



Overlander Ski Club Directors Meeting

Date:	Monday, May 2, 2016
Time:	7:00 pm
Place:	Kamloops Sports Council Offices, 262 Lorne Street

Directors:

Dana Manhard, Joan Bernard, Luc Guilherme, Vesta Giles, Sandy Eastwood, Dave Hallinan, John Grover, Scott Decker, Rich McLeary, Leslie Tucker

Regrets: Neil Steinke, Bruce Tucker, Alan Vyse, Krista Dick

Business arising from the minutes

1. Adoption of Minutes

Minutes from March 7 be were adopted as circulated. Moved by Bruce. Second Luc. Carried. Dates of special events and meetings will be included in minutes.

2. Housekeeping

Dates for upcoming Directors meetings:

Monday September 19 *Need someone to send agenda and take minutes

Monday, October 3

Monday, November 7

Monday, December 5

Monday, January 9, 2017

Action Items from minutes

- Constitution and bylaws John and Alan Have reviewed 8 different constitutions and bylaws.
- Ski proposal with City Alan and Dana Lisa and Alan will meet with City
- Memberships and Rates Trails Committee, Luc, Alan, Dave, Dana, Joan

The Membership Subcommittee was tasked to review the current membership, ski program and day rates for the upcoming 2016-17-ski season and make a recommendation to the board. Contained within this document is an overview of the process, motions to support the recommendations and a comparative between the current rates and the new rates for next year.

The guiding objectives of the review was:

- To look to increase club membership,
- Create additional and sustain the goodwill with the current members,
- Simplify the sign up process for members and parents is ski programs,
- Simplify cash collection at the Hut, and
- Maintain an appropriate financial position for the club.

As part of the initial review other nearby ski clubs rates and programs were reviewed to determine if the proposed changes would be too far outside of the existing marketplace. The proposed rates are aligned with most of the clubs that are of similar size in trails network and in membership. Of the clubs reviewed only Sun Peaks and Sovereign Lake were considerably higher. These higher rates are a result of the relationships with nearby downhill ski properties.

Description	2015-16 Rate	Proposed 2016-17 Rate	Comments
Membership:			
Early Bird:			
Adult	150.00	150.00	19 +
Senior	140.00	150.00	Same as Adult
Student / TRU	120.00	72.00	18 + with Student Card

		Junior	72.00	72.00	9 – 18
		Child	15.00	15.00	< 9
		Family	360.00	360.00	2 Adults + 2 under 18 Junior &/or child
		Parent Pass		100.00	See Below

Description		2015-16 Rate	Proposed 2016-17 Rate	Comments
Membership:				
	Regular Season:			
	Adult	175.00	175.00	19 +
	Senior	165.00	175.00	Same as Adult
	Student / TRU	135.00	82.00	19 + with Student Card
	Junior	82.00	82.00	9 – 18
	Child	15.00	15.00	< 9 Off Set CCBC Membership Fee
	Family	420.00	420.00	2 Adults + 2 under 18 Junior &/or child
	Parent Pass		100.00	See Below

Proposed Changes:

The SENIOR rate and the ADULT rate become one single rate. The rates are maintained to the current adult rate to provide goodwill to the membership base to help support / address common messaging that we are unable to control the weather, there will be good years and there will be bad years and that memberships are based on the assessment of the club. Further messaging should be incorporated to address the memberships provide considerable value.

The STUDENT rate will be blended with the JUNIOR rate. This is being done to encourage primarily TRU student to participate and recognizing their financial situation while attending university.

FAMILY rate will remain unchanged. CHILD Membership provides free trail fees and a subsidized CCBC membership for the participant.

PARENT PASS - In order to support and promote the SKI DEVELOPMENT PROGRAM we are proposing a \$100 PARENT PASS. The conditions of this pass are you **MUST** have children registered in the SKI LEAGUE programs (BUNNIES, etc). This rate is available to support parents who are putting their children through the program. This pass is unlimited skiing, similar to the regular membership. This reduced rate is in recognition that parents may not be able to take full advantage of the season due to their support of their child (children) and the time they are able to ski.

Motion: The Membership subcommittee moves that the proposed rates be accepted by the board for implementation for the 2016-17 Ski season. These rates take effect October 1, 2016.

Moved by John. Second by Sandy. **CARRIED**

From the Membership Rates the Day Rates were adapted:

Description		2015-16 Rate	Proposed 2016-17 Rate	Comments
Multi Day and Multi Day Rates				
	Day Rates:			
	Adult	14.00	15.00	19 +
	Senior	13.00	15.00	Same as Adult
	Student / TRU	11.00	7.00	18 + with Student Card
	Junior	7.00	7.00	
	Child	Free	Free	Membership subsidized
	Night Ski	5.00	10.00	Raise to \$10
	Multi Day Rates:			
	Adult - 6 Day	70.00	75.00	
	Student - 6 Day	55.00	35.00	
	Junior – 6 Day	35.00	35.00	

Day rates have been rationalized to support simplification of transaction at the Hut, SENIOR rate and ADULT rate and merged into a single amount as have the STUDENT with student card and the JUNIOR amount. CHILD under 9 ski for free.

