



BOARD OF DIRECTORS MEETING

Feb 26, 2018

Location: Silverrock Offices 6:30 PM

In Attendance:

S Ecclestone, S Herchen, M Nichiporuk, G Sadesky, B Wills, S Clarke, B Sandilands, G Morazain, B Ree, T Hudson

Regrets: P Pearce

1. Minutes of Last Meeting

- Feb 5 2018 minutes approved by vote

2. Treasurers Report (S Ecclestone)

- January Financial Statement and Summary tabled
- Highlights
- day tickets up \$61K YTD
 - rentals up \$10K
 - total income up \$157K YTD
 - competitions net up \$15K
 - expenses up \$27K (13K of this is fuel due to exceptional snowfalls)

3. Operations Report (T Hudson)

Operations Report tabled
Highlights

- Roof Shovelling
 - problem with retaining contractors
 - T Hudson working on this
- light pole damage from snowplow contractor
 - T Hudson to discuss payment of damages with contractor.
- First Response capabilities
 - some movement relating to first aid training of staff and club members

- Action: comprehensive proposal on First Response to be developed by GM and tabled at future board meeting
- proposal to include staff training, staff compensation, volunteer training and incentives
- Fees (2018-19)
 - identified need to reduce snowshoe trail fees for affordability
 - other trail fees to remain same as they were increased for 2017-18
 - to be considered as part of comprehensive proposal on fees for 2018-19 for discussion with SSMR
- Supercamps
 - revenue up and strong due to marketing and high return visitation
 - P Pearce and T Hudson to advance discussions on renewal of SLNC/SSMR Agreement which expires this year
 - any Supercamp renewal issues to be identified and communicated back to Board for consideration
- Spring Fling
 - dates set May 10-13 (1 week later in response to participants)
 - registration is live. Expectation of higher participation by out-of-town clubs
- Programs Review
 - year-end program review by Troy and Eric tentatively scheduled for April 30 Board meeting

4. Merchandising

- there is a need for SLNC to develop a merchandising policy to set direction for the GM and to communicate with outside retailers
- round table discussion identified the following consensus direction
 - SLNC core business is running a ski centre, delivering skill development programs, and hosting events as a full-service sanctioned ski club.
 - Retail sales of merchandize are not core business for SLNC. SLNC will continue to sell logo wear and a limited range of essential supplies and accessories as part of our service to our customers.
 - SLNC does not retail hard goods (skis, boots, poles, snowshoes) or high-end accessories or technical wear.
 - SLNC will continue to provide ski and snowshoe rentals as an essential service to our members and guests.
- it was noted that SLNC is a major force in the development and promotion of nordic skiing in BC. SLNC also runs programs for hundreds of local members and hosts major competitions and events which draw visitors from across North America. This activity contributes significantly to the viability and profitability of local ski retailers.
- local retailers will be welcomed and encouraged to have demo days at SLNC
- SLNC will also work with local retailers to promote the sport and identify additional opportunities for collaboration.
- SLNC is conscious of the issue (real or perceived) of competition with local retailers and will develop a policy that reflects this in consultation with nordic specific retailers.

Action:

- an Ad Hoc Committee of G Sadesky, B Wills and T Hudson will meet with select retailers to identify any concerns and consult on elements of a comprehensive merchandizing policy for SLNC
- elements of a policy will be tabled at a future meeting with a goal of having a clear policy in place for the 2018-19 season.

5. 3rd Party Commercial Use Policy

- B Wills tabled a Draft of a 3rd Party Commercial Use Policy for discussion
- SLNC has an existing **Policy 5.5 Criteria for allowing outside instruction/ coaching or commercial service within the SLNC Permit Area**. This policy was drafted in 2013 and Revised in Oct 2016. it is classified as “Under Review” in the Policy Manual
- the issue of managing and regulating 3rd party commercial use is also addressed in our Park Use Permit which is being renegotiated.
- Action:
 - SLNC will discuss this issue with BC Parks to clarify SLNC authorities under the PUP. After this the commercial use policy will be revisited by the Board.

6. Signage

- Board received an offer from Randy Savoie to examine our trail signage with a view to providing recommendations for improvement especially for visitors.
- the proposal is not to reexamine the current loop system but rather to “tweak” the signage for additional clarity for new skiers.

Action:

- Approved. T Hudson to advise Randy to proceed with review and provide a report with recommendations on improved signage for Board consideration.

7. Strategic Plan

- Strategic Plan survey and covering note to be sent to members this week.
- results will be compiled in real time.
- the results of this member survey will be read in conjunction with consultation undertaken last season to provide strategic priorities
- implementation/action plan to be developed based on input.

8. Information Management (G Morazain)

- IM report tabled
- Board portal live
- page being populated with committee information
- migration of critical documentation from Google Drive to Board site to be initiated
- board asked by Guy to start using site and test discussion functionality
- plan is to increasingly use this in-house site for Board business and Club Communication in lieu of other platforms such as Google Drive, Team Snap, Mail Chimp, SurveyMonkey etc.
- board discussion forum is activated for use by board members.
- any log-in issues or recommendations to Guy.

8. Items to be Revisited or Deferred to Future Meeting

- Club Social Development
- First Response Plan
- Merchandizing Policy
- Commercial Use Policy
- Park Use Permit
- Lodge
- Signage
- Program Review and Direction
- Strategic Planning consultation
- Information Management
- 2018-19 Fees

Next Meetings

March 26 Location: Sutton Realty, Downtown
April 30 Location TBD