

Sierra at Tahoe Educational Foundation

Board Meeting Minutes

February 18, 2017

Team Room

Present: Roger Ashton, Sue Perpall, Ryan Bryan, Silke Rover, Dan Moore

1) Communications Review

Website:

- The website is working fine – as it is a new tool, some areas still need improvement.
- Not all coaches have registered for the website yet. Dan will bring this up at the next coaches meeting. Coaches can use the website to contact their teams. Some coaches use different ways of communication at the moment and we need to see over time if the website will become an established tool.
- Many athletes are registered on the website. Once logged in, team members can contact a coach via phone or e-mail.
- The volunteer function is a work in progress. Jobs will be listed as events for family members to sign up for and event coordinators will report back to Ryan to confirm served volunteer hours. For USASA events, family members will sign up through www.usasasouthtahoe.com or directly through <http://signup.com/go/FPdSSy>
- Ryan will make a change to the website so that parents can upload photos.
- SATEF by-laws have been loaded to the website (accessible at sierrateams.org at the very bottom of the page).
- Put calendar of events on website.
- Put a timeline with photos on website.
- Put board minutes on website.

E-mail:

- Ryan and Trina have been able to use an e-mail list provided by Dan to contact team families about membership fees and sweatshirt orders and have gotten a good response.
- Dan has been sending out regular team updates via e-mail.

Social Media:

- Roger is the current Facebook Sierrateams administrator. As Bridjet Orr is the overall administrator of this FB site, she will need to add all board members as administrators, so that we can all post info.
- Ryan will teach board members how to put information on the Sierrateams.org website in about 2 weeks.

2) Financial Review

- 35 families have paid their \$100 membership, thus \$3500. Ryan will go through e-mail list and see which families have not paid yet. We will then decide if they should be called and by whom. We need to find out from Dan how many athletes there are vs families.
- SATEF will soon receive their share from the Snowsports Week.

- We decided that the BBQ on April 16th will be free for families that paid the membership fee. Other people will have to pay \$5 per person.
- \$1400 were spent on Sweatshirts.
- The board decided that we should have a second person listed on the bank account in case Sue will not be available. Silke will be the second person. Checks will not have to be signed by two people.

3) Fundraising Opportunities

- Paul Olson online store for SATEF – we will receive 50% of sales. Go to www.gaschoolstore.com and set up an account for adult and athlete. Use online ID 4854691. Your student (athlete) will then receive a Students Online ID. Go back to the www.gaschoolstore.com website and click on Shop Now. Here you can choose your items (anything from jewelry, magazines, etc. and other not ski sport related items).
- We discussed Beer Gardens as fundraising opportunities. Dan will check with Sierra food and beverages department if we can have one at the BBQ. As far as we understand, a beer sale cannot happen on Sierra's footprint (such as on a deck) but down on the snow. We will need to acquire a liquor license for the event.

4) Membership and Benefits

- As mentioned above, almost all families have now paid their membership fee.
- Each family will receive 1 free sweatshirt.
- Each athlete will receive 2 Sierrateams stickers (we decided on two different colors to be printed).
- Ryan will continue working on ProForms as families have expressed great interest.
- We are working on other new membership benefits such as a possible reduced class fee at Inversion Gym (see below).

5) Upcoming Events

Freeski/ride

- (Saturday, Feb. 25: Halfpipe at Sierra – got moved to March 5)
- Sunday, Feb. 26: Slopestyle at Sierra
- March 5: Halfpipe at Sierra
- March 12?: Banked Slalom
- Saturday, April 15: Buckle Up Big Air event
- Sunday, April 14: SATEF BBQ

Alpine

- March 5: for Tahoe league U10, PGS at Sugar Bowl; U12 and older, PGS at Heavenly
- March 9: World Cup Parade for the opening ceremonies at Squaw Valley. Sierra Alpine Race team athletes will wear their team jackets and represent the Sierra At Tahoe team.
- March 18&19: finals at Diamond Peak for the U10 PGS, and PSL and Sugar Bowl for U12 and up