Multi day passes (6 SKI PASS) reflect bulk savings; however with the purchase of 2 pass customers are nearing the amount of a pass and this may sway purchasing decisions to join and become a member. Multi pass will have an expiration date, they are only valid in the ski season they are purchased and will not be honoured over multiple ski seasons.

Motion: The Membership subcommittee moves that the proposed rates and the expiration date condition of the multi-day pass be accepted by the board for implementation for the 2016-17 Ski season. These rates take effect October 1, 2016.

Moved by Luc. Second by Leslie. **CARRIED**

Motion: Based on the recommendation of the Coach, the Membership subcommittee moves that the current pricing of the SKI PROGRAMS remains unchanged for the 2016-17 Ski season. These rates take effect October 1, 2016.

Moved by Dave. Second by Dana. **CARRIED**

The committee also review the rates being applied for SNOWSHOE activities. As this activity is still in a relatively emerging state with limited public awareness the following was reviewed and proposed.

Description		2015-16 Rate	Proposed 2016-17 Rate	Comments
Snowshoeing:				
Memberships:				
	Adult	45.00	45.00	19 +
	Senior	45.00	45.00	Same as Adult
	Student / TRU	22.00	22.00	19 + with Student Card
	Junior	22.00	22.00	9 - 18
	Children	Free	Free	< 9
Day Rates:				
	Adult	4.00	5.00	As above
	Senior	4.00	5.00	
	Student / TRU	4.00	2.50	
	Junior	4.00	2.50	
	Children	Free	Free	

Motion: The Membership subcommittee moves that the current pricing of the SNOWSHOEING memberships remains unchanged for the 2016-17 Ski season. The committee further move to implement the day rate changes as noted above. These rates take effect October 1, 2016.

Moved by Dana. Second by Joan. **CARRIED**

The subcommittee also identified some additional opportunities for enhanced communications on the current and proposed membership / day rates.

Particular clarity will be required about the PARENTS PASS and the conditions that are applied to this rate.

Overlander Staff should incorporate in their interactions with guests concerning day passes, and provide information that memberships are available. Suggest that a hand out accompany day passes detailing the value of membership and the overall cost effectiveness that it offers.

With the multi-day passes the need to communicate that they now have an expiration date needs to be printed on the pass and shared by staff during the purchase transaction.

As ski pass membership also includes the SNOWSHOE membership this should be identified on the web with the publishing of the rates.

Broader public communication in advance of the ski season utilizing local media, radio and newspaper, indicating that the memberships are available in order to attract new members should be developed and implemented.

Continue with membership incentives, last season was ski lessons to the early enrollers, expand this with club swag once branding solution is implemented.

- Different colours to be used for punch passes with waiver on back. Is there a way to capture email addresses with 6-day punch pass? A suggestion that a handout to be given out with info with option to receive emails.
- We need to inform staff of questions to expect and how to answer them.

- In September there will be a media blitz with a marketing plan and launch date.
- We need to explore reciprocal arrangements, group rates and hotel arrangements.

4. <u>Museum archives and Library</u>	Vesta	Nothing at this time
5. <u>Food trucks</u>	Vesta	Nothing at this time
6. <u>Investigate kids snowshoes</u>	Lee	Nothing at this time
7. <u>Pole saw to insurance list</u>	David	Done
8. <u>BC Championships</u>	Natalie	Nothing at this time
9. <u>Loppett</u>	Alan, Luc, Scott, John	-Confirmed Dates February 17-19, 2017
10. <u>Ski suits pricing</u>	Dana	Nothing at this time
11. <u>Grading driveway contact Noelle</u>	Alan	Argo is following up
12. <u>Strategy and plan to grow ski league</u>	Dana, Rich, Scott and John	This is underway. Parent Pass will have positive impact.

Business arising from Reports

1. **Review Duties of Board Members.** Duties and responsibilities have changed over time and need to be revised. John and Dave to follow up.
2. **Define Ski League and Junior Development** Language is confusing to people. Jack Rabbit is no longer used. Vesta will date and consult with Directors if needed.

New Business

1. **Club Funding Best Practice** On website. Need approval from Board to keep to control.
2. **Dog Snowshoeing trail.** Discussion as to what is it going to take to build this. We need to find a leader to head this up and initiate process. Dana, Tim Cole, Krista? Need to submit a proposal to Trails Committee and then to Noelle in Forest Recreation Sites.
3. **Chainsaw Certification.** We will pay for basic courses if people interested.

