



BOARD OF DIRECTORS MEETING

June 27, 2018

Location: Sutton Realty 6:30 PM

In Attendance: M Nichiporuk, B Wills, P Pearce, G Morazain, S Clarke, B Sandilands, T Hudson

Regrets: G Sadesky, S Herchen, B Ree, S Ecclestone

1. Minutes of Last Meeting

- May 28, 2018 minutes approved by vote

2. Treasurers Report (S Ecclestone)

- Treasurers Report Tabled
- This season was financially successful
- no action items

3. New Groomer Strategy

- “heads up” discussion
- cost of new groomer is +/- \$425 k
- Gaming Capital Grant opportunity for up to \$250 k being applied for
- if successful can move forward with 1/2 of cost from grant.
- otherwise Board to revisit replacement strategy

4. Replacement Quad Purchase

- one of the quads is approaching end of service life (high maintenance cost)
- still has some resale value (approx \$4.0 k)
- new quad with current limited-time factory rebate is \$23.0 k

Motion: that SLNC purchase new ATV out of capital account. Carried

5. Seasons Pass for National Ski Team Members

- proposal to provide complimentary SLNC Seasons Pass to Sr and Jr NST members as part of marketing strategy and promotion of the sport nationally
- may increase club profile Nationally with CCC and draw early season training
- no cost to Club as few NST members currently purchase memberships.
- expectation would be that any NST members skiing at SLNC would interact with Coach Eric and our SDP athletes in a mentorship role as an in-kind gratuity to the Club

Motion:

That SLNC approach CCC with an offer to provide complimentary membership to Senior NST athletes for the 18/19 season. This offer would be tied to SLNC Strategic Plan and Marketing Strategies to expand early season (November) profile, promote the sport nationally and grow our SDP program. Roll out with CCC and communication of this initiative with membership would be planned for September newsletter. Carried

6. Gold Mountain

- extreme disappointment that BC Parks has deferred the re-construction of Gold Mountain yet again. Expectation was that it was to be done this summer to coincide with opening of new SSMR Gondola.
- SLNC is becoming frustrated with BC Parks continued inaction on a number of longstanding planned strategic initiatives such as the new day lodge, Gold Mountain, LIDAR mapping for future trail expansion.
- **resolved that, SLNC approach BC Parks at a more senior level to solidify our profile and relationship with them. We need to clarify expectations relating to continued support from BC Parks for our activities which are substantial and growing.**

7. Lodge

- Brent reports lodge project is still alive at BC Parks
- no real progress - related to issue of overall relationship and support from BC Parks

8. 2020 Nationals Bid - Pat

- 2020 Bid is nearing completion
- OC and Chiefs roles filled
- need to adjust numbers as CCC had changed format from 5 to 7 race days
Board has approved OC to send bid directly to CCC when finalized.

9. Programs Update - Pat

- summer training in full swing - 4 mornings and 2 evenings (one Masters)
- Eric bringing lots of energy
- new marketing initiatives, renewed branding etc,
- excellent program all around.

10. Information Management - Guy

- Guy tabled IM Report (Guy, Eric, Troy, Heather Truman)
- hi-lights

- Board documents to stay on Google Drive (as opposed to new platform) for now.
- Initial Program registration to be done thru Zone 4 and imported to new IM platform
- Program and Club communications, management, training etc to be done on new platform. Eliminates need for Team Snap.
- Heather to train staff and coaches. Guy and Julian Locke to maintain the platform. There will be a learning curve but result should be more effective and cost-efficient.
- excellent “behind-the-scenes” work by Guy and the IM Committee.

11. Strategic Plan - Guy and Greg

- results of focus groups report tabled
- Strategic Plan report and priorities document to be written and tabled at Aug/Sept Board meeting
- presentation to membership in fall communique and at AGM

12. Supercamp - Troy

- SLNC and SSMR renewed 5-yr Supercamp Agreement
- Brianne rehired for 2018-19 season
- experienced coordinator critical due to vacancy in Nordic Manager (Shane Landreville) at SSMR.

13. Marketing - Mark

- lots of marketing/branding activity happening
 - programs/ visual identity (Eric and Spring)
 - social media (Dudley)
 - website (Julian Locke)
 - General public marketing (Troy and new Club Administrator)
 - November/ AmericaThanksgiving Festival (Gerry Furseth)
- identified need for increased coordination and integration of SLNC marketing activities without stifling individual initiatives
- need to formalize a Marketing Committee (made up of above individuals led by Mark). Committee needs revised Terms of Reference.
- Committee needs to develop a Marketing Strategy to identify broad objectives, target markets and marketing tactics. This need not be complex - simple strategy required.
- need to integrate Strategy with a cost-effective, integrated and targeted marketing budget.
- Marketing to be key agenda item for August - September Board meeting.
- Board to provide general direction on structure and broad marketing themes for Committee.

14. Items to be Revisited or Deferred to Future Meeting

- 2020 Nationals Bid
- Marketing
- First Response Plan
- Park Use Permit and Lodge - renewed BC Parks Relationship Strategy

- Strategic Planning
- Information Management
- Dog Policy
- Supercamps
- CCBC
- CCC NST Season Passes

Next Meeting

Monday August 20 (Note: moved up to 3rd Monday from 4th Monday)

No July Meeting