

Sovereign Lake Nordic Club
Annual General Meeting
October 17, 2022 (by videoconference)



In attendance: Board of Directors, new Board members, General Manager, Head Coach and approximately 50 members.

Call to Order: The meeting was called to order by Cyndy Flores, Chair of the Board of Directors, at 7.01 PM.

1. Welcome (Cyndy Flores)

Cyndy welcomed all attendees to the meeting and confirmed that quorum had been reached. In light of the continuing Covid situation, the Board had agreed to hold the AGM by videoconference rather than in-person.

Motion: To approve the agenda as presented: **Motion approved.**

Motion: to approve the Minutes of the 2021 AGM: **Motion approved.**

Motion: to approve the 2022 Financial Report as circulated previously: **Motion approved.**

Cyndy thanked Troy Hudson and the Board for their efforts during the year, and thanked all volunteers for their contributions to events, maintenance projects, etc.

2. Financial Report (Hugh Seaton)

Hugh thanked the Finance Committee members (Bill Miller, Ted Angen, Troy Hudson and Mike Pennock) for their work over the past year. Two reports were provided to attendees prior to the meeting, the Treasurer's Report and the External Financial Statement. Highlights included:

- Season's pass sales have increased 110% since 2018 and the number of season's passes sold has increased 64%. Net assets have increased from \$701 K to \$1.181 M in that time.
- SLNC reached a record \$1.03 M in total revenues in 2021-22, of which season's passes and day ticket sales made up 62%. Programs brought in \$160 K, with \$23 K profit. Overall net operating profit was \$170 K in 2021-22.

3. General Manager Report (Troy Hudson)

Troy thanked SLNC staff for the work they did to keep everything running smoothly during another Covid year, and thanked members for continuing to come and ski or snowshoe without being able to use the lodge.

- 2021-22 was marked by the return of race events (e.g., NorAm) and the first S2S event. 2022-23 will see the return of events including Black Prince dinners, the BeerCanBeiner and more fun/non-competitive events for members.
- Sovereign Lake Nordic Development Academy was successfully launched in 2021-22.
- The road up from Silver Star road to Sovereign is being upgraded with new culverts, ditching, some widening, and paving the first 150 m.

- There have been several facility upgrades (office space and meeting room in the Tech building, a wood storage shed, painting of the lodge, an arch at the biathlon range to recognize the contributions of Peter and Lynn Algra).
- A 2020 Pisten Bully has been purchased, replacing the 2008 machine.
- The lodge will be open in 2022-23 and self-scanning windows will be introduced during the 2022-23 season.
- New staff: Wendy Shannon (Operations Manager), Chris Collard (Outside Lead), Edward Callender (Head Groomer).

4. Programs (Jacqueline Ackerman, Head Coach)

Jacqueline provided an overview of Programs accomplishments in 2021-22 and plans for 2022-23.

- A biathlon coach (Eric Schryer) was hired in 2021-22 and two additional seasonal coaches have joined the team (Dierdra Frank, and Jessica Roach, Masters Coach) have joined the team.
- In 2021-22 there were just under 500 participants across all Programs, 52 volunteer coaches and many parents who helped out during the season.
- Many of our skiers went to Nationals and 17 skiers made it on to Provincial or National teams or training squads.
- In 2022-23 there will be a Post-secondary group in Programs and a Masters Race Team.

5. Lodge Renewal (Malcolm Devine)

Plans for replacing the existing day lodge are progressing (either a new structure or renovation/expansion of the existing lodge; no decision has been taken yet). Malcolm reminded attendees that we will replace the lodge in partnership with BC Parks. BC Parks has committed funding to support the project.

Completed actions include:

- A review of past efforts, to understand what worked and what didn't;
- Developed an overall strategy and work plan to guide us through the entire process;
- A study was commissioned to highlight the economic contribution of SLNC to the local economy (important for certain grant applications);
- Meetings with the Mayor of Vernon and our MLA and MP, to let them know of our plans.

Plans for 2022-23 include:

- A broad community engagement exercise to seek input from multiple groups (members in various categories, staff, external partners, etc.);
- A Fundraising Feasibility study, to give us a better idea of how much we can expect to raise from members, other donors and grants from various sources;
- Preliminary design options, further consultation, and ultimately final plans;
- Fundraising, and ultimately site preparation and construction/renovation (the latter more likely in 2023-24).

