



2010 Fall Board Meeting Minutes

Meeting Logistics:
October 17-19 2010

Preparation / To Dos:

- Board Agenda and Minutes
- Review Interim Strategic Plan
- Review Staff and Committee Reports
- Review Financial Report
- Review Other Supporting Documents

Board Members:

Erik Marter, Keith Jacobs, Michelle Hepler, Gary Cwidak, Josh Tod, Sarah Oosterhuis, Jamie Barrow, Jeff Boeke

Absent: Jim Wall, Jen Stanchfield
Quorum present

Others Present:
Executive Director, James Borishade

Proceedings:

Meeting called to order at: 8:45 am

- I. Review Minutes from Prior Meeting
 - a. **A motion was made and carried to accept the August Minutes, as amended, to include Jamie Barrow's presence.**
- II. Financial Report
- III. Staff Report
 - a. 2008-2009 By Laws need to be updated and sent to Delaware;
 - b. Interim Strategic Plan – needs to be reviewed and either adopted or not
 - c. Committee Chair Mtg; define relationships and roles, board liaison roles are to advocate for committees/board, clear intention of meetings; needs to be documented
- IV. Committee Reports
 - a. Canopy/Zip Line Tour Committee:
 - a) ACTION REQUEST: Considered request, we are making significant changes in our standards at current time; once we are ready with ANSI; we will suggest committee research on 3 sources/quotes for having standards translated into other languages at a later date. Currently research other alternatives to solve the problem.
 - b. Conference Committee:
 - a) After further research, final decision will be made about the Nevada Region

- b) Conference committee will be responsible for finding the Keynote Speakers for conferences. Board will make final approval from selections presented.
- c. Consensus Group: No report submitted
- d. Ethics Committee:
 - a) ACTION REQUEST: Awaiting legal review
 - b) Board entered closed session to discuss Ethical Issues
 - c) Board ended closed session
- e. Government Relations:
 - a) ACTION REQUEST: Tasking staff to come up with plan to implement transition of government relations from volunteer responsibility to staffed positions.
- f. Installation Committee: No action items
- g. Membership Committee:
 - a) ACTION REQUEST: great foundational start.
 - b) Please divide list of survey completers requesting to be contacted for follow up, and give to appropriate committees. Anyone where there is uncertainty about appropriate placement, you (membership committee) contact to get clarification and distribute
- h. Op/Cert Committee:
 - a) ACTION REQUEST: seek additional members with canopy / zip line tour backgrounds
- i. PR Marketing Committee:
 - a) ACTION REQUEST: board liaison will contact committee about having all logo submissions submitted through hatchwise.com. Public announcement about entering contest
- j. PVM Symposium Planning Committee:
 - a) ACTION REQUEST: Board requests 30 minutes for sharing vision, 1 hour for breakout sessions (Certification and Work Safety Group/PVM Accreditation models simultaneously) Association Business on Tuesday afternoon
- k. Review Committee:
 - a) ACTION REQUEST: Review the Recommendation for Outdoor Specialists Pty Ltd
 - b) **A motion was made and carried to approve Outdoor Specialist a PVM for installation and inspection.**
- l. Research Advisory: No report

V. Board entered into closed session

VI. Board ended closed session

VII. **Old Business**

a. Previous Meeting Action Items

a) Agreed to use multi-lingual options on webpage.

b. **Tabled discussion around membership use of logos until new logo is approved, intranet and interim strategic plan have been approved**

c. Goals for 2010; Complete Visioning process

d. Work group established to compile and develop overall Association Policy Manual to include

a) Pvm policies and procedures

b) Membership policies and procedures

c) Board Policies and their procedures

d) Committee Policies and their procedures

e) Staff Policies and their procedures

f) Conference policies and procedures

g) ANSI procedures

e. Keynote Speaker Karl Rhonke for 2011 and a prospect in place for 2012; Conference Committee will now submit names to be approved by the board.

f. Interim Strategic Plan

a) Reviewed and discussed proposed interim strategic plan as presented by Executive Director

b) Request a cross check all definitions between final Government Relations Position Paper and Strategic Plan; include sub-definitions (challenge course/challenge course technologies)

g. Board Decision Timeline

a) Conference (1st day after elections); Officer Elections, Welcome new members, roles and responsibilities, policy manual/review exchange, set calendar for meeting dates, committee appointments, board contact information collected, basecamp updated, establish mentor/mentee relationship, debrief conference issues;

- b) Spring Meeting (April, 2-day in Chicago); Summer Symposium Content, Budget, Association Business; Dues and fees discussions, Committee Reports
- c) June meeting; phone call for Budget approval
- d) Summer Meeting (August, full or ½ day prior, ½ day after): Association Business, Committee Reports, Election Review and Recruitment, Keynote Approval; ED Review
- e) Fall Meeting (1 ½ - 2 day, October): Visioning and Strategic plan; Association Business, committee reports, Leadership and BOD Development, Conference Schedule and Presentations (board obligations), Awards
- f) Last meeting, prior to conference start (1 day, prior): Next conference site region selection, goal setting for new board, mtg with committee chairs, Election/Annual meeting
- g) Occasional conference calls as needed (Spring/Winter)

VIII. **New Business**

a. PVM Conference Sponsorship

Board decided this policy needs to be reviewed; there will be a group including 2 board members (1 non-pvm and 1 pvm) and representative from conference committee and PR marketing committee to work as a task force to review current policy.

The board will task conference committee with finding items within conference structure to be sponsored.

b. Intranet Update and Demonstration

Discussion around importance and getting finding solution in order to transition Consensus Group first, and then follow up with the board and remaining committees

c. ACCT Multiple Streams of Income

Suggestions from previous work group: Challenge University, Advertising on website and in Parallel Lines;

Additional suggestions include standardizing forms that the industry is using, and then selling them (print on demand); online classes; video conference sessions and package them to be sold. Trial experience this year with 1 or 2 video sessions and use as promotional streams on website for selling conference registration in Boston

d. Membership Benefits

Reviewed benefits/levels documentation provided by Membership Committee; Board Liaison will take responses information back to committee.

e. **Industry regulation and advocacy**

f. **Advertising Association (Consider proactive potential association marketing opportunities within ski area management and other location.)**

g. **Service Marks and Trade Marks**

h. **Dues increase and structure**

A motion was made and carried to increase dues for PVM Membership from \$1500 to \$1800 from Organizational Membership from \$250 to \$275 and Associate Members from \$75 to \$85, effective January 1, 2011, with an explanation letter from the Association Treasurer.

i. Operating Norms for Board Emails

Use email for general information and scheduling, simple discussions. Speak up and request conference calls or table discussions for face to face meetings for in depth, complex situations.

Board entered into closed session

Board came out of closed session

A motion was made and carried to immediately suspend the status of a PVM in current ethical grievance, as stated in the letter from board chair, dated October 19, 2010.

One Board Member abstained

Rebranding

1. No name change. Need to create a tag line
2. New Logo Development
3. Website redevelopment
4. Create framework to present at symposium, including details reflecting information around plan

Certification

1. Create a plan to present the "why's" to PVM membership; follow up with breakout session

Government Relations

Charge staff to research and put together a proposal on moving forward with paid staff position managing government relations. They will engage the Government Relations Committee and the Position Paper Work Group for support.

PVM Accreditation

1. Charge staff with task of bringing options for the third party reviewer back to board for approval.

IX. **Housekeeping/Action Items –**

- a. Next Meeting Date: Monday, January 31st, 2:00- until; Tuesday, February 1st, 8:00 am – 12:00 pm; Sunday, February 6th, 9:00 am – 1:00 pm (lunch ordered in)