



**Overlander Ski Club
Directors Meeting**

Date:	Monday, November 9, 2015
Time:	7:00 pm
Place:	Bruce Tucker's Dental office 387 4 th Ave.

Directors:

Dana Manhard, Joan Bernard, Luc Guilherme, Leslie Tucker, Vesta Giles, Bruce Tucker, Roy Davidson, Sandy Eastwood, Alan Vyse, Dave Hallinan,

Regrets: Brian Vermey, Neil Steinke

Agenda items

1. Trails update from Luc that getting the lights up are back on track. The project should be completed by Friday with the trenching, cables in, poles up and backfilled. Conduit was used instead of sand to encase the cables, as it is more effective and less expensive. The budget is very close to target.
2. Branding Plan Feedback
 - Revised estimate sent by Rob from Pulse. Website design cost reduced from \$4000.00 to \$3000.00. Marketing Strategy \$2,500 value (no charge), Logo and Brandboard \$1750, Tagline if needed, \$750, Identity package \$850 plus printing.
 - Pulse is interested in hosting our website. Idealever is similar in cost.
 - Membership was identified as an issue. Promotion has been sporadic over the years with an average of \$2500.00 per year.
 - We decided that the tagline cost \$750 and the Identity package at \$850 would not be necessary but that some electronic visuals would be needed at unknown cost
 - Three options for the Brandboard will be presented with fonts, colour, style to be consistent for each version. Our logo may change. The website to be developed from the Brandboard.
 - Vesta has offered to copy write for free. She will target language and make it family friendly with one consistent voice.
 - **Website development**- content map needs to be developed. What is the function of the website? Content needs to be more user friendly with a strong club message. There needs to be coordination of information. Photo size needs to be consistent. We need a system for updating website. Lee can use his work time for updating the site. Need a wish list on website that can be accessible with one click.
 - It was decided we need a new website with a family feel. We need to connect with our membership as to why we are doing this.
 - What is family oriented? Need to know the language and image we want.
 - BCLC used as an example that they changed their brand 3 times.
 - Where is the hook piece to drive traffic to the web page? We need to create consistency. Show what we did. Newsletter doesn't show things.
 - Need to look at other websites that Pulse developed such as BC Soccer Association.
 - Our club has not been growing but experts say it will.
 - Weather is a factor. Website can draw people in. Need to convert the non-members.

- 6-day pass holders need to opt in to our email list to establish communication. We have to sell ourselves. We are competitive.
- Make membership more appealing.
- We need to answer these questions tonight:
 1. Do we need a brandboard and Logo? YES
 2. Do we need a new website? YES
 3. Who will host? Pulse Group or Idealever?
- Platform to be used- Wordpress is used worldwide. Need to be careful of hackers but safe if host updates regularly.
- Demographics. Who are targeting to grow the club? 25-35 year olds who are computer literate. Conversion point?
- Measurement of reach. How effective is the website? How many hits do we get? Can we access this information?
- Brand use guidelines need to be developed.
- Do we need a logo package and a tag line? Sandy has a tag line.
- This process is not a big cost for how important it is. We have already prepaid.

Motion: That we go ahead with the Pulse Group proposal of brandboard, logo and website development. Moved by Vesta. Second by Roy. CARRIED

- We need to let the membership know when we have something and that we are responding to what the membership want. Need to contact Idealever to thank them for their hosting and help and why we have gone the direction we are going. Vesta will draft up a thank you note. As a courtesy, Alan and Leslie will explain to Jane the direction we have taken.
 - We have learned from the process not so much what we want but what we don't want.
3. **No update from the Trails Committee** about how we handle Doggy doo on the dog trails. The group agrees we should not provide plastic bags as they are more of a problem and are unsightly when dog owners don't remove them off the trails.
 4. **Water Filtration.** BC Groundwater needs to be involved. Need another water sample. Not sure what's changed. Lee waiting to get results back. Two treatment systems would work for us.
 5. **Kindness Connect.** Sandy had a demonstration session and felt the software is worth pursuing for managing our volunteers. It offers a web-based program that can be used as the Volunteer Coordinator s change. We haven't spent very much on the volunteer program. We could try it for a year and evaluate the program.
 6. **Use of Drones** Potential for promotional use to give an overview of the trails as long as rules are followed. CCBC rules that drones cannot be used for sanctioned events.
 7. **Terms of Reference.** A draft was sent to everyone. In the past there has been a disconnect and a lack of understanding of what the Board wants with subcommittees. Terms of Reference define what they are to do and make the subcommittee accountable. Reports and updates of what was done are required to help direct what they are trying to do. There needs to be transparency and clarity. We need to create a common understanding of what we are trying to do and who is responsible. Need to have a subcommittee liaison with the group to move forward. Discussion on the ski rental purchase. The Strategic Plan feeds into the budget. We need to be clear on how we manage the budget and approvals. Terms of Reference make sense and provide due diligence.
 - Alan and Dave need to review the budget.
 - TNRD funding available in December. Vesta willing to pursue funding for a second pulk.
 8. **Swap meet feedback.** There was very little cross-country ski equipment. Low attendance. We did get a couple of people register. People may not be interested in skiing yet due to the warm weather and last season's lack of snow. We should

participate in low cost events to promote our club and put together a "Go bag". We have a canopy tent we can set up with our banner and promotional material. Rack cards that are clear, consistent describe who and where we are need to be available and in hotels.

9. **Meetings** Concern that our meetings are inefficient. Individuals should prepare their reports ahead of time and circulate prior to the meeting. Directors would be responsible to read all material prior to the meeting.

10.

Recorded by Sandy Eastwood

Meeting adjourned at 9:10 PM

Next Meeting

Date:	Monday, December 7, 2015
Time:	7 pm
Place:	Kamloops Sports Council Offices, 262 Lorne Street