

Australian Professional Snowsport Instructors Inc.

Board of Directors Meeting Minutes

29 September 2015 at 3/1 Penders Court, Jindabyne commenced at 9:15 am.

Attendance

Present

Mark Dixon, Richard Jameson, Adam Federico, Tom Hodges, Michal Bierczynski, Andrew Rae, Deborah Meehan, Richard Hocking and Nigel Mills (via Skype).

Apologies

Warren Feakes.

Secretary

Alexia Colville.

Meeting Opened

The chair, Mark Dixon, declared the meeting open at 9:15 am.

Approval of Minutes

The minutes of the board meeting held on 25 May 2015 were adopted.

Review of Action Items

Status of action items from the previous meeting were reviewed.

Item	Responsible	Status
Long member discounts <i>Still working on administration through shop database.</i>	Andrew	In progress
Review admin procedures for providing resort order information <i>New order information spreadsheet developed and shared.</i>	Andrew	Complete
Review coaching pathway <i>Ongoing discussions with SSA.</i>	Andrew	In progress
Answer snowsport school in Thailand re: APSI training <i>Emailed response from APSI.</i>	Andrew	Complete
Research staff shirt options <i>Samples received. Believe that staff will not wear. Not to be purchased.</i>	Andrew	Complete
Research non-member price for app <i>To be discussed during meeting.</i>	Andrew	In progress
Discuss APSI using trainers that are not resort employees. <i>Discussed with resorts. APSI can use non-resort employees under special circumstances and trainer must meet usual requirements (attend trainer's coordination etc.)</i>	Andrew	Complete
Research producing electronic nordic manual	Warren	In progress
Work on Interski website <i>Interski website completed for Interski event.</i>	Warren	Complete
Create snowboard level one training guide for trainers <i>Will continue working on during Summer.</i>	Adam	In progress
Film level four demo DVD footage <i>Will continue working on during Summer.</i>	Adam	In progress

Review level two course structure <i>Course shortened to 3.5 days.</i>	Adam	Complete
Review adaptive recall options	Tom	In progress
Develop a plan for higher level adaptive certification	Tom	In progress
Work on finding adaptive trainers in each resort	Tom	In progress
Review telemark recall options <i>To continue in collaboration with Nordic & Adaptive TDs & GM.</i>	Richard H	In progress
Investigate investment options <i>To be discussed during meeting.</i>	Deborah	In progress
Prepare draft contract and job description for Andrew <i>To be discussed during meeting.</i>	Deborah	In progress
Produce a list of dot points answers to FAQ for AGM <i>Produced as part of financial report for AGM.</i>	Deborah	Complete
Produce financial report for AGM for board to present <i>Financial report produced.</i>	Deborah	Complete
Update rookie pay rate in line with minimum wage requirements <i>Rookie pay increased from \$106 to \$148/ day for 2015 season.</i>	Alexia	Complete

Agenda Items

Board discussed provision of shirts/APSI merchandise to board members for APSI events.

Board voted that name tags for members to easily identify board members more cost effective.

Action Item: Research designs and gather quotes for production of board member name tags.

Alpine Report – Richard Jameson

See attached report.

Snowboard Report – Adam Federico

See attached report.

The snowboard technical director reported that, after consultation with snowboard technical committee and snowsports schools, half pipe will stay in level four snowboard exam. To allow the level four exam to move between resorts, the freestyle component will be examined straight after the level four block b course.

Telemark Report – Richard Hocking

See attached report.

Adaptive Report – Tom Hodges

See attached report.

Action Item: Improve adaptive trainer pathway.

Action Item: Develop adaptive training resources.

Action Item: Update TD contact details on website.

Nordic Report – presented by Andrew Rae, on behalf of Warren Feakes.

See attached report.

Action Item: Explore options to increase participation in nordic and telemark courses and contingency plan for continued low participation.

Resort's Representative Report – Michal Bierczynski

See attached report

Trainer's coordination dates at Perisher 2016.