REPORTS

President- Vesta

Insurance – we have an issue with an injured skier which we will discuss further at the meeting. This brings up the matter of insurance – what are we, and our members covered for and how does the insurance work? Dave has suggested we ask a representative from our insurer to come and talk to us about these issues. I think it's a good idea.

- A letter was received and circulated from the lawyer of Katherine Roberts regarding the ski accident February 24, 2016. This will be passed on to the insurer. The accident form was filed by Alan Vyse and Vesta will follow-up.

CCBC AGM and workshop – I am putting together some information to present to the workshop on best practices and staffing in particular, which is their emphasis. I would appreciate some assistance with this. They apparently do not want to hear about coaching or officials training but I will bring it up anyway.

BC Championships – Natalie informs us that the dates for the BC Championships have been finalized and they are February 17 – 19, 2017. I'm hoping our team can make this an exceptional event, which we already know they will, and that we can keep our non-racing members happy as well.

Treasurer- David

Financial Summary – May 2016

Trails Revenue:

Trail revenues are funds generated by the operation of the trails. This includes trail passes for both skiing and snowshoeing, and also includes revenues generated by the rental of equipment. Also included is the estimate of volunteer hours to support and maintain the trails system including track setting, maintenance time for the track setting equipment and trails maintenance.

Due to the extended season and a great turn out of skier, trails revenues and rental revenue are up significantly over last year and well over the budgeted amounts. Total revenues are up by \$50K over budget. Trails closed in March no changes to the trails revenue.

Club Revenues:

Club revenues include activities that are generated to support the club. These items include memberships, grants, and gross revenues earned by hosting events. Revenue reported in this area also includes the financial impact of our volunteers who support these activities including coaching, executive and work volunteers perform in support of the club. Social activities are not to be reported as part of volunteering time.

Minimal change, Zone 4 Race Revenues dropped due to reimbursements being processed.

Trails Expenses:

Trail expenses are funds generated by the operation of the trails. This includes the costs associated with the maintaining of the trails, equipment and the facilities. Also included is the estimate of volunteer hours to support and maintain the trails system including track setting, maintenance time for the track setting equipment and trails maintenance.

The largest variances are related to the repairs made to the sno-cat earlier in the season and the wages of the staff. Staff wages represent the cost of running longer through the season and the longer daily

operations to support a longer ski day. Overall operating costs are in a negative \$17,000 variance (over spent against budget), however the over spend is justified and offset by the increase in trails revenue. The past month increase was minimal. Costs incurred were due to late season invoices for fuel and ongoing costs, telephones, bookkeeping and various equipment for building and equipment.

Club Expenses:

Club expenses are the costs related to the delivery of the clubs programs and services beyond the operation of the trails. These items include CCBC registrations, payment services, and coaching and related lesson program costs. Also reported in this area also includes the financial impact of our volunteers who support these activities including contracted professional services, executive and work volunteers perform in support of the club. Social activities are not to be reported as part of volunteering time.

This area is currently under budget however as the season is still wrapping up there is an expectation that these items will come in at or slightly over budget. Again many of the variances are due to the extended season, additional time and effort delivered from our volunteers.

Balance Sheet – Cash Position:

The clubs cash position is solid having generated a positive cash flow throughout the current ski season.

Account Description

Balance @ Reporting

HSBC – Operating \$55,000

BMO - Gaming Grant \$1,360

Other:

Updates completed:

- Transfer of funds to the machine fund completed
- Pole Saw added to the clubs insured asset list.

Registrar- Joan – No Report

Volunteer Coordinator – Leslie

Social Report: Inquire about any interest in having a season end social in June.

Volunteer Report: Nothing new to report and will not likely have anything more until the new season starts in October. I have warned many current members, friends and family members that I'll be calling on them for next years busy season. As I mentioned before, Bob Jennejohn has offered to help keep track of volunteers starting next season.

Trails –Luc

-I met with BC Ground Water and reviewed the status of the water filtration system. I will need to submit the permit to IHA. This should be done this week.

- Security cameras are not installed yet but will be working on this over the next 2 weeks.

- I got a price to replace the current florescent light of \$3800. We will need to rent a lift for a week so a budget of \$4500 would allow us to replace 23 lights.

- We need to ask Lee to apply for a Blazers grant for the lighting project.

Alan

-On the driveway issue, I contacted Chris Jones and he has contacted ARGO...they have promised to deal with the problem.

-On the City learn to ski proposal, I will meet with Lisa and the City in a couple of weeks.

-I haven't had any substantial discussions with anyone on the Constitution or the loppet.

