



### **Directors Meeting**

Date:	<b>Monday, February 1, 2021</b>
Time:	7:00 pm
Place:	Zoom Meeting

**Directors Present:** Joan Bernard, Tim Cole, Mike Duck, Vesta Giles, Luc Guilherme, Rich McCleary, Dillon Stuart, Alan Vyse, Maureen Light, Dana Manhard, Wallace Huston, Kailee Mortimer.

**Regrets:** Lynda Ritchie

Meeting called to order at 7:05 PM.

### **Discussion: President's Report**

#### **Board members returning:**

Alan has decided to not return to the board next year, but he will continue on the trails committee and managing staff until the end of season.

#### **New board members putting their names forward:**

Dave Hallinan and Lee Card are both interested in joining the board.

#### **President's workload:**

As the club has expanded so much during the past year, the President's position has a far larger workload than in previous years. More emails, injuries, reports, etc. to respond to. May be helpful if someone was available to take over the social media work. Chelsea has been helping out with this a lot.

#### **AGM:**

The AGM will be open to anyone, the link to the Zoom meeting will be posted publicly. All board members will create their own slides detailing their report, and everything will be put into one big PowerPoint for the AGM.

- Rich has volunteered to put all slides into one PowerPoint.
- Alan will run the elections, people will type nominees into the chat.
- Luc will be the Zoom administrator, making everyone muted when they enter and throughout the meeting.
- Dillon will run the chat and answer questions as needed. People can ask questions via the chat and may, depending on how many screens we're seeing, be able to ask questions through the mic. Chat is preferred to make sure we get everyone.

A brief meeting will occur a day or two beforehand to test out the PowerPoint, asking questions, using the chat, etc. This will help everyone to prepare for the meeting. Maureen and Vesta will attend but Luc will send out the invites.

#### **Importance of Decolonizing Trail Names Workshop:**

Overall a great workshop to attend. Major point is that signage recognizing the traditional First Nations in the area should be at the trailhead.

We need to talk to Rec Sites and Trails before anything is done, they likely have additional information on what types of signs should be posted and which First Nations should be recognized. Noelle or preferably Mareusa would be good contacts to talk to.

### **1.1 President's Report**

#### **Board members returning:**

I've heard from Joan, Dillon, Rich, Luc, Wallace, Raegan. If anyone else already responded let me know again. The flurry of emails this month has been huge. Could everyone else please let me know so we can get organized for the AGM?

#### **New board members putting their names forward:**

Dave Hallinan and Lee Card are the only two I've heard of who are interested in joining so far.

**AGM:**

As long as COVID doesn't mess us up again I'm shooting a short film the weekend before the AGM so I won't be able to do anything that weekend. If we are doing powerpoint slides with all of our reports we will need someone to create them. I can do it in the middle of the month but not really after. I also suggest we have a brief zoom meeting with just the board before the AGM meeting begins so we can go over any pressing items and be ready to start at 7:00 pm.

**CCBC Prizes:**

I heard back from the Josie Hotel and they are going to extend the date on the offer until April 10, 2022. That means we can pretty safely do two silent auctions for the prizes.

**Fundraising**

We're at almost \$3,000 for the CCBC Fundraising campaign which means we will receive the \$1,000 in matching funds.

**Clay Whitman Sponsorship:**

I have handed this over to Dillon and Chelsea (for the merchandise). It looks to be going well. Good job! We need to check in with Clay at the end of it to make sure the sponsorship experience was good for him.

**Survey**

Dillon, Luc and I have had some discussions about survey questions. I've put up a bunch of topics and possible ideas for questions but we really need to figure out exactly why we want a survey and what we want to accomplish with it? Right now it's a huge list of topics and potential questions. Do we just want to get the mood of the membership? Is there something specific we need to know? I also have concerns that with so many new members a lot of the questions refer to things they wouldn't have experienced like being up there during races, special events, etc. So then I wonder if this is a good year to do a general survey, or if maybe this year we just do a mid season check in and ask:

1. Do you like what you've seen so far?
2. Is this your first year? Are you a member? Are you planning to be a member? Is this your first year being a member?
3. Do you plan to come back?
4. Is there something we could do better?

**Discussion: Registrar's Report****New members:**

The punch passes are likely driving up the membership now - those switching from punch passes to members by using the discount code. We're not expecting too many more new members as it's pretty late in the season.

**Converting Punch Cards to Passes:**

We should continue the punch pass membership next year, but not through advertisement to too many people. If it's a bad snow year, it could be used as a hedge against a bad season. To deal with this, we could make the punch pass only available after a certain date, or we could increase the "penalty" from switching from punch card to pass. For example, instead of having \$75 off the pass, could change to \$50 off.

This can be discussed in more detail closer to next season.

**3.1 Registrar's Report**

As of 10 am Sunday we have 1566 people registered as OSC members!

	#'s as of Jan 31/21	#'s as of AGM Mar 2/20
	243 memb in 62 family passes	135 memb in 33 family passes
Summary:		
Adult season passes	801	390
Senior season passes	235	124
Family season pass members	243	135
on passes	28	18
Student season passes	75	29
Parent season passes	64	61
Child memb/child season passes 62+7	69	60
Snowshoeing only-adult/sr	29	12
Snowshoeing only-child/jr/student	2	0
<b>Total season passes = 1515 ski, 31 snowshoe =</b>	<b>1546</b>	<b>817 ski, 12 snowshoe</b>

adult membership only (not incl staff)	5	0
junior memb only	2	5
senior memb only	2	3
student memb only	0	1
family memb only (mainly for children's lessons)	5	0
staff adult memberships- 6	6	3
duplicate reg (lessons etc) on zone4 not included - 9 2020, 0 in 2021		
<b>Total memberships:</b>	<b>1566</b>	<b>841</b>
	5 later refunds - medical	2 refunds later due to injuries
Ski Development 2020/2021	92	
Volunteers (from registration checkboxes): 2020-21: 274 individuals, many registered for more than 1 category	274	244
BC Punch Passes-multi ski area(CCBC -new in 2017/18) (not offered 2020/21)	0	26
Returning members	861	
New members	649	
6 day punch cards applied to season passes: (season passes include club membership)	52 adult/sr 6 student	

### **Discussion: Publicity Report**

#### **Social media:**

We have gotten a lot more exposure this year due to increased marketing from Tourism Kamloops. They have more money to spend on marketing (approximately \$20,000 between OSC and Harper) but this marketing may be more beneficial in the summer and fall before next season. Tourism Kamloops will see if they can hold on to this marketing money until the summer. They have shot another video at OSC, but it will not be released to August.

#### **Future social media position:**

It may be helpful for someone to take over the social media position from Vesta. Chelsea helps out a lot, does lots on Facebook, responding to emails, Shopify, etc.

Rachel is good at social media work; it may be good to have her help out in the future. The OSC may need to develop a social media plan outlining who's responsible and how to respond to posts or questions. Someone may need to take over the social media aspect of the Director of Publicity position or develop a part time paid position for someone with experience in tourism management.

#### **Website updates:**

Updating the website may be a good project to complete over the summer. We could potentially pay to have it done or hire a student to do the work. Chelsea has requested that Shopify is used for the website.

### **3.2 Publicity Report**

Tourism Kamloops received extra money this year to promote cross country skiing and they have put just about all of it into promoting us. Because we are so busy during the weekends they are heavily promoting night skiing and have created some small videos out of our footage from last year as well as footage from Harper Mtn. I'll have more info on the amount they've spent and the reach it's had for the AGM.

Tourism Kamloops filmed a video and did a snowshoe photo shoot but they may not release them till next summer. They are going through a rebranding so these may have their new look. I think this is smart because we really don't need any more promotion for this season and it will be next season, when hopefully people can travel again, that we will need more attention. If people can travel then they will be hitting the warm destinations, etc. so we need to remind them then that we are here and what they can expect by visiting us.

## **Newsletter**

The newsletter has been well received. I'd like to get the new Cyber Impact link onto the website so I don't have to keep going back to Mail Chimp for our web signups. I'll try and get one out in early February before the AGM so please send your items as quickly as possible.

## **Website**

The website is 4 years old and is looking pretty cluttered. Chelsea started planning a new one out but won't have time to actually create a new site so I suggest we hire someone to do it. Chelsea wants to do it through Shopify since we're already paying for it but I don't know enough about that platform. I think some research is needed. This is something we could do in the off season.

## **Decolonizing Trails Webinar**

I attended the webinar on The Importance of Decolonizing Trails and it was really informative. I think the two biggest things to take forward from it are that land acknowledgement at the trail head is really important and it gives indigenous visitors a great sense of pride when they see it. The other thing that was emphasized was that building a long term relationship with the local stakeholders is much better than coming to them out of the blue and asking for something. I know we have reached out to different groups to invite them to the trails before with no result, but I think we should keep trying. There are some resources available through [www.spiritnorthxc.ca](http://www.spiritnorthxc.ca)

## **Discussion: Ways and Means Report**

### **Recent Funding Applications:**

We requested \$2,500 but received \$500 from Pacific Sport, which can be used to buy kids ski equipment. We need to figure out when this money has to be spent by – Maureen will contact Pacific Sport to figure out.

Alan and Tim helped Maureen in putting together a proposal to Tourism Kamloops for new lighting. If the money is received, this would support the installation of an additional 1.5 KM of lighting. Approximately \$30,000 of the money would go towards the lighting, while the remaining money would be for other improvements on the trails. Still waiting to hear back from Tourism Kamloops on the status of this application.

### **Potential Funding Applications:**

The Blazers did give out money after an uncertain beginning. We will be applying for funding this year.

### **4.1 Ways and Means Report**

Applied for two grants, one with Pacific Sport for \$2500, will comment on tomorrow. Second grant was with Tourism Kamloops, have not heard anything yet.

## **Discussion: Financial Report**

### **Financial Position:**

We are still in a great position financially, showing an unprecedented amount of financial growth from the club. Along with the growth comes higher costs of grooming, fuels, equipment purchases, etc.

Some of this additional income could be put into the machine fund, which officially sits at \$230,000. It's important to remember that this year is an outlier, a more conservative approach may be to save more of the funds for when money is needed elsewhere and we have less income. We should also consider the lodge fund, it's something that will definitely be needed in the future. Our lodge is lacking compared to other areas of the club.

It may be valuable to create a second restricted fund for the lodge. This would be like having a second "bucket" to show that we've allocated some of our money towards something else. It may be easier to apply for funding opportunities (such as the gaming grant) this way. We also need to keep in mind that in a worst case scenario, we may need to use this extra money to purchase a groomer (or other items) ourselves.

### **Potential Rental Fleet Purchases:**

With the huge increase in people using the rentals, we may need to replace some things in the rental fleet sooner. Poles will likely need to be replaced soon. We can take a look with Chelsea and determine what needs to be replaced; likely not a whole fleet correction but will definitely need a few things.

We need more bunny skis, and we have run out of rentals many times. We have more skis, but not enough bindings. Due to high demands everywhere, poles, skis, bindings are all unavailable to buy. We will likely need to wait until next year. Dana will share with the board when / what he's ordering for next year.

### **Sage 50 Accounting Software:**

The Sage 50 accounting software needs to be renewed. Without it, it's difficult for Mike to do the club's accounting as many of the other programs don't work well together. It costs \$800 to renew the Sage 50 software.

**Request from Mike to spend \$800 on renewing Sage 50 accounting software. Vote passed. Carried.**

### **Next Year's Operating Expenses:**

Although the number of people on the trails and our income has nearly doubled, we haven't had to double our operating expenses. Would it be valuable to make another position to maintain new memberships next year? The staff at the current level could deal with fewer people, but the volunteers may need extra assistance. It may be useful to hire another person to take the load off of Chelsea, especially with races, events, programs, etc.

Generally, it seems that people will come back next year. We will take a look at the end of the season to determine what should happen next year with hiring another person. It may also be helpful to have a planning session to decide what to do with the extra money and where it should be allocated.

### **5.1 Financial Report**

Report will be brief, as I don't wish to repeat much from other reports.

Revenue to date still strong, proportional to the increased daily, and annual ski passes. Expenses such as wages, fuel and maintenance remain on track, and with the exception of consumables and needs for the day to day, are more reliant on length of season vs. membership numbers.

The club is having an excellent year financially, time to think about what to do with retained earnings. Groomer is obviously top of list. Comparatively, retained earnings will be an order of magnitude higher, whereas in past years we were lucky to retain 10's of thousands to deposit in machine funds and reinvest in operating expenses. This year we have the potential to retain over \$100,000. Great addition to the machine fund, and puts the club in an excellent position not to have to borrow much for the purchase in the near, or not so near future.

I feel a cautionary statement is prudent. This year is likely an anomaly with both membership and daily users. Recommend we plan for the long term financial viability of the club, and manage this year's retained earnings carefully. I sure hope this continues, but we might want to consider this year an outlier, and base our financial decisions on seasons such as the 2018/19 and 2019/2020 seasons.

Board input – annual subscription for accounting software is approx. \$800. I declined this year to save costs (still using 2020 version) but a need has arisen and potential improvements to paying systems, bookkeeper, accountant and treasurer having "live" access to the day to day etc.

Are we ok with this annual subscription? I will call Sage50 and determine options.

Food for thought:

- Need vs. want of new groomer this year with the investment we have made in other track setting equipment (vs borrowing the difference)
- Rainy day slush fund for hard times / low snow years – as mentioned wages, fuel and maintenance are relatively constant, but membership & trails revenue can be volatile based on weather.
- Lodge fund...

### **Discussion: Trails Report**

Significant income has been coming in since the beginning of the season from rentals and the ticket booth. The staff have been working very hard to keep up with all of the new users, they deserve a big, generous appreciation at the end of the season.

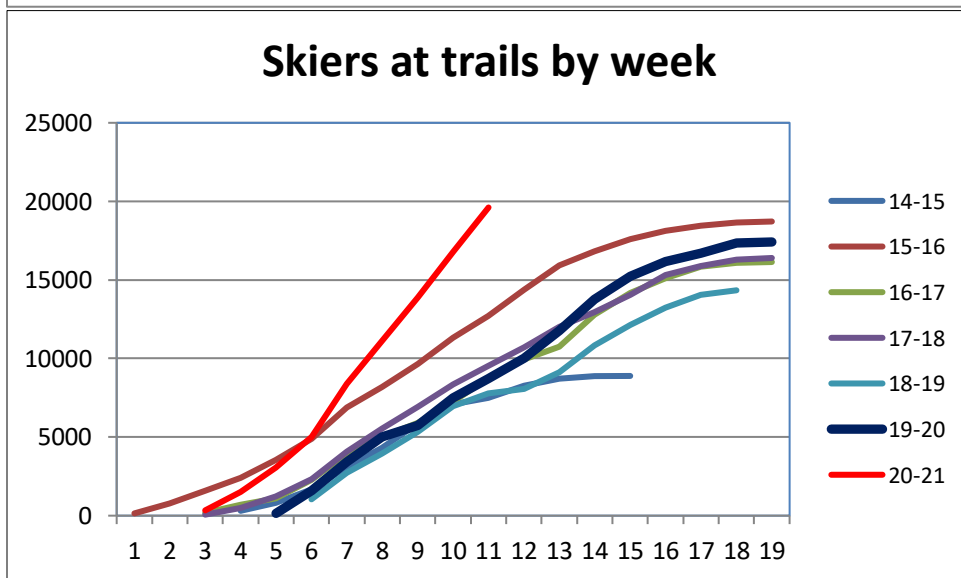