6. Financial Forecast (Hugh Seaton)

The summary of the 2022-23 budget includes:

- Budget of \$1.38 M (24% higher than 2021-22); \$521 K in wages and salaries and a 57% increase in Programs budget over last year;
- Projected revenues include \$761 K in combined season pass and day ticket sales (up \$130 K from last year), \$60 K profit from SuperCamps and \$402 K anticipated revenue from Programs.

The Capital budget for 2022-23 includes:

- \$49.9 K for the Tech building renovation, lodge repairs, trail signage, etc.;
- \$31.5 K towards the lodge renewal project;
- \$427 K towards the new PB400 (groomer), offset by \$45 K from trade-in of the old groomer.

Financial risk management includes on-going monitoring and a mid-year assessment, maintaining a target year-end operating profit, and multi-year capital planning.

7. Strategy Plan (Cyndy Flores)

The Board spent a considerable amount of time in the past year developing a new strategic plan. Preliminary consultation was held with various groups including Vernon Tourism and BC Parks. Input will be sought from all members (small group sessions will be planned though the winter) and it is expected the plan will change with this input and over time as circumstances change.

A summary slide was presented showing the proposed Values, Vision, Mission, Goals and Key Performance Indicators. Attendees at the AGM were requested to submit preliminary comments to: Board@sovereignlake.com. A survey will also be sent to attendees on October 18.

8. Elections Committee Report (Kim Taylor)

Five positions were available and five candidates were nominated, so all five have joined the Board by acclamation. New Board members are: Sabre Cherkowski and Dave Dennier. Returning Board members are: Cyndy Flores, Bill Miller and Marshall Moleschi. Board members starting the second year of their 2-year term are: Sue Cairns, Malcolm Devine, Tara Fulop Conner, Dren Maloku and Hugh Seaton. The new Board members were given an opportunity to briefly introduce themselves to attendees.

9. Q and A

Q1: While there is a lot of focus on races and competitions, what is planned for fun/non-competitive events, including snowshoeing?

A1 (Marshall Moleschi): Several events are already planned and others are in the works, including S2S (intended to be more of a fun event than a race); Black Prince dinners; the BeerCanBeiner; Headlamp heroes; a new “virtual” series (mapped out courses for anyone to do on their own time); Bushbaby snowshoe race; J4K fundraiser; etc.

Q2: Can you comment on the plans for paved roller ski tracks?

A2 (Troy Hudson): This started in discussions with Academy Program skiers, as a place for off-season training, and potentially for sanctioned races. BC Parks is in favour of the concept, as this could provide wheelchair access to some trails in the Park. This would not compete with Lodge Renewal for funding, and alternative sources of funds may be available. This may be added to the Capital Plan in 2023, pending discussion by the Board, following which it may take 2 years to complete the trails.

Q3: Have we thought about shifting the season, i.e., to a later start since snow is often not good early in the season, and extending the ski season further into April when there is often still good snow?

A3 (Troy Hudson): Most ticket sales occur in the first 2 months of the season, when we hold a couple of major competitions and teams come from other clubs to train at Sovereign (when we have good snow and they don't). While we often have good snow late in the season, by then many people are thinking about other things – gardening, cycling, etc. Keen skiers can always come up to Sovereign after the official close date and enjoy the trails.

Q4: What's happening with the Spirit North Program?

A4 (Troy Hudson): We have a commitment from the Okanagan Indian Band to participate this year. Leaders are in place, trained by Spirit North. Some of our coaches will be involved, and coaches recently had a session of Aboriginal Awareness training.

Q5: Revenues have gone up considerably since 2018, but spending has gone up at a higher rate. How do we determine what the operating budget should be?

A5 (Hugh Seaton): The average operating profit over the past 5 years has been fairly constant, at close to \$150 K. The club has purchased snowcats in the past 3 years (close to \$1 M) but shouldn't have to incur this kind of expense for many years now. In addition, there has been a large increase in Programs salaries, which will be more steady going forward, and Programs revenues are expected to offset the increased costs. The Finance Committee is dedicated to ensuring the club makes a profit at the end of each year, to be invested back where it is needed most.

10 Adjournment

Cyndy thanked out-going Board members Rob Oxenham and Ted Angen for their contributions to the Club, Kim Taylor and the Elections Committee for their work, and Candace Bourque for making sure the meeting ran smoothly.

Meeting adjourned at 8.40 PM.