



## **BOARD OF DIRECTORS MEETING**

**April 30, 2018**

**Location:** Sutton Realty 6:30 PM

**In Attendance:**

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

**Regrets:** P Pearce, S Ecclestone

### **1. Agenda and Minutes of Last Meeting**

- Mar 26, 2018 minutes approved electronically

### **2. Treasurers Report (B Wills for S Ecclestone)**

- March Treasurers Report tabled
- projection is still for record revenue year for 2017-18
- Capital Plan
  - capital plan calls for generation of \$70k/ year for capital replacement for major equipment such as groomers
  - no funds were moved into the capital account in 2016-17

**Motion: That SLNC approve moving \$100.0k into Capital Account by end of May. Finance Committee will look into moving an additional \$40.0K after year end analysis to catch up on capital transfers for 2016-17 and 2017-18. Carried**

### **3. Operations Report (T Hudson)**

- March Operations Report circulated and tabled

Issues arising from SSMR meeting

- SSMR instituting a bar coded pass for nordic for 2018-19 for use of lifts. Dual mountain season pass and day pass holders will require new bar-coded passes

- SLNC is working with SSMR on technical and administrative issues relating to this change
- does not affect rates but will require additional mechanisms for nordic season and day passes from SSMR possibly through a SSMR kiosk installed at SLNC. Finance committee, GM and Mike looking at implementation. More to follow.

#### Fee Schedule changes for 2018-19

- reviewed proposed fee schedule changes for 2018-2019. Fee changes include nominal (cost-of-living) increases to season and day passes while remaining competitive. Other changes to senior rates and reductions in snowshoe passes.

**Motion: That SLNC approve proposed fee schedule changes for 2018-19. Carried.**

#### Supercamps

- SLNC renewed it's Supercamp Agreement with SSMR for 5 years
- excellent and growing program resulting in significant marketing and revenues for SLNC and SSMR
- gross revenues of \$241.0K with net profit of \$62.0 K to SLNC
- may need to cap attendance at 400 participants due to coaching capacity (2017-18 had 376 participants)
- pending administrative and staffing challenges due to turnover of SSMR nordic manager and possible turnover of Supercamp Coordinator position.

### 4. Competitions

- continuing discussion re hosting Nationals in 2020. SLNC has previously submitted a letter of intent to CCC
- Contemplating hosting in partnership with other Regional Clubs such as Larch Hills and Telemark.
- discussion re capacity, budget and funding strategy. Identified need for significant sponsorship and grants. Opportunity for event to be revenue generating. Noted that SLNC Competitions Policy requires event to be revenue neutral at a minimum
- Pat Pearce has volunteered to be Chief of Event subject to Board assuming responsibility for Sponsorship component. Sharon Clarke is Chief of Race.
- Program Director, GM and several Board members are convinced that SLNC can develop the necessary capacity to host this major multi-day event.
- Pat, Sharon, GM and Program Director to form the core of an Organizing Committee (OC) for this event and develop formal bid for June CCC deadline.

**Motion: That the core OC proceed to develop a formal bid for 2020 Nationals. Bid including the proposed Budget to be reviewed at May Board meeting for final approval. Carried.**

### 5. Program Review

- Program Director Eric de Nys presented his year-end Program Review
- very positive discussion on current status and future direction for programs

#### Highlights

- hosting Midgets in 2019. possible bid for Nationals in 2020

- excellent individual aggregate results for SLNC skiers including several podiums
- excellent overall club aggregate results for SLNC
  - from 8th in BC to 2nd in BC
  - from 40th Nationally to top-20 for first time since 2009.
- SLNC continuing to show progression in CCC Club Podium rankings and other HP benchmarks
- brief discussion re current and future roles of CCBC in club-level athlete development and competitions model. Requires additional discussion.

#### Initiatives

- need to increase base program numbers at entry level (bunnies/jackrabbit)
- reorganization of programs to provide more choice for families while keeping pricing competitive and affordable
- need to develop marketing strategy and tactics to achieve significant growth in program numbers. SLNC currently has +/-125 SDP participants. Targeting 200+ which should be achievable given SLNC size, history and community.

#### SDP Strategies for 2018-19

- rebranding of Jackrabbits, Track Attack, and JD to simplify and provide more choice
- provide for greater SLNC team focus and “branding” through increased visual identity, team jackets, race suits, coach jackets etc. (develop nordic culture)
- develop additional program marketing materials (on-line and paper)
- proposed Wednesday Night “race series”
- additional coach training and mentoring and additional Program Director visibility at SDP practices

### **7. Strategic Plan**

- focus groups to be held in April-May

### **8. Information Management (G Morazain)**

- upcoming meetings with Julian Locke re website

### **8. Items to be Revisited or Deferred to Future Meeting**

- 2020 Nationals Bid
- Club Social Development
- First Response Plan
- Park Use Permit and Lodge
- Signage Plan- May meeting
- Strategic Planning
- Information Management
- Supercamp staffing and capacity
- CCBC

### **Next Meetings**

Monday May 28      Location: Sutton Realty  
Monday June 25      Location TBD  
No meeting in July