Perisher requested rookie selection 10 June if possible (for lift access).

Action Item: Change pick-up manual order spreadsheet so resort reps can input collected order information.

Snowsport School Director's Representative Report – Nigel Mills

APSI are losing Australian public level one candidates to international associations through "gap year" programs.

Action Item: Snowsport school director's representative to discuss level two training (APSI v. in-house) with directors.

Action Item: Investigate further opportunities to offer APSI level one as part of an extended program.

Financial

Treasurer's Report – Deborah Meehan

See attached report.

Treasurer summarised financial report. Board requested clarification for cause of expected loss. Treasurer explained that loss is mainly attributable to app development costs and unexpected manual reorder.

APSI can continue with present circumstance of small profit or loss each year. Otherwise need to develop plans for raising additional revenue.

That transactions cannot be paid out of current Interski account created confusion during Interski year.

Need to change for transparency and separation of APSI v. Interski funds and payments.

Income should be recorded against expense in quickbooks for analysis of profitability.

Monies owed to APSI from A. Dunstone are still recorded as an asset on APSI books, showing an over estimate of APSI actual value.

Board voted to continue to pursue repayment from A. Dunstone and that money owed to remain on APSI books. To be reviewed when the cost of seeking repayment becomes too great, or at next year's end of season meeting.

Action Item: Contact bank about changing Interski account or set up new payment account attached to Interski fund.

Action Item: Treasurer to work with administrator to set up cost centres in quickbooks.

Action Item: Opportunities for revenue growth to be emailed to General Manager.

Action Item: Develop a business case (budget submission) form.

Action Item: Budget submissions, for 2016 to 2019, to be emailed to Treasurer.

Action Item: Follow up with Ant Hill regarding progress, and next steps to be taken on A. Dunstone case.

General Business

General Manager's Job Description

See attached.

Board reviewed draft job description for general manager's role.

Board voted that general manager's job description does not need to include the role of Interski manager/coach.

Board voted to adopt the general manager's job description as presented.

Uniforms

Uniform reflects current branding and some pieces have only been worn once.

Board voted to replace damaged uniforms (if same style available), rather than order a new uniform for 2016.

Action Item: Research if same style uniform available, and submit quote for approval.

App

Good uptake of app (~30% of membership) but advertising needs to be improved.

The app has great potential for future development as a resource for members but will need further investment.

There will be an additional cost to develop a subscription based app for non-members. Cost is estimated as \$2500 to \$3000.

Board voted that APSI still wants to deliver that app to non-members to generate additional revenue.

Action Item: Obtain an accurate quote for non-members app development and submit for approval in budget.

Action Item: Email countries from Interski that problem with app access is fixed and access has been extended.

Action Item: Develop app feedback survey and encourage users to submit feedback via form built in to app.

Action Item: Support app through full page ad in printed snowpro.

Website

APSI is now running multiple platforms (website, online shop, Interski website, app). There is a need to consolidate online platforms and upgrade functionality.

Limitations to what current system can achieve.

Back end upgrade should also improve usability for members accessing front end.

Action Item: Research options and costing of new/ upgraded platform for approval.

Trainer Wages

Trainer wage and meal allowances have not increased for several years.

Trainer wages, as a percentage of APSI total expenses, has been decreasing. As a service provider, wages generally equate to approximately 60% of total APSI expense. APSI ratio decreasing.

Trainers are reluctant to travel to APSI events when they earn significantly more working for their school.

There needs to be a balance between fair remuneration for APSI trainers and keeping course prices low for candidates.

Board voted to review APSI trainer wages, in conjunction with course pricing, at next meeting.

Action Item: Research top level, private instructor rate at each snowsport school as a point of reference for potential wage increase.

2016 Membership Fees

Retain members by increasing uptake of three year membership

No increase to three year membership price

Increase early bird membership price to \$100

Support three year membership with specific advertising in SnowPro

Membership constitutes only 15% of revenue, more effective to maintain membership fees and increase course prices.

