

Olympia Branch Council, The Mountaineers

Minutes

13 December 2017 / 6:00 PM / Olympia Center Room 100

ATTENDEES

- Officers: Siana Wong, Marko Pavela, Greg Lovelady, Kim Pohlman, Dee Ann Klein, Sharon Lang
- Guests: Bob Keranen, Doug Hansen, Ken Nelson, Amy Nelson

Meeting called to order at 6:11pm

Introductions Approval of October Minutes, and Follow up on Action Items – All

- November minutes were approved as presented.
- Shelving was redesigned so the climbing box is no longer in the way of other supplies in the storage unit.
- Siana Wong and Dee Ann Klein will get together after the holidays to work on the social committee.

6:14pm Banff Discussion - Ken and Amy Nelson

- Ken and Amy Nelson are stepping down from hosting Banff next year. They have offered to mentor the next person to take this on. The branch council will need to find a new person to host Banff.
- Ken will share the final totals with the branch council, and said Saturday sold out and Sunday was close to selling out.
- Discussion took place on looking into utilizing a bigger theater for Banff and a daytime event geared towards families. Marko will look into our options.
- The Banff committee now consists of Mike Riley, Siana Wong, Dawn Thomas, Janette Zumbo, Scott Carlson, and Wes Neal.

6:48pm Equipment and Storage - Marko Pavela

- Marko Pavela reported that he received two responses to the ad he created for technical equipment manager. David Geeraerts replied that he would fill the position only if we did not find any other volunteers. Sergey Frolov also expressed interest. All agreed Sergey would be a good fit.

- Curt Rosler requested to step back from managing the storage unit. Marko will reach out to Curt to find out more about what all is entailed.
- In discussing new duties, Bob Keranen brought up that there are five different Facebook sites we post activities and information. He also manages a Meetup page for the Mountaineers with Nancy Lloyd. He noted that it's been difficult to keep up on the page and thought it would be a good idea to recruit some help; specifically Donna Kreuger and Regina Robinson.

7:05pm Policy Manual Update - Marko Pavela

- A great discussion took place on the committee and branch policy manuals crossing. Siana and Greg Lovelady will work on giving guidelines on how to develop the manual and examples of minimum standards. A memo will be drafted and brought to the next meeting. The council will act as the editing group once all committees turn in their policies.

7:30pm Officers Reports - All

- **Greg Lovelady, Director:**
 - Greg gave background on the Mountaineers Board of Directors, which is composed of up to 9—directors— at—large (approved by the board), 7—branch representatives (elected by the branches), and 8—officers (elected by the board).
 - Leadership has been discussing the unique challenges of our smaller branches, considering by—laws changes to make it easier for them to survive. Perhaps call them “satellite branches.”
 - Strategic Plan: Vision 2022 is nearing completion in January 2018. It is currently based on three pillars: Mountaineers will be leaders in outdoor education, will engage future Mountaineers, and will advocate for wild places.
 - A report of the feasibility of fund raising to fully implement the new plan is under development. This campaign calls for funding in addition to our budget, above status quo. The strategic plan draft calls for spending additional millions on new initiatives including, program centers in Everett, Foothills, South Seattle, Olympia; Progressive Climbing Education; eLearning; culture of inclusion; resident camps; gear library; family programs; etc.
 - Current and potential donors will be surveyed to see if the money will be there. Need to first refine the campaign vision and scope via interviews, focus groups, and on—line surveys. This will help respond to donor questions. Eighty percent of nonprofits end up reducing their requests;

20% cancel their campaigns because the lack of interested donors, so it is important that an organization's board and membership lead by example by investing with a personally meaningful gift. This can be paid monthly or annually over 3-4 years. Generally, a board should pony up at least 5% of the target.

- Elizabeth Lunney reported that the summer 2017 Member Survey showed all ratings were "good-to-excellent." There were 680 total responses with the lowest ratings for diversity, inclusiveness, and unity; examples include unwelcomed lack of respect jokes especially regarding gays and women. Education scored the highest. Greg explained how to post a complaint under the contact us section on mountaineers.org.
- Our annual Breakfast and Gala will be held in April. These are our biggest fund raisers. Speaker for the Gala will be climber Lynn Hill, free and sport climber. She free climbed El Capitan's Nose in 1993.
- **Kim Pohlman, Treasurer:**
 - The Telluride screening turnout was lower than expected. Our cut of the proceeds was \$1,415. Last year we brought in \$3,013. We didn't have nearly as much promotion as last year. There also was no outreach to the schools.
 - We need to look into Telluride more and consider the Banff committee to also manage Telluride. If we book for Telluride again, we need to make the decision by spring.
- **Dee Ann Klein, Social Chair:**
 - Flyers have been created for the open house event. Dee Ann will send a reminder to the committee chairs to be sure everything is together.
 - Dee Ann showed the council some changes she has made and would like to make. She has been working with Jeff Bowman on the changes. She is going to add buttons for courses and activities and clean up the committee pages so they are more uniform.
 - Dee Ann is working to put a banquet committee together around February. She asked for name suggestions. Dee Ann also asked for thoughts on speakers. TJ Walker from WTA magazine and Dan Evans were suggested.
- **Sharon Lang, Secretary:**
 - Sharon has been working on a few SOPs and has saved them in the council Google Drive account.
- **Marko Pavela, Chair Elect:**
 - Nothing additional to report.

- **Siana Wong, Chair:**
 - Siana reminded everyone of the dinner meeting with Tom Vogl on December 20th.
 - The activity summit was successful. 16 people attended and Siana received a lot of good feedback on the brainstorming activity she presented.

- **Bob Keranen, Member:**
 - Bob reminded everyone of the used gear sale on February 13th. He also mentioned that events on the calendar must be published. Sharon noted she could share her SOP on how to post to the calendar with all activity chairs.

Meeting adjourned at 8:18pm.

Action Items:

- Marko will work on finding a new Banff warrior.
- Ken Nelson will create a timeline that gives direction on when to make Banff arrangements. He will present to the council upon completion.
- Marko will reach out to Sergey regarding the technical equipment position.
- Marko will connect with Curt to find out more about what managing the equipment storage unit entails.
- Bob will gather information and bring back to next council meeting to determine what we'd like to do on the meetup page.
- Marko will informally let all committees know a request to update policies will be coming.
- Greg and Siana will draft an official email with guidelines on how to develop the manual and examples of minimum standards.
- Kim will look into booking Telluride for 2018 and get back to the council.
- Sharon will develop an SOP on how to create a blog on the mountaineers.org website.
- Sharon will share an SOP on how to post to the calendar with all activity chairs.