

## Olympia Branch Council, The Mountaineers

# Minutes

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13 NOVEMBER 2019 / 1800 / Olympia Center

### ATTENDEES

- Officers: Bob Keranen, Doug Hansen, Beth Peden, Greg Lovelady, Neal Kirby, Virginia Haas
- Guests: Steve Foster (non-member) and Tristan Steed

Meeting called to order at 1958

1800 Introductions/Welcome Guests

1801 – Approval of OCTOBER minutes – All

- ALL APPROVED

TIME – Follow-up on Action Items – All

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1804 – OVERVIEW OF THE LEADERSHIP DEVELOPMENT FUND IN OLYMPIA - TRISTAN

- Twisty gave an overview of the program that he ran last year for Beyond Basic up in BC with Squamish guides
- Twisty wants to do it again this year and wants to expand this to all leaders that lead rock courses/climb/trad experience leaders **asking for \$500** contribution from the Olympia Branch.
  - o 2 month application process
    - Limit it to confident 5.6 trad climber already
  - o Under budget process this year they would like the Branch to contribute some dollars
  - o Olympia Branch's climbing budget conversation with Mike Riley found that we have the money for \$500 in the climbing budget for this.
- Bob gave an overview of the leadership development fund and the programs center funds

1817 – BANQUET REVIEW - VIRGINIA

- Sold 140 tickets.
- The speaker sold out of her books.
- Taking care of final invoices.
- Expenses compared to last year are close but this year food costs were more.
  - o \$1000 total went to the speaker

#### 1820 – BANFF UPDATE - MIKE RILEY/BOB K.

- Posters going up around town.
- Outreach to The Olympia did not get a response so I'll try again this week.
- If anyone needs posters, they are at Doug Souliere's printing shop, Graphics Communications on Columbia St between State and 4th.

#### 1822 – OPEN HOUSE PLANNING - VIRGINIA

- Going well; working on the flyer
- Membership sign up from December 1 through January 24; 15% discount code.
  - That's only for new members
- Promo communication 8.5 X 11"
- Talk about the open house and promote that at BANFF.
- "Bingo" card idea
  - Nice to break the ice

#### 1828 – COMMUNICATIONS COMMITTEE UPDATE - BOB K.

- Meeting Dee Ann is holding is on November 25th.

#### 1828 – OLYMPIA USED GEAR SALE - NEAL K.

- Lacey Community Center on February 6th, 2020 from setup at 5:30pm starts 6pm to 8:30pm or 9pm
  - Members only
  - Seller Fee will not be set but will ask for donations
- Room costs \$200
- Reach out to folks for
- Plug it at Wilderness Skill

#### 1854 – BUDGET APPROVAL - BOB K.

- Budget from last year has been approved with no changes
  - Marko will talk about it next meeting
- Distribute it to the Chairs to confirm what they are going to charge for courses match up.

#### 1856 – Officer's Reports – All

- Bob -
  - Wilderness Risk Management Conference
    - Wilderness Risk
    - Half of the attendees are coordinators for kids summer camps
      - Becca P
      - Nick Block
      - Sara Ramsey
      - Sara Holt (Tacoma Youth Coord.)
      - Katja Hurt
        - Written a book

- o Did a clinic
    - Looking for a lot of MOFA tid bits
    - Climbing Leader/Scramble Leader
    - Stress levels for individuals and organizational clinic
      - Bob will present what he has learned or taken away
- Greg Lovelady - Board of Directors
  - o (See Appendix)
- Doug - Secretary
  - o Nothing
- Neal - Future Chair
  - o Gear sale updates above.
- Beth - Treasurer
  - o Draft of figures for Octobers figures
  - o Branch reserves are \$37k
    - Conversation about the reserves and how we go about using to start a program center or meeting place
- Virginia - Social Chair
  - o Open house topic (see above)
- Bob K
  - o (See topics listed above)

**TIME – Guest Reports – All**

- Tristan (See above listed topic)

## APPENDIX

### **DIRECTOR'S REPORT BY GREG LOVELADY OFFICERS' COUNCIL, OLYMPIA BRANCH**

With a membership of nearly 14,000 that spans the Puget Sound, The Mountaineers brings value to our community in many ways, including outdoor education courses, lodge stays, trips to explore on land or water, year-round youth and family programming, and unique lectures and events. Further, Mountaineers Books greatly expands on that impact, reaching millions of homes across the world.