Increase associate membership price as that was not increased in 2014.

Remove new member pricing. New members approximately 30% of total membership, however many are not renewing after public level one course. New member pricing is not attracting more members.

Keep level one staff package price same as 2015 despite increase to membership. Potentially achievable by reducing level one exam day price. To be reviewed at next meeting.

Board voted on 2016 Membership prices:

One Year Full	\$125
One Year Full purchased before Dec. 31 2015	\$100
One Year Associate	\$75
Three Year Full	\$280

Other Business

Incident Report

Andrew reports incident of confrontation from a member of Thredbo snowsports and APSI employees at end of season exam.

Action Item: General Manager to forward details of incident to snowsport school director's representative.

Action Item: Snowsport school director's representative to contact directors on behalf of APSI regarding employee conduct toward APSI (during and outside of work hours).

Sodergren Scholarship

President requested review of Sodergren Scholarship application and selection process.

Board voted to review, including strengthening and clarification of selection criteria and requirement for applicant to include referees (one of own choice and one of APSI choice, e.g. snowsport school director).

Action Item: Update selection criteria and application process for Sodergren Scholarship.

Next Meeting

The next meeting of the Australian Professional Snowsport Instructors will be held in the third week of November 2015 via Skype. Exact date and time to be confirmed closer to the date.

Adjournment

There being no further business, the meeting was adjourned by the chair at 4:40 pm.

Action Item List:

Item	Responsible	Due Date
Research top level, private instructor rate at snowsport schools.	Nigel	31/10/2015
Budget submissions, for 2016 to 2019, to be emailed to Treasurer.	All	31/10/2015
Quote for non-member app.	Andrew	31/10/2015
Research if same style uniform available.	Andrew	31/10/2015
Research options and costing of upgraded website platform.	Andrew	31/10/2015
Email countries from Interski that problem with app access fixed.	Lexi	31/10/2015
Develop a business case (budget submission) form.	Deborah	31/10/2015
Forward details of incident to snowsport school director's representative.	Andrew	31/10/2015
Update TD contact details on website.	Lexi	31/10/2015
Contact directors on behalf of APSI regarding employee conduct toward APSI.	Nigel	31/10/2015
Develop app feedback survey and encourage users to submit feedback.	Lexi	1/11/2015
Support app through full page ad in printed snowpro.	Lexi	1/11/2015
Update selection criteria and application process for Sodergren Scholarship.	Lexi	1/11/2015
Set up cost centres in quickbooks.	Deborah	1/01/2016
Discuss level two training (APSI v. in-house) with directors.	Nigel	1/05/2016
Develop a plan for higher level adaptive certification	Tom H	1/05/2016
Improve adaptive trainer pathway.	Tom H	1/05/2016
Explore options to increase participation in nordic and telemark courses.	TDs	1/06/2016
Develop adaptive training resources.	Tom H	1/06/2016
Create snowboard level one training guide for trainers.	Adam	1/06/2016
Film level four demo DVD footage.	Adam	1/06/2016
Long member discounts.	Andrew	1/06/2016
Review nordic/adaptive/telemark recall options	TDs	1/06/2016
Research producing electronic nordic manual	Warren	1/06/2016
Follow up with Ant Hill regarding A. Dunstone case.	Andrew	1/06/2016
Investigate investment options.	Deborah	1/06/2016
Contact bank about changing Interski account type.	Deborah	1/06/2016
Change pick-up manual order spreadsheet.	Lexi	1/06/2016
Research designs and quotes for production of board member name tags.	Tom H	1/06/2016
Opportunities for revenue growth to be emailed to General Manager.	All	Ongoing
Review coaching pathway.	Andrew	Ongoing
Investigate further opportunities to advertise APSI level one training.	Andrew	Ongoing

Agenda Items to be included at next meeting

- Budget, including trainer wages
- 2016 course and exam pricing