

ESAC BOD Meeting
Tom's Place
1/11/05

Meeting convened 6:15pm
Present: All directors and Sue

Treasurer's report

Membership ~ 50 members
\$12,250.95 in the account
Inyo Cty funding pending (on agenda this Tuesday)

- Possible \$5000

Access Business Center \$500
Patitucci slide show
Avvy Savvy
\$18,250 projected, pending funds

We should be sending our advisories to the Inyo and Mono SAR Agreement that SAR can distribute our advisories to SAR members, but we would prefer that they become ESAC members.

We need to talk to CalTrans and LADWP for funding as well.

- Allan will talk to CalTrans

Allan talked to Bruce & Tracey in Tuolumne about funding from Yosemite Fund and Yosemite Association. He will follow up there.

Operations

Sue is working approximately 7hrs per week over the anticipated amount of 25 hrs./week Sue will try to cut back on overtime hours and see how it goes. Right now she has been fielding calls for publicity as well and she doesn't need to do this. Also, her attendance at ESAC functions has been critical, but at this point is no longer necessary this season.

All in agreement that Sue is doing a great job. As expected, the eastside is proving to be a challenging area to forecast for due to its scale and diversity. One forecaster, 3 times/week is far from ideal, but hopefully we will get the money to have more of a service in the future.

Discussed considering the possibility of giving Sue an end-of-season bonus for her extra efforts if the finances allow.

Events

Andy Selters slideshow:

- Silent auction items
- Marketing/promotion
- Venue/dates

Randonee Rally:

Guaranteed \$2500 to run the Rally, but still affiliated with Mammoth Mountaineering.

Idea to combine Rando Rally and Selter's show. Walt moved to do the two together, all approved.

- Forrest will take the lead on the Selters show.
- SP will talk to Dave about what is necessary.
- Posters printed by Access- Nate will look into this.
- Howie will talk about getting gear donated for both events at the OR show
- Try to get all the info in the next week so we can start preparations
- Forrest will ask Andy for photos and promo materials.

Marketing

Patagonia shoot of Sue. See if we can negotiate a funding deal with Patagonia, using Dan Patitucci and maybe Andy Selters. – Howie will do this

Need to order more stickers (123 Stickers.com). Motion by Allan to order 1000. All approved.

Possible link exchange with places ESAC should be listed:

Backcountry

Off-Piste

Rock and Ice

Couloir

Mammoth Monthly

LA Times

SF Chronicle

Sacramento bee

Alpinist

Skiing

Ski

Powder

Avalanche.org

AAA

Ski press association?

Handling of press:

Nate will be the point man

Let local avy course providers know that it is \$50/course per season for ads on website for avy course providers.