

SLNC Board Meeting Minutes, August 27, 2018

1. Treasurer's Report (Sandra)

- a. *Professional Accounting*: Using a professional accountant is providing many benefits including extracting programs revenue and membership out of Zone4.
- b. *Revenue*: Overall revenues are very good: 895K total revenue for 2017-2018. Smaller relative contribution from memberships, 57K net from Supercamp; 501K from ticket sales.. 225K more than previous season, 176K more than 2016.
- c. *Grants*: We have applied to BC lotteries for a capital grant for the groomer; we'll find out in early October.
- d. *Supercamps / Silver Star*: The importance of the relationship between SS and SLNC can not be understated. The SSMR helps drive revenue for ticket sales & Supercamps.

Motion to move 40K from Operating to Capital Fund account. Total of 140K represents 70 K for each of the last two seasons. Carried.

Motion to approve year end financials prepared by Romei Plummer, LLP. Carried.

2. GM Report (Troy)

- a. *Supercamps*: Revenue is already coming in; 80K + with 125 registrants to date. September is the usual busy time for registrations for that. May need to increase coaching capacity depending on registration numbers.
- b. *Memberships*: 24 registrants for SLNC memberships. Oct 31st is early bird cutoff. Booths to be set up at various locations in town.
- c. *Sale of SLNC assets*: Old quad to be sold immediately. It's been replaced by 2018 machine. Skate gear from last year has been sold for \$5000 (lappe Nordic in Thunder Bay); classic has not year been sold, selling for \$4000.
- d. *Signage / Maps*: SLNC maps will be included in the magazines from CCBC. Tourism Vernon kicked in 50%. Signage update: 8K proposal on the table to upgrade signage to be more transparent. Board proposal to break this into 2 phases:
 - 1) Resolve higher priority issues first ("80 percent of confusion gone.")
 - 2) Complete plan in 2019-2020.
- e. *Biathlon*: Biathlon program has made a small capital request for materials, targets, paint... Additional discussions about more significant upgrade to range including lighting are ongoing. BC Hydro interested in figuring out how to split parking lot lights and trail lights.

- f. *AOP*: Annual Operating Plan (AOP) to be updated by Troy based on feedback from the Board. To be complete by end of week (Aug 31st). Also, Troy to update AOP with new budget.
3. Competitions (Pat): No updates at this time. The 2020 Nationals decision will now be made in September. We have been approached to be the backup for Westerns. Eric asked about whether we're the NORAM back up for the Whistler Race, the week after the SLNC NORAMs.
4. Programs (Eric):
 - a. *Creating high performance culture*: The biggest hurdle is culture shift. "Spring fling" was underattended by SLNC athletes. Attendance was sporadic, and somewhat underwhelming.
 - b. *Increasing Program Attendance*: School strategy, building awareness seen as crucial. Example: Bring a friend day for programs.
 - c. *Teamsnap*: TeamSnap has been deactivated. Guy has created a tool that parents, coaches, and athletes can access through the club website.
5. New Logo/Branding for SLNC. Sproing creative has put together a series of ideas for new branding: t-shirts, ball caps, etc. It was agreed that more agencies would be contacted to discuss a new direction for a replacement future SLNC logo.
6. Strategic Planning (Greg): Updated Strat Plan to be presented at the AGM (Oct 17).
7. HR: Groomer operator position open in addition to 2018-2019 lodge staff. Troy's most recent contract is signed.
8. AGM: Oct 17th at the Schubert Centre. (6 – 7 is the open house; 7 – 8 is the business part of the meeting.)
9. Nominations: Proposed nominations committee: Hugh Hamilton, Randy, Kim. Last year call for nominations for BoD. was sent Sept 19. Timeline to be similar this year.