

# Minutes

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**19 MAY 2020 / 1800 / Meeting held via Teleconference**

## **ATTENDEES**

- Officers: Bob Keranen, Marko Pavela, Greg Lovelady, Virginia Haas, Neal Kirby, Doug Hansen, Maxine Dunkelman, Beth Peden
- Guests: Various folks from around our Branch because Bob had invited everyone from the “State of the Org”

Meeting called to order at 1803

1805 Introductions/Welcome Guests

1832 – Approval of APRIL minutes – All

- APPROVED BY ALL

1806 – DISCUSS “STATE OF THE ORG” MEETING HELD LAST WEEK - BOB K.

- Discussion was had about how the meeting did a good job with their presentation and the transparency provided.
- Questions about how to develop online content and Bob K. spoke to how that is done as seen below in the Virtual Content Dev. subject below.
- Donna Kruger talked about her meetings and her hiking meeting and the phase 2 opening with regard to COVID.

1811 – VIRTUAL CONTENT DEVELOPMENT - BOB K.

- We were using a program before COVID and had one employee that was tasked with that.
- Now, **Google Classrooms** is free and a push to develop more classes that way instead of what they were doing before.
  - o About 1 per week Sarah Nick Block, and others will go over Google Classroom and start creating the content
  - o Next one's on the online calendar next Monday night
  - o Thinking about other ways to leverage the virtual programs
- Dee Ann Kline commented that she thought that a group could be useful to “champion” the movement to online classrooms
  - o They would reach out to members to help them develop the class and provide *assistance only* not create the content in its entirety.
- More discussion about what programs are currently offered online right now, and it’s potential.

### 1833 – PERMITS, SCHEDULING AND OTHER COURSES - BOB K.

- Mike R. climbing chair has sent out feelers to all climbing committee chairs to see when they would like to schedule their classes for 2021.
- Other classes/courses
  - BBR is not being held
  - IC Climbing is holding off on Rock Modules for this year
  - Possibly the Bolts Course could still happen
  - MOFA might be cancelled but not cancelled yet. Bob K. is thinking about how they will conduct it.
  - Backpacking class with Monte Pratt will keep working on an alternate plan with the small group that is registered for that. Comments per Ginger Sarver.
    - Bob suggested they talk to Foothill about the content they have already developed with Foothill instead. Also suggested how they can add something special to our Branches course.

### 1835 – PICNIC, BANQUET, OPEN HOUSE PLANNING FOR THIS YEAR - VIRGINIA H.

- Open House
  - They are going to keep it on the schedule for now. Keep in mind that we might need to keep cash down.
- Picnic
  - Keeping it on the schedule for now.
  - Who is contacting the committee for the Branch Service award? Bob will do this.
- Banquet
  - CANCEL the Banquet or possibly get together informally
  - Maxine said that they could add something to the schedule in lieu of the Adventure Speaker Series in place of the annual banquet. This would be held in November

### 1844 – SERVICE AWARDS SUBMISSIONS - BOB K.

- The Branch Service Award committee will need to organize when they will give the award that is normally given at the Banquet.

### 1850 – FINAL ELECTIONS FOR BRANCH COUNCIL POSITIONS - NEAL K.

- The Nominating Committee is proud to announce the following candidates for the 2020 Olympia Branch Council election
  - Scott Carlson for Chair-Elect
  - Andrea Gallo for Director
  - Mike Kretzler for Director
  - Dean Taylor for Secretary
- Next steps in the election process
- Neal notes that the committee did a great job
- See *APPENDIX A* for Nominating Committee Report

