

# Sovereign Lake Nordic Club Board Meeting

**March 29, 2021  
7:00 to 9:00 p.m.  
via Go-To-Meeting**

Name	Present	Name	Present	Name	Present	Name	Present
Sandra Ecclestone	Yes	Troy Hudson @ 7:10pm	Yes	Hugh Seaton	Yes	Bill Miller	Yes
Cyndy Flores	Yes	Pat Pearce	Yes	Cor Smit	Yes		
Tara Fulop @7:35	Yes	Rob Oxenham	Yes	Jeff Ward	Yes		

## Agenda

Item	Purpose	Presenter
1. New Business	Identify New Agenda Items	Jeff
2. Approval of Agenda	Approval	Jeff
3. Minutes of February 21, 2021 Meeting (attached)	Approval	Cyndy
4. General Manager's Report	Information	Troy
5. Financial Report	Information	Hugh
6. Club Activities/Services Plan and Budget (1 Attachment - Budget) Plan to be forwarded to BOD	Review/Approval	Jeff
7. Proposed Lodge Committee (see attached - proposed project management framework and backgrounder)	Review/Approval	Jeff
8. Update Media Communication Policy – New Section 4.2 External Communication Policy (proposal attached)	Review/Approval	Rob
9. New Business	Information	Cyndy
10. In Camera	Move to IC	Jeff

Call to order      7:01

1. New Business Items  
Presentation of proposed 2022 Event
2. Approval of Agenda           Approved
3. Minutes from Feb            Approved
4. GM Report  
New Programs budget completed – thanks for everyone’s help  
We are ending the season with strong revenue with decreased operational expenses  
Season pass sales were up 210% over projections  
Day pass sales were down 14% as forecasted  
Lessons were up 9%  
Rentals were down 10%  
Merchandise sales up 4% over 3 year average  
Septic tank & tiller were repaired  
Shop heaters installed  
First Aid incidents down 33% from last season  
Programs have all ended except for Academy which ends in May  
Programs registration opens June 1<sup>st</sup>.
5. Finance See written report  
Day passes very strong this year  
Expenses \$200K lower than budgeted. Troy running skeleton staff, R&M very low this year. Should see a healthy year end. Nearing end of season and so all revenue has been collected.  
Operating net profit \$211 at end of February.
6. Club Plan  
Programs Plan presented to BOD  
Budget was adjusted to 85% of initial budget through lowering projected number of participants and registration for Masters HP (which includes XC). The Plan as submitted is \$127K higher than actuals of Programs 2019-2020. FC has been quite active in this process and is comfortable with plan as submitted. Have not yet finalized day passes and duel passes with SS and so there could be some variation. It is a budget we can monitor. Program participation prices were adjusted so all programs could be more equal.  
Discussion on whether the Masters HPers should be counted in the Masters XC capped numbers.  
The Exec summary can be shared with the public

We should have a statement and the final exec summary to present to the public minus employee wages.

**ACTION: Jeff to review final documents for appropriate financial information**

7. Proposed Lodge project framework

Proposing project team be set up as a joint SLNC and BC Parks project. Lodge has been at least 8 years on the making. Will have project sponsors and project manager, as a paid position. Team to include 3 other positions: Communication/Fundraising/Grant

We are tasked to raise the money and yet it will belong to BC Parks. The BOD needs to have a realistic plan on what is possible.

**Motion: Approval of framework as presented** **Approved**

**Motion: J. Ward to be SLNC Project Sponsor** **Approved**

**ACTION:** J. Ward to prepare a background document, chronologically up to now along with a more complete vision of Lodge project for April BOD. Communication/Fundraising/Grant positions to be filled at the April BOD meeting

8. Update Media Communication Policy – New Section 4.2 External Communication Policy

**Motion: Approve new Media Communication Policy** **Approved**

**Action: Place in policy manual.**

9. New Business

Proposed Sovereign Star “Loppet”. A marathon race in partnership with Silver Star March 2022.

Informal vision: To be a destination event from all over the world to promote outdoor activities, healthy lifestyles to showcase SLNC/Silver Star late season snow and to support the local Vernon Community.

Hope to build from 100/200 to over 1,000 participants in time and to add more events.

This will bring additional revenue at season end

It would be a 50/50 split of revenue between SLNC and SS

2 day event Classic one day and skate the next

42K and 21K courses

Start at SLNC and finish on the downhill into the SS village  
Has already had provisional support from Silver Star/Powdr and will  
be presented to Silver Star Resort very soon.

General discussion was very positive. No ask of the BOD at this time,  
simply informative and a conditional “thumbs up” to keep moving ahead.  
More info will be conveyed to the BOD as it become available.

11. In Camera

Meeting adjourned 8:42pm