6) Volunteers Opportunities:

- Sue will send out an e-mail reminder for volunteering for upcoming events.
- USASA events – sign up via usasasouthtahoe.com
- Team room clean-up.
- Pick up monies collected at Snowsport Week ticket sales places.
- Sweatshirt “sales” on 2/25-26 weekend with Trina.
- Sweatshirt deliveries to families that didn’t pick up on above weekend.
- Buckle up event.
- Plan Season-end BBQ.
- Volunteer at BBQ

7) New Business

- Athlete McKayla Kellogg qualified in Mammoth for the Rev Tour 2017/18. Can SATEF cover \$120 for coach Jason to pay for a USSA coaching certification? We spoke about this with Dan and he explained that the resort usually covers coaches’ certification costs.
- For boarder and ski cross, a roller cork attachment is needed for waxing purposes and SATEF will pay for it.
- South Shore City Jam: Ryan got a confirmation that the city will support an urban rail jam and sledding event. As it takes six months for an application to shut down a city street, the city suggested to use Bijou Park free of charge. Several things have to be researched and put into place before a possible event in March: insurance, marketing, and Sierra park staff to build features and lend equipment (need to talk with Sierra management)

8) Old Business

- Concussion Impact Training (update since board meeting): Silke has been in touch with Jeremy Vandehurst from Barton who set up the testing for SATEF athletes. So far, 8 athletes have attended a testing time. He says that having athletes do the testing at a testing time with a reliable computer and a person that knows the program will give much better results than having athletes do the testing at home. Athletes need to be rested and undistracted. Silke spoke with Dan and we think we will need to pull a few athletes each training day to get the testing done at Sierra under Dan’s supervision. Silke will keep speaking with Jeremy to get his guidance. The testing is for athletes 12 and older. A different program can be used for 5-11 year olds but it will have to be taken on an iPad.
- Inversion Gym / Coaches Survey: Ryan and Silke developed and sent out a coaches survey to solicit input from coaches toward setting up a SATEF supported dryland training class for member athletes as well as get input on other wishes for SATEF. Ryan has spoken with several coaches but hasn’t received any written survey answers. We briefly spoke about the Inversion class and decided to ask Amy Thompson for a block of time to be used for Sierra athletes.
- Video equipment: Dan will remind coaches to use video equipment (take cameras out and film and show footage on screen in team room). If the equipment is well adopted, maybe more can be purchased in the future.

9) Board Member Tasks:

General tasks		
Collection of income	Sue with help of rest of board	
Mailbox check	Roger and Sue	
Volunteer tracking	Ryan	In contact with Bridget from USASA and other event leaders
Facebook	Roger	will provide access to all board members
Website development	Ryan	
Website postings	Ryan and all board members	will provide access to all board members
Website photos	All and parents	
Follow up on Concussion Impact Testing	Silke	
Press coverage	Roger Sue / Ryan	Roger will contact Ryan Hoffman (editor of Tribune) Sue and Ryan will speak with Thea from Sierra Marketing Needs to cover all 3 areas (alpine, freeride and freeski).
Inversion Gym contact	Silke	
Sweatshirts	Trina	
Team Stickers	Ryan	
Coaches survey results	Ryan	
Proform development	Ryan	
Flyer distribution	All	As needed
Events		
Alpine races	Carl	(Might not be able to do more this year.)
AMBBR	Roger	
Rock Tahoe ½ Marathon	Silke	June 17 th ; Contact is Jason Collin Silke already contacted him
Snowsports	Sue	Done for this year (report volunteer hours)
Beer Gardens	Roger, Ryan	Drakes offered to participate
Season-end BBQ	Roger, Silke	

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11) Next SATEF Meeting
TBA

Meeting adjourned at 1:15pm.