



## **BOARD OF DIRECTORS MEETING**

**January 4, 2017**

**Location and time:** Sandra Ecclestone Residence 18:30

Attendees: S. Clarke, S. Ecclestone, R. Madden, P. Pearce, B. Sandilands, B. Ree, B. Wills, M. Wolfe

Regrets: E Ariano, GM Troy Hudson

Call to order at 18:40.

### **1. Approval of agenda and Minutes of Last Meeting**

Minutes of Nov 28, 2016 meeting were approved electronically.

### **2. Chair/GM Report (B. Wills)**

- good xmas, strong balance sheet
- good revenues after a slow start in November
- projected to be an average revenue year similar to 2014 (after a record 2016 which cannot be counted on)
- noted : Ski for Light event for visually impaired skiers being planned for Feb 6-10, 2018. Local contacts Dennis Lea and Randy Schellenberg

### **3. Treasurers Report**

- S. Ecclestone tabled and presented highlights of Treasurers Report dated January 4, 2017
- Early season day ticket revenue was down \$25 K with only 11 days of operation compared to 21 days last season
- Season Pass sales and revenue from Supercamps have increased compared to last season
- Balance sheet is strong

- Treasurer will provide a closer review of our Dec Statement of Operations at our regular January board meeting.

#### **4. Programs Update**

- Club Coach working well with GM
- SDP Coordinator (MJ Gagnon) bringing much value-added to club programs and Programs Committee
- meeting upcoming with Chair of PC and Board Chair

#### **5. Nor-Am and Competitions Update**

- Thank you to Sharon Clarke and the Race Chiefs and many club volunteers for hosting another successful NorAm in December.
- The number of racer registrations was up from last year, at 438, partly due to the race being part of the USSA Supertour, thereby attracting many American racers.
- Sharon gave a report on revenues and expenses
- Board members feel there are many intangible benefit from hosting a race of this kind- including marketing the club and ski area profile, instilling a sense of mission and team-building amongst club members and developing a “nordic culture” in the community.
- A challenge the club faces is maintaining the capacity to host high level races, as more leaders are needed. Specifically, officials willing to upgrade their qualifications.
- Courses are available, and the club pays the costs of training.

#### **6. Volunteer Appreciation Event**

- set for April 01 at Paddlewheel Park
- estimating 150-200 attendees.
- this is a culminating event for members to celebrate the spirit of volunteerism which is a vital element of our club.
- noted that staff position of event/volunteer coordinator was an important part of program delivery and event hosting
- cost estimate \$6.0 k (hall rental, sit-down dinner, sponsor give-away)

**Motion:** that Committee be authorized to spend up to \$6.0 k on Volunteer Appreciation Event. Carried.

## **7. Strategic Priorities 2017**

- Board members were canvassed on strategic priorities for 2017
- list compiled and categorized as follows
  - New Lodge
  - Strategic Plan Review
  - Leadership and Member Engagement
  - Community Outreach and Marketing
  - Volunteerism and Club Development

Priorities were reviewed - to be filed Google Drive and used as benchmarks for Board activities

## **8. Strategic Plan Review**

- SLNC Policy calls for 5-year review of 2012-2017 Strategic Plan
- needs to be done this season with final 2018-2022 Plan presented and ratified at fall AGM
- strategy is to conduct a “review” of the existing Plan rather than development of a new plan.
- 2 phase consultation process was discussed:
  - series of 2-3 focus group meetings for members to be held between Jan-March 2017
  - questionnaire of current issues to be sent to all club members for input.
- final Plan to be developed over the summer with additional meetings in fall if needed
- presentation and ratification of plan to be done at Fall 2017 AGM
- B Sandilands to lead Review exercise.

## **9. Lodge Update (Brent Ree)**

- revised strategy being developed including identification of pathway for renewed political lobby
- MLA contacted, Town of Vernon to be contacted for letter of support
- goal to meet with Minister of Environment in February.
- leads: Brent Ree, Doug Geller.

## **Next Meeting**

Monday, January 30, Pat Pearce Residence.