1. **Budget approved.** In 2020, The Mountaineers board of directors approved an operating budget of \$9.28M to ensure our organization has the resources it needs to thrive. Most of the budget is funded through earned revenue streams, including membership dues, course fees, book sales, facility rentals, lodge stays, and more, with the remaining funds given through charitable contributions.
  - a. What we support with earned revenue funds
    - 95% of Mountaineers Books printing, distribution, and operations
    - 100% of our member services team
    - 90% of administration and professional staff support
    - 100% of website and IT expenses
    - 100% of program center and facilities
    - 80% of volunteer leader development and recognition
  - b. What we support with charitable contributions. As a 501(c)(3) nonprofit, charitable contributions enhance our ability to deliver on our mission in ways we cannot do with earned revenue alone including
    - Conservation and advocacy work, which empowers our community to engage as a united voice in support of public lands.
    - 140 annual scholarships for youth and adults to participate in life-changing outdoor education courses, clinics, and camps.
    - Mountain Workshops, our program that partners with 30+ organizations across the Puget Sound to provide 1,600 youth with opportunities to connect with the outdoors. This program serves youth who experience significant barriers to outdoor access and may not otherwise be able to participate in outdoor adventure programming.
    - Volunteer Leadership Development and innovation, including programs like Alpine Ambassadors, advanced skills training, and annual recognition programs.

- Mountaineers Books, supporting the publishing of high-quality and ambitious projects, and creating books in an environmentally sustainable way, extending our reach to new communities.
  - New or improved facilities, including the Tacoma Program Center, friction slabs, basalt columns, and the Rhododendron Preserve.
2. **Giving series.** The Mountaineers recently kicked off a monthly Impact Giving series to talk about the many ways that donations expand our mission and the fundraising strategies we use to reach our goals. The series will provide valuable information about how our organization sustains its programming.
  3. **Trademark.** Our organization recently filed an application to federally register our trademark THE MOUNTAINEERS FOUNDATION in the United States Patent and Trademark Office. This name is owned by The Mountaineers and has been in continuous use since 1968 when it was licensed for use.
  4. **By the numbers**
    - a. Membership is up 41%, FY15-FY19.
    - b. General revenue, +32%
    - c. Books revenue, +18%
    - d. “Development” revenue, +72%
    - e. Working towards a break-even or better plan.
  5. **Youth Education Transportation:** We recently raised \$32k+ to purchase a van, including upkeep.
  6. **Mountaineer Books**
    - a. *Green Trails Maps* is now a Mountaineers publication. First orders are in from REI and across the web.
    - b. *Mountaineers Books turns 60!* Next year is the 60th anniversary of Mountaineers Books. Look for launch of “Friends of Mountaineers Books” program.
  7. **Information Tech.** This summer, we implemented 6 projects:
    - a. Reporting and tracking volunteer hours: We added the ability to self-report your volunteer hours not captured elsewhere. You can do this through the new "My Volunteer Hours" page to your My Profile page. This is where self-reported volunteer hours are recorded and displayed, and where volunteer hours from activities, events, and lodge stays are displayed. You can filter, then download or print, your volunteer hours to help you get your volunteer hours matched through employment programs.
    - b. Alerts & notifications: We added Courses, Clinics & Seminars to the Alerts & Notifications section to the My Profile page. Here, members and guests can choose to receive emails as new content is added to our website.

- c. Collecting feedback from lodge stay guests: We have been collecting feedback for leaders, trips, clinics, seminars, lectures, field trips, courses, and events since August 2015. We added lodge stay reservations in time for the winter 2017-18 season. We now can collect feedback for our lodge hosts and lodge stays. Visit our Feedback Surveys page to learn more.
- d. Cloning activities and events: Like we have for lodge stays, we added a feature for cloning activities and events to make it easier to create multiple copies of the same activity or event where the only differences are likely to be dates and the primary leader.
- e. Adding a committee chair directory: We added a Committee Chair Directory where anyone who is logged into their account on the website can find all of our committee chairs and their contact info in one place. The directory may be filtered by activity type to make it easy find all hiking committee chairs, for example.
- f. Adding an instructors group: We added an "Instructors Group," a group of people on the website automatically managed to list anyone marked as an instructor on any committee roster. We'll use it to assign permissions to an "instructor benefits" page, and for other needs as they arise.