## 1856 – Officer’s Reports – All

- Greg Lovelady - Board of Directors report (*APPENDIX B* for report by Greg L.)
  - Becca P. will be heading up a “Reopening Taskforce”
  - Tom Vogl gave a good report about the financials of the organization which was the same report as what was held last week as well.
  - The Gala has been postponed until July 23rd. Right now it will be a virtual event.
  - New memberships have dropped off by 60%
  - Current member renewal are coming back at a higher percentage than other years ~3.5%
  - Expired membership are down about 45%, meaning the membership has been expired before “rejoining”
  - Shift to virtual offerings
  - Leadership development, students have been donating their cancelled course fees
  - There’s a new Risk Management charter
  - Progressive Climbing Education committee has come up with a new structure.
  - Alpine Ambassadors have been cancelled until further notice.
  - There was about 25-27 employees not including books
- Maxine (Librarian/Social Co-Chair) - Let us know she has seen an increase in library requests.
- Doug Hansen (Secretary) - Nothing
- Virginia and Maxine (Social Co-Chair) - Banquet speaker is on hold for the Banquet for this next year.
- Marko (Past Chair) - He will start efforts to reorg our community once we are able to do things. Intermediate climbing committee held a request for who will become the next Intermediate Climbing Chair and stated he was the only one that received a nomination.
- Beth Peden (Treasurer) - She watched the presentation twice because she had something from the finance committee. She is issuing room rental refunds, and trying to figure out how to credit each committee.
- Neal Kirby (Chair Elect) - Took the Branch Leader training and enjoyed how things work.

## 1920 – Meeting Adjourned

# Appendix A

## 2020 Olympia Mountaineers Nominating Committee Summary

Nominating Committee: Becky Andrade, Mike McIntosh, Siana Wong

### LIST OF NOMINEES:

- Director: Andrea Gallo, Mike Kretzler
- Chair-Elect: Scott Carlson
- Secretary: Dean Taylor

### DEMOGRAPHICS:

	Number	Percent
TOTAL MEMBERS NOMINATED AND CONTACTED	33	
Did Not Respond	6	18.2%
Declined/Not Really Interested	15	45.5%
Responded Positively (seriously considered or agreed to run)	11	33.3%
Agreed to Run*	5	15.2%
Male	16	48.5%
Female	17	51.5%
Mountaineers Committees Represented	32	
*1 nominee withdrew		

### WHAT WENT WELL

- NC worked well together. Level of commitment high. Effective at dividing assignments.
- Diverse activities represented on NC. This helped to identify diverse candidate pool representing various activities and backgrounds.
- Casting a wide net seemed to be good strategy for finding candidates interested in running. Got positive response from one third of all nominees contacted. No arm twisting needed.
- Deliberately reached out to all of the committee chairs during solicitation for nominees.

### WHAT COULD BE BETTER

- Initial broad outreach not as effective a solicitation tool as personal outreach and communication. But still important for letting members know process is going on.
- Commitment to Diversity, Equity, and Inclusion requires conscious effort. We didn't think to deliberately make point of reaching out to traditionally underrepresented groups. Future year NCs could consider undertaking the process through DEI lens.
- Pandemic situation made it challenging for communicating with potential candidates. Also, some candidates were interested and considered running, but declined in the end because struggling to handle new life situations with pandemic.

### OTHER RECOMMENDATIONS

- For situation where >1 candidate running for a position, Branch Council send person that wasn't elected a hand-written thank you note with a little Mountaineers swag as a token of appreciation. Along with thank you note, invite them to consider running in future years.

- For future Nominating Committees, consider inviting the following nominees to run for a position (they were nominated for the positions listed below and considered running, but opted out in the end for various reasons, some of them pandemic related. They'd probably consider in future years):
  - Janette Zumbo – Chair-Elect
  - Cheryl Ann Bishop – Secretary
  - Laura Mott – Any
  - Stephen Bao – Any (can only consider job-share because he does a lot of work travel)
  - Dee Ann Kline – Director
  - Ron Holcomb – Any

## Appendix B

## 'Director's Report, Olympia Branch Council Meeting (Zoom)

March 19, 2020

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The March 21 Mountaineers' Board of Directors meeting is still a couple of days from now, but we do have a summary of the agenda and status reports. Contact Greg Lovelady if you have questions.

