

EVERETT MOUNTAINEERS

EXECUTIVE COMMITTEE MEETING

OCTOBER 16, 2007

ATTENDEES: Matt Vadnal, Bernadette Lamarca, Penny Barker, Rick Proctor, Pam Dalan, John Laggart, Sandra Ingalls, Russell Dills, Forrest Clark, Evan Moses, Mark Bodtker, Bill Deters, Jordan Roderick

Meeting started at 7:05 PM with introduction of everybody present.

CLUB'S STRATEGIC PLAN – Bill Deters

- Club has a unique orientation to recreation
- Foremost NW outdoor recreation club
- Stewardship of the outdoors
- The gap
 - Membership decreased by one third
 - Finances are weak – deficit for the last five years
 - Competitors are better
 - ✓ REI outdoor courses
 - ✓ WTA dominates hiking and trail maintenance
 - ✓ Commercial guidebooks business has competition
 - Average Mountaineer is 48 years old

GROW THE MOUNTAINEERS

- Goal is to have 15,000 members in 2012
- Adapt courses to busy lifestyles
 - Standardization
 - Modularization
 - Shorter courses
 - More options for making up lectures and field trips
 - Standardize course materials for all branches
- Bring in families
- No increase in dues for the rest of the year and 2008
- Use recreational resources to its full potential
- Recreational properties
 - New headquarters should be finished by the end of June 2008
 - Budget moneys for a consultant to work on a new business plan analysis for the Snoqualmie property, which will focus on outdoor recreational learning center instead of a base camp
- Annual membership survey

SOUND GOVERNANCE AND FINANCES

- Goal - \$20 million in revenue by 2017
 - Balance budget through revenue growth
 - Develop charitable fundraising
 - ✓ Needs to be public-oriented
 - ✓ Focus to become more 501-C3; 1/3 of activities already fall under 501-C3
 - Review governance
 - ✓ Eliminate all Board of Trustees
 - ✓ Board too large but inefficient
 - Seek great leaders for the Board
 - Empower the staff
 - Hire staff as needed

HOW YOU CAN HELP

- Read the strategy and act on it
- Embrace change and growth
- Spread your good ideas
- Bring a friend
- Sponsor a young person
- Lead a beginners activity
- Volunteer for a conservation activity

SPC LOCATION, MODULARIZATION – Rick Proctor

- Partnering and working with other branches toward more accessibility on courses

LLL FOUNDATION – Sandra Ingalls

- Application form is ready
- Completed incorporation of the 501-C3
- New member on board – Dennis Miller in charge of accounting
- T-shirts for sale at the Awards Banquet

ONLINE LEARNING ISSUES – Pam Dalan, Bill Deters

- Nancy LaMont is working on online learning for the didactic part of the Scrambling course
- MOFA/MOFAR – lecture part will be done online but still have to take and pass the skills test
- Club wide – a new media intern is developing ideas on how to take the instructional materials on Freedom to the next level
 - Video games
 - Turn climb leaders into stars for a documentary film

8:30 – BREAK

IMPORTANT DATES – Matt Vadnal

- October 31 – Campus Awareness Day at Everett Community College
 - Event will be indoors 1:00 – 3:00 PM
 - Emphasis on winter sports

- Recruit/attract new members
- November 3 and 4 – Mountaineers promotion/recruiting table during REI big sale event
 - E-mail committee chairs to have brochures ready for hand-outs at the event
 - Volunteers needed 10am – 9 pm on the 3rd; 11am – 7pm on the 4th
 - Contact Sherri Chisarik to sign up
- November 7 – branch meeting
 - Focus on winter courses
 - Invite Herald staff to the meeting
- November 11 – Annual Awards Banquet
 - List of awardees needs to be turned in to Evan by October 30
 - Evan working on getting donations for our door prizes
 - Encourage people to register by check
 - Notice posted in the Climbing Forum on the main website
 - Nominate someone for the Larry Ingalls Distinguished Service Award recipient – send nominations to Sandra Ingalls by October 31 to have enough time to engrave recipient's name on plaque
 - Need Ken Nelson award recipient turned in
 - Matt to send out a branch-wide e-mail regarding the banquet
 - The following were moved, seconded and approved
 - ✓ MOFA will pay from Brian Booth's banquet fee
 - ✓ Invite Bill Deters – banquet fee to be taken out of Administration budget

COMMUNICATION, SOCIAL, MEMBERSHIP

- Disconnect message phone – not cost-effective at \$75 per month
- Put contacts'/officers' email/phone number in the Go Guide – moved, seconded and approved. Yes/no deadline by November 10 to Russell Dills
- Post jobs to get volunteers
- Get volunteer list from Rick Proctor or ask Rick to send out the volunteer list to officers/committee chairs

NAVIGATION

- Dennis Miller is new head
- Deal with Navigation people in Seattle; make sure that our course meets their approval and that they will recognize our Navigation course for reciprocity
- Moving Navigation site to Camp Brinkley and Camp ? (ask Evan)

WINTER WILDERNESS TRAVEL

- Ten essentials
- Leave No Trace
- 2-hour course bi-monthly
- Give responsibility to the Hiking committee

TRIP LISTING – Matt Vadnal

- Require Everett trip leaders to list outings on the club website – tabled at last meeting; tabled again

- Web people are still working on fine-tuning trip sign-ups on main website
 - Concerns over capabilities of those who sign up for trips like scrambling and climbing
- We still want to maintain our own identity as a branch

OTHER ISSUES – Matt Vadnal

- Schedule a communications, social and membership joint meeting – these three committees impact operations
- Cascade High School teacher asking the Mountaineers to give a class on hiking, backpacking, climbing to the Special Ed students
- Update or re-create history files; Sandra Ingalls has a filing cabinet full of Everett records
- Venue for meetings – Snohomish County Admin building
- Meeting schedule for 2008 – 3rd Tuesday quarterly
- Budget meeting – June 2008

BANFF FILM FESTIVAL 2008 – Forrest Clark

- First meeting on October 17 at 6:30pm, Admin bldg, 1st floor SW room
- Matt had a meeting with Richard Kennedy and got some good advices on how to set up the Banff Film Festival
- Forrest has 6 venues in mind – need volunteers to take a physical tour of these venues
- Next meeting – November 7 at 6:15pm at the church before the membership meeting

LOTM – Forrest Clark

- 2008 schedule is few and far between
- Workshops scheduled
 - Water bar
 - Crew leader training
 - Tool sharpening – November 4
 - Trail maintenance
 - Crew leader
- Events scheduled with the following agencies
 - Snohomish County Parks – November 17 trail maintenance at Lord Hill
 - Skykomish Ranger District
 - Darrington Ranger District
 - Washington State Parks
- Need a director for Lookouts – if no volunteers, the lookouts will be shut down for a year so the committee can focus on getting funds and working on the Banff Film Festival

Meeting adjourned at 9:40pm. Next meeting – 3rd Tuesday in January 2008