Publicity- Vesta

Tourism Kamloops Summit – I attended this on April 21st with fairly low expectations on how valuable it would be to us. I was pleasantly surprised. The first part was a small trade show which featured booths from Harper's Trail, The Wildlife Park, Rocky Mountain Railtours, etc. There was a booth from the Backcountry Lodges Association of BC and they were the only ones with a winter focus, although they also have summer activities.

The two that were most interesting to us were the tour organizers, which surprised me. One in particular, Tailgate Tours, is very keen to expand from taking people on wine tours to include hiking, snowshoeing and winter activities. Aside from talking to him and thinking about how we could possibly partner with him, I noticed that the representatives from all the big hotels were all over him. This is something that's very attractive to them – their guests don't want the big tour bus experience, they want a way to easily get out and enjoy what Canada is known for - the outdoors. They want an accessible and safe way to get into the woods that won't require stress or planning on their part. When he does winery tours it's a more intimate experience than 40 people getting off a bus. Instead, he has a big jeep. He was particularly interested in the fact that we rent snowshoes and have easy to access mapped trails. He has contacted me and we will talk further.

Overall this gave me a sense of something we could take advantage of with the hotels as well. Ironically, we just received an email through the website from a marketing student who is working with the Sandman Hotel and she is talking about exactly this – getting their visitors out onto the snow.

The second part of the evening was the guest speaker. Maureen Douglas has done marketing and PR for the Vancouver Olympics and Paralympics, among other things. She has a theatre background and she is an outstanding speaker. She talked about story, which is the new theme Tourism Kamloops is embracing. One

of the key ideas, which I agree with, is that people don't remember your product, they remember the story about it. So instead of talking about our product we need to tell stories, remembering that among other things they need to be truthful, be impactful, have a point, and include a call to action. I think this is the direction we are heading anyway and it was good to see a large group of people agreeing with it. I also think it's important that we align with Tourism Kamloops and the work that they are doing.

I think this was a good event to attend from a marketing and tourism perspective and I would recommend attending it and other Tourism Kamloops functions in the future.

Brochure / business cards / printed material – when I went to pay for the Tourism summit I looked at their information area and found our very sad little brochure that says we have 49 Km of ski trails. Thankfully I took the last one so nobody else will see it. Once the branding is done I would like to create a new brochure, business cards (I had nothing to hand out at the Tourism Summit), and a material package that would go to the kids in the Ski S'kool. I think all of these should be well thought out and have a consistent look and feel that reflects the club and what it has to offer.

- There is money in the budget designated for publicity

Website – I received an early design draft which I rejected as it's too close to the one we have. The designer is going back with my suggestions and will send me another draft. Once the logo and branding are agreed on these will be incorporated into the new design. I will also look at all of the web copy on the site and edit / write to suit our current needs.

Logo – I'm still waiting for a revision. I will call Rob again and find out what's going on.

Radio NL - I've contacted Kris Braun from Radio NL about getting our ski reports and other promotions on the radio.

Email Test – after a day and a half of trying to figure out Mail Chimp I finally managed to send a test email. Now that I know how it works they will go a lot faster.

I also managed to import the entire membership list into Mail Chimp and it looks like it will work to send out a blanket email and let people unsubscribe as they choose. There are 400 subscribers in the list as it filters out duplicates.

Mail Chimp only allows for 2000 subscribers and 12,000 emails (per month) before you have to upgrade from the free version to the paid one. The paid one would cost something in the order of \$15/month although I need to do more research on that.

Marketing Plan – as identified in the Strategic Plan, this is next on my list.

Vice President-Neil -No Report

Membership Registration-Joan No Report

Junior Development- Dana- No Report

Miscellaneous Discussion

- Grant deadlines are coming up.
- Sun Peaks is hosting the Biathlon for the BC Winter Games in February 2018. OSC is hosting the Nordic ski events.

Meeting adjourned at 9:00 PM

Recorded by Sandy Eastwood

Next Directors Meeting

Date:	Monday, June 6, 2015
Time:	6:30 -7 pm
Place:	Potluck at Tuckers- 4247 Furiak Road, Raleigh.

Action List

Constitution and bylaws	John and Alan
Ski proposal with City	Alan and Lisa
Dog snowshoeing trail	Dana, Krista, Tim Cole?
Museum archives and Library	Vesta
Food trucks	Vesta
Investigate kids snow shoes	Lee
Ski suits pricing	Dana
Strategy and plan to grow ski league	Dana, Rich, Scott and John
Review Duties of Board Members	David, John
Define Ski League and JD	Vesta
Ski accident letter	Vesta
Investigate a rate sign for the driveway?	Vesta
Ask Lee to apply for Blazers grant	Vesta