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Meeting Minutes, February 17th, 2001

National Smokejumper Association Board of Directors

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National Smokejumper Association
Summary of Board Meeting
February 17, 2001, Grangeville, ID

Absent: Len Dale
George Gowar
Harold Hartman
Bill Mosely
Murry Taylor
Larry Hopkins
Bill Eastman
Fred Rohrbach

The meeting was attended by the following Executive Committee Members, Board Members, and General Members. Inclimate weather prevented some members from attending.

Chuck Sheley	1 st VP	Earl Cooley	President Emeritus
Roland Stoleson	2 nd VP	Roger Savage	Asst. Data Base Manager
Fred Cooper	EC Member	Jon McBride	Trail Coordinator
Neil Satterwhite	EC Member	Jerry Zumwalt	GAC Base Manager
Dave Bennett	Secretary	Fritz Wolfram	General Member
Mark Corbit	Director	Dave Poncin	General Member
Grant Beebe	Director		
Jerry Timmons	Director		
Leo Cromwell	Director		
Tom Kovalicky	Director		

Old Business

Magazine Report: Handout attached. Chuck Sheley reported that the current budget of \$2800 per issue is based on 1335 copies. Present distribution is 1870 copies, which causes us to exceed the approved budget. Discussion followed on a new budget based on the cost per copy.

Roland Stoleson made a motion to create a new budget of \$2.35 per copy based on a 48 page magazine. Grant Beebe seconded. Motion passed.

Further points of discussion were:

- < Obtaining qualified magazine editorial staff and replacement strategy for Chuck if/when he decided to step down. The editor must have newspaper-style writing capabilities.
- < The possibility of a color issue a few times per year or several pages of the magazine in color each issue. This is a cost adder but highly desirable. No immediate action.
- < Paid advertising is something that has been tried but met with little success. Paid advertising is desirable.

Roland Stoleson and those in attendance commended Chuck Sheley on his efforts with the magazine to date.

Merchandise Report: Handout attached. As a follow-up action item from September's EC meeting, Chuck Sheley reported that income from NSA merchandise sales is increasing dramatically. As an action item from the September meeting, Chuck reported his out-of-pocket expenses related to launching the merchandising business (handout attached). This amounts to \$5404.35 in direct costs that Chuck would expect to be repaid by NSA. The EC had agreed in September to re-emburse Chuck for these expenditures. Chuck also identified additional expenses that he incurred to support the merchandising effort. He is not necessarily seeking re-embursement for these additional expenses.

Moosehead Beer: The brewery company has indicated willingness to contribute \$25,000 to public service organizations. Larry Lufkin has responded to Moosehead.

The brewery opportunity fostered an action item for the use of the NSA logo in advertising or other commercial venture, and for the NSA to define the types of businesses that can

advertise in the NSA magazine **Action item- Roland Stoleson will draft the policy regarding these issues**. In a companion **Action item- Tom Kovalicky** take steps to have the NSA logo copyrighted.

Evergreen Aviation Museum: Discussions are underway regarding the possibility of an NSA display in the Evergreen Museum (ala Spruce Goose). A motion was made by Tom Kovalicky, seconded by Mark Corbit, and passed, that discussions can proceed toward a non-exclusive business arrangement with Evergreen. Additional discussion offered by Roland Stoleson: this could result in a business arrangement that yields some remuneration for the NSA as well as providing an opportunity to exhibit Smokejumper historical items. **Action item- Bill Moody** will proceed with discussions with Evergreen in this regard.

NSA Property in the Mountain Flying Museum: It was agreed that NSA property should be moved to the NSA office in Missoula. **Action item- Jon McBride** will take charge of moving the property. Our rent bill with the museum will be settled upon removal of our property.

Membership Report: Fred Cooper provided handouts on demographics of the membership and stated the need to reach present day jumpers as potential NSA members. Handouts are attached. Fred mentioned that Life Memberships of \$1000 each are invested and the interest is applied to the general fund. The need for more Life Members is apparent.

Trail Maintenance Program: Jon McBride reported a steep rise in the number of participants from the program's beginning with 17 in 1999 and passing 50 registrants so far this year. This is a very popular program that may only be limited in the Forest Service's ability to pay the \$12 per day per participant for food. So far participation is limited to the Bob Marshall.

NSA Missoula Office: Chuck Fricke will manage the office beginning in March.

Membership Dues Increase: A discussion on the present dues structure indicated that there can be a significant reduction in paper work associated with dues notices if members can be incentivized to sign up for more than one or two years. Further, dues have not increased for several years and the value the NSA brings to members has dramatically increased. A motion by Leo Cromwell, seconded by Fred Cooper, was passed to raise one year dues from the present \$20 to \$25, and to increase the two-year dues from \$35 to \$40.

September Meeting Minutes Approved: The minutes were read, and Fred Cooper made the motion to accept the September 23 minutes as read. Roland Stoleson seconded, motion passed.

Reunion Video: A video of reunion 2000 activities produced by Bob Webber is available for \$15. \$5 of this goes to the NSA. Tom Kovalicky moved that a copy be purchased by NSA for the archives. Jerry Timmons seconded. Motion passed.

Next Board Meeting: We will skip West Yellowstone in favor of reaching more present-day jumpers in that time frame. Jerry Timmons motioned to have the next Board Meeting will be in Missoula on June 15-16. Seconded by Tom Kovalicky. Motion passed. **Action- Roger Savage** will engage someone in Missoula to arrange for a social function.