1. Introduce: Betsy Robblee - new Conservation & Advocacy Director; see below for more information.
2. Staff/Committee Updates
  - a. • YTD Financials (Barbara S.; cash balance & refunds)
  - b. • Development (Amber C.; virtual Gala & May appeal)
  - c. • Governance Committee (Gabe A.; open at-large position)
  - d. • Books operations & acquisition (Tom H.; operations update & new titles)
  - e. • Risk Management Committee (Becca; highlighting charter updates)
3. Old Business
  - a. Exec. Session – Litigation Committee (Lorna C.)
  - b. Vision 2022 – (Gabe; backburner)
4. New Business
  - a. COVID-19 Actions (Tom V.; 12-18 month plan for financial viability)
  - b. Reopening Task Force Update (Becca; Plans for gradually restarting operations in summer & fall)
    - i. • How is the org functioning, learning, engaging?
    - ii. How can the board help do more of the activities that will benefit us over time?
    - iii. How should we think about resource allocation in the coming months?
    - iv. How is our response like other orgs, what can we apply from other approaches?
5. Overall Status
  - a. CEO's update
    - i. March 7, 2020 Board retreat (Zoom teleconference); COVID-19 poses greatest threats to The Mountaineers since founding in 1906. We're experiencing a near total organizational shutdown
    - ii. May 11 and 13<sup>th</sup> CEO Zoom Power Point presentation on State of the Organization. Available on-line.
    - iii. Development Program Status
      1. Gala fund raiser is postponed to July 23 and will likely be a virtual event.
      2. Our April virtual Gala campaign targeted raising \$87k but raised \$208k! Last year's similar event raised \$140k.
      3. Wellness calls were made by staff and volunteers who telephoned and emailed nearly 1,000 members to foster community, support feelings of goodwill and to check up on them during these days of uncertainty.
    - iv. Membership & Communications
      1. Year over year, and with no courses our new memberships fell 60%. Current members, however, are renewing at +3.5%. Expired memberships (reinstatements) renewal are down 45%.

2. We are shifting to virtual offerings; see the “Virtual Education Center and Virtual Events & Activities Calendar.”
3. For the latest information, see the “most popular blogs from 2020.”

v. Leadership Development

1. Students have been donating their cancelled course fees which helps.
2. See the “Virtual Learning Center” for information on our new virtual learning tools.
3. In direct support of our volunteers, also see the Content Creation Tools. Learn about using Google Classrooms, find tutorials for making recorded presentations, get

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<sup>1</sup> Greg L. has the full 36-page report including graphs, tables, etc.

5/19/20

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inspiration from Volunteer Success Stories, and read tips and tricks for streamlining your next virtual event; or pull a blurb from our Sample Language & Templates.

4. The Risk Management Committee has a new charter now ready for Board review.
  5. Progressive Climbing Education: The new Climbing Leadership Structure approved in October (Elizabeth Muller, Olympia, is on the committee) accomplishes several outcomes.
    - a. Offers transparency about what level of vetting a leader has.
    - b. Provides a clear leadership pathway.
    - c. Provides early leadership opportunities.
  6. Alpine Ambassadors: Spring ambassadors-hosted trips had to be canceled as was the summer Squamish Trip.
  7. Mountain Education Alliance: We’ve formalized a national partnership with other Mountain Clubs - the Mountain Education Alliance – which is centered around the national climbing standards, but there are also opportunities for partnership across American Mountain Clubs.
- vi. Youth Programs: We were looking at a 29% increase in youth experiences over FY19 but COVID-19 has led to course cancellations and caused a 70% decrease. Still, Zoom and other online meeting platforms are keeping these communities going. In April, all members of the youth team were furloughed for some period for cost savings.



- vii. Conservation & Advocacy: Betsy Robblee is our new Conservation & Advocacy Director charged with engaging our Mountaineers community in protecting our public lands and the outdoor experience. She comes to us from the Washington Wildlife & Recreation Coalition and Washington, DC where she was a legislative aide to Senator Murray and Congressman Rick Larsen. Betsy is an avid climber, mountaineer, hiker, backpacker, skier, and trail runner.
  - 1. At some point in the future, Congress will pivot towards long-term recovery and potential stimulus and infrastructure bills. The Mountaineers and our partners with the Outdoor Alliance are working to ensure that investments in conservation and outdoor recreation are a priority in long-term stimulus measures.
  - 2. High on The Mountaineers' list of concerns are the Great American Outdoors Act, Recreate Responsibly Coalition, and the Climate Change Statement.
- b. Mountaineers Books update by Tom Helleberg, our new Publisher, succeeding Helen Cherullo who remains as our Executive Director of Conservation and Advancement.
  - i. By February, Books had largely recovered from the slow sales and was tracking fairly closely to the year-to-date budget target with the full slate of Spring titles just beginning to arrive. But then the coronavirus began to disrupt our overseas printers. In a few weeks, we went from delayed delivery of new titles to a skeleton crew to effectively closing the Books' offices and distribution center.
  - ii. See Tom's full report for further information.