019

NWSCC Night at Columbia Sportswear

Columbia Sportswear Flagship Store - October 16th, 2019

SkiFever & Snowboard Show

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

PACRAT 101-West – Introduction to Racing

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

PACRAT 101-East – Introduction to Racing

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

**SNOWVANA**

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

PACRAT/NWSCC Bib Pick-Up Night

Lagunitas Community Room - December 11th, 2019

Peter Dodd  
PACRAT President

### **Communications/Website:**

Have updated the website multiple times, adding fliers, trips and calendar items and changing or removing item descriptions as they pass. Added article comparing ski passes that came from Emilio Trampuz.

Draft of the October newsletter is ready to go right after the board meeting, pending any changes that come up during the meeting.

### **Washington Club Presidents' Night:**

Multiple contacts with fairly nonresponsive Washington club presidents have lead to a lukewarm response. Beryl Simpson, President of WIHSKI Club, offered her house to host the meeting.

After the Convention meeting Chris said that Debbi Kor and Sheri Parshall wanted to go to Seattle, so I asked them both about the dates I had sent to the presidents. I waited for a week for Debbi to tell me her dates, and they didn't work out with what I had already put out to the Washington presidents. Debbi said she and Sheri would look at going after the first of the year.

I then offered two choices of October 17 in the evening or October 18 at lunchtime to the Washington presidents. The email told the presidents how successful the Portland Presidents' Night was and some of the topics we hoped to share with them. So far I have heard from 3 of the 8 local presidents about those dates. Sue and I are planning to go and provide some food and beverages and lead the meeting.

### **Bachelor Blast 2020**

Bachelor didn't respond for weeks to my request for group rates. We have bids from the 2 places which hosted the last 2 Bachelor Blasts – the Red Lion Deschutes River and the Marriott Fairfield/Towneplace Suites. I have pricing to discuss at the meeting. The Marriott properties will cost \$30 more per person than the Red Lion Deschutes River, where I can price the trip the same as last year (\$265). Calculations attached. Red Lion Deschutes River has sent a contract to rejoin as an industry member; I am still waiting to hear from Marriott Properties.

### **Industry Memberships**

Updated NWSCC's former industry database from 2+ years ago, sent out first email solicitation on July 21. Sent separate solicitations to current members on August 1. Have contracts from Big White, Kandahar Lodge, and Red Lion Deschutes River. Talked personally with Dave Tragathon of Meadows and John Burton of Timberline, and they said they plan to rejoin. I forwarded the September newsletter to the big four ski areas (Meadows, Timberline, Skibowl, and Bachelor) to show them that we are sharing news about their areas with our members. I will do that again with the October newsletter. Following up with more personal email solicitations to other prospects. Sue is visiting shops and talking us up and leaving fliers, and is also working on different people at Mt. Bachelor than group sales.