New Business

Roland Stoleson moved to appoint Dave Bennett as Secretary/Board of Directors. Fred Cooper seconded. Motion carried.

Next NSA Reunion: Discussion on where to have the next reunion. Several years of planning are necessary to properly make arrangements for a reunion. We will begin to make inquiries about possible locations. It as noted that the 100th anniversary of The Forest Service is also in 2005. This will be in either Bend or Portland. Possible locations were discussed including Boise and Bend.

Smokejumper Video: The video is in contention for an award at a film festival.

Smokejumper Postage Stamp: There is an effort to interest the US Postal Service to issue a Smoke Jumper commemorative postage stamp. **Action item- Jerry Timmons** will investigate.

Adjourn: Chuck Sheley motioned for adjournment. Fred Cooper seconded. Motion passed.

Addendum

The following addendum contains NSA correspondence after the BOD meeting of February 17, 2001, and before the Executive Board meeting of April 7, 2001.

- Memo, March 6, 2001: Summary of Grangeville Meeting

Date: March 6, 2001
To: Members of the Board
From: Larry Lufkin, President
Subject: Summary of Grangeville meeting

Since just over half of board members were able to attend the Grangeville meeting, I thought I would send out information regarding that meeting. Also, some committee reports were not available because the committee chairs were not in attendance. Following are the major points discussed at the meeting along with some actions that occurred subsequent to the meeting.

1. The board gave formal approval to move forward with a memorandum of understanding with Evergreen Aviation Educational Institute, which operates the Evergreen Aviation Museum. Since the meeting, Bill Moody has drafted an MOU that the Executive Committee will review at a meeting in Seattle on April 7th. Steve Smith, Bill Moody, Chuck Sheley, and I visited with Evergreen management prior to the Grangeville meeting and were very impressed with the entire organization. They have already spent \$16 million on a building that covers three acres and another \$4 million on the Spruce Goose. Although Evergreen does not require that we participate financially in their museum, we should make periodic donations as a gesture of good will.
2. Membership in the NSA stood at 1,845 members as of February 17, 2001. About 300 of these are associate members. Overall, our membership has increased 43.8% since March 2000.
3. Chuck Sheley's merchandising operation resulted in a net profit of \$20,480 in 2000. Since October 1998 when he took over merchandising, we have netted over \$27,000.
4. Our magazine publication costs have risen materially in the past year, primarily due to the increase in membership. Chuck reported that the number of magazines printed increased from 1,300 in October 1999 to 1,870 for January 2000. ~~Analysis of costs shows that the cost of a 28-page issue in 1999 cost \$2.15 per copy to layout, print, and mail. A 48-page issue in 2000 cost \$2.34 per copy.~~ In other words, the additional 20 pages we sent to each member only cost an additional 19 cents per copy. The board approved a change in the budget for the magazine. Instead of budgeting on total estimated costs as we have in the past, the budget is ~~now based on \$2.35 per copy.~~ Thus, as membership increases, the magazine budget will also increase. The increased revenue from the new members will cover the additional costs for the magazine.
5. Dean Longanecker's financial report shows that total assets for the NSA have risen from \$108,450 in July 2000 to \$116,513 in January 2001. The

increase in assets is primarily due to increased membership revenue and merchandising revenue. Dean also reported that our net revenue for the 2000-2001 year was \$5,719 as compared to our budgeted amount of \$4,232.

6. Jim Cherry, Life Membership chair, Fred Cooper, and Dean Longanecker have worked out arrangements for the Life Member process and we will be starting a major recruiting effort for new life members. One of my goals is to get at least 250 total Life Members as this will give the NSA a permanent fund of \$250,000 that will provide a guaranteed amount of base revenue in future years. To this end, Jim, Fred, and Dean have established a partial payment plan in addition to the full payment plan. This allows potential Life Members to pay their \$1,000 in installments. So far, we have recruited five new life members. Jim will be starting his "be one, recruit one" campaign soon. I ask that all board members participate in this project.
7. Dean Longanecker, Treasurer, has made several fund transfers since the Grangeville meeting. ~~Chuck Sheley was repaid \$5,000 for loans he made to the NSA two-years-ago primarily for the video project and magazine.~~ At the time, the NSA did not have the funds immediately available to pay for project costs. ~~Dean noted that the Life Membership Permanent Fund was nearly \$5,000 less than needed for full funding and transferred the necessary amount of money to the Life Membership to correct this deficiency.~~ This means that the fund now contains a full \$1,000 for every life member. Finally, Dean transferred about \$3,000 to the Museum Fund to bring it up to its original \$11,000 balance. The board used a portion of that fund a couple of years ago for temporary funding of a project.
8. Finally, although the board voted to move forward with the Evergreen MOU, we do not plan to terminate our agreement with the Forest Service Museum. I am deeply disappointed that the FS Museum failed to respond to either of the two letters I wrote to them last summer in which I asked for information on their project. It is my opinion that the FS Museum does not consider the NSA to be a functioning partner in their project. We will continue to maintain our \$11,000 Museum Fund until such time that the FS Museum ceases to exist or the NSA board concludes that we should terminate our agreement. For your information, our MOU with Evergreen will include a provision that they will lend our artifacts to other qualified museums.