# Minutes of CMAC Board Meeting 6:00pm 10/20/14

# Held at Yankee Grill, Renton

## Present:

Alan Lauba

Angela Neiman

Brian Janssen

Dale Koetke

Dave Thomson

Fred Wurden

KC Holm

Kelly McCann

Mara Rendi

Mary Egan

Paul Stamnes

Peter O'Kane

Tom Honeybone

# Reporting / Action Items

## Approval of minutes

**Motion** to Approve Minutes of September 15th Meeting: Proposed by Tom Honeybone & Seconded by Paul Stamnes, Approved Unanimously

## Director’s Report

Written report circulated

28 kids + 4 coaches going to Colorado camp

Staff Update: Hillary Tupper recruited to assist Mike Dahlem with two day U12 program

Registration: Although some programs behind budget, strength in key areas is there: specifically U12 two day has 13 kids

Hill preparation: Progressed extremely well. Some more work will be required next spring. Very clear to the mountain that we are serious about improving the facilities.

Goal Setting: disappointing response to Alan's request for U14/16 athletes to submit their goals for review. **Action** Alan sending out 1 more request.

## Program Administrator’s Report



Overall registration $35K below budget

Dale's theory is that Saturday program below budget due to excessive volunteer commitments. Requirements will stay same this year.

**Action**: Dale to confirm with April how many volunteer days are required to actually run our program

**Action**: Board to reconsider volunteer commitments for 2015-16 season

Mara had feedback saying that coach rotation, power outages & bad weather at Sally McNabb race led to folks not signing up for Saturday program

**Action**: Mary to put together some flyers / boards to publicize CMAC at Mercer Island Ski Swap Nov 8th. $50 discount on day of Ski Swap only

Consensus that Volunteers should be given small reward: eg 1 day ski pass

**Action**: Fred will raise with the Mountain in conversation regarding concession agreement

Kelly emphasized that the quality of the coaching is the critical determinant esp. for Saturday Prep. Alan believes that we now have good supply of coaches so he can hold them accountable for showing up

Facebook equipment swap has 120 members - proving better venue than the web site which will be retired next year/

**Action** John Jendrezak to test assemble start tent - BrianJ will bring it down

Sponsor list – Brian / Peter working on this

Insurance Renewal – Angela working on this

Race Admin - Dale getting Louis to progress

Owner for Ski Swap: Angela offered to lead it - primarily folks show up & do self-serve

Owner for Trophies: Dale checking with John (Mary offered to assist if required)

Mara offered to be board interface to Hillary O’Hara to assist with U12 Championship

## Workgroup report outs

Fred articulated requirement for each working group to identify 1 metric that would define success for that workgroup. The goal is that the metric can be tracked over the course of the season with a report on progress at the CMAC Banquet next spring.

### *Talent & Development (covers Athlete, Coach & Parent)*

**Status**: Now have Alan & Scott's plan for the season

**What's next**: focus on defining metrics

Kelly has talked to Scott and has Scott's complete schedule to cover coach development - **Action** Kelly to mail to board

Brainstorm around possible metrics. **Action** Kelly to propose 1 or 2 metrics and concrete plan to track at next board meeting

What would be definition of successful outcome?

* Shoot for 95% attendance at coach’s clinics + feedback from parent surveys

Potential metrics:

* Track participation in video feedback to coaches
* Alan's comment: we know when coaches are bought in vs doing their own thing. Can this be quantified?
* % athletes completing their goal sheets -
* Coach accountability + Touchpoint with the athletes

Question from Fred: What is USSA doing to assist clubs? Can we take advantage of it? Concern that it's not very well organized. Had opportunity at U14 Champs last year to really show leadership - but didn't work out well.

Comment from KC: Winners of Skills Quest didn't correlate to race winners.

### *Operations – (Brian D not present)*

**Status**: **Action** BrianD update at next meeting

**What's Next**: **Action** BrianD update at next meeting

Metric of success: Survey based - Parents felt informed - specific question on the annual parent survey

Insurance Limits: CGL $5m - appears to exceed requirements of Concession Agreement, discussed who & what is covered - biggest issue is snow mobile. **Action**: Angela to provide email summary of agreement this week

Trailer: Need sponsor to give us a trailer for the season. Paul is investigating possibility of line of credit for up to $50K.

Hill Prep Update: Clearing & Shacks progressing well. Need new breaker panel and more power outlets. Need Thermostat. Plan to give Brian Bielaski & Bob Nieman a gift card for their help.

Water System Design for snow making on Gold Hills: Next Summer.

### *Community & Feedback - KC*

**Status**: Program sign ups pretty much done & KC has list of participants

**What's Next**: **Action** KC to mail community program schedule update to all participants

Metric of success: Survey based - specific question on the annual parent survey

Alumni Program: Need to have the list to enable the fund raising. Suggestion free Alumni Race with a few beers. **Action**: Alan, Dale forward old email rosters going back several years to KC

Suggestion start Facebook Alumni page.

### *Financing & Fundraising* – Peter/Brian J./Paul

**Status**: Brian sending thank you notes to sponsors.

**What’s next**: Need to brainstorm ideas on how to make sponsors feel there's more value

**Action** Paul - identify the 1 most important metric for budget,

**Action** Brian - identify the 1 most important metric for fundraising

Budget Metric of success: Balanced budget - operationally staying within budget, transparency - reporting out @ banquet, maybe monthly / quarterly, report the # volunteer hours invested

Many ski teams not funded entirely by program fees - fund raising is big part of operational budget

Fundraising Metric of success: more consistency in sponsorship revenues, fund-raising for FFE

Suggestion - Sponsor logs in the start houses

Lynne suggested we adopt bill.com - allows online check signatures - $50 per month - is there lower cost alternative? **Action**: Paul to ask bank if they have alternative.

# New Business

Concussion Testing: **Action** KC should communicate dates for the concussion testing - this weekend (Tukwila) & next (Seattle). Needs to be re-done every 2 years.

# Adjournment: 8:02 p.m.

**Motion** to adjourn the meeting: Proposed Brian Janssen, Seconded Peter O’Kane, Approved Unanimously

# Next Meeting: Tues Nov 18, 6pm

Mercer Island Community Center, 8236 SE 24th Street, Mercer Island, WA 98040