

Sierra at Tahoe Educational Foundation

Board Meeting Minutes

January 14, 2017, 1:00pm

Team Room

Present: Roger Ashton, Sue Perpall, Ryan Bryan

Minutes taken by Roger Ashton

1) Ryan presented a **proposal for a South Shore City Rail Jam** opportunity to take place February or March of 2018. The event would be to educate and raise awareness not to use City property to ski or snowboard on. Ryan discussed the concept with the City Manager and has received verbal conceptual approval for the program. The venue would include a temporary constructed urban rail jam park and possible snow sledding course, all set up for competition for any age group. It would be a joint venture between the City and the Foundation and Sierra at Tahoe. The City would pay for a substantial amount of the cost and the proceeds would go to the Foundation. The event would take place at Champions Plaza or another location as agreed upon. The event is projected to provide \$5,000 income to the Foundation.

Action items; 1) need to get Sierra buy in from Marketing (Steve Hemphill) and Park Crew manager.

2) Roger to get a **Foundation mail slot at Sierra at Tahoe**. We feel that we might get a higher receipt of dues / checks if they are sent to the Mountain instead of a South Tahoe PO Box. Dan Moore has already advised that all checks can be sent to the Pass Office where they will be collected.

3) A **fund raising company, Great American Opportunities**, has contacted Sierra at Tahoe to see if they are interested in partnering. Dan Moore has passed that information on to Roger to see if the Foundation would be interested in getting involved with the company. They offer over 30 different products. The Foundation would keep 50% of all sales. This could be an online store with our website. Contact information: Paul Olson, Great American Fundraising, 775-420-1494, Paul.olson@gafundraisng.com

4) Ryan and Roger are working on **website issues** for improvement.

A) photo uploading

B) access to control centers for all types of devices.

C) multiple athlete registration

D) add Timeline photos

E) add credit card link to bank account for online purchases

F) Ryan to add Bylaws to the website.

5) Ryan to put out a **reminder email for the \$100 fee** due on 1/30/17.

6) Roger to make a call to the **Sierra Avalanche Center** for possible educational presentation.

7) Someone should check with Jeremy to get **status of Impact concussion testing**.

8) **Next Meeting:** possibly on Sunday 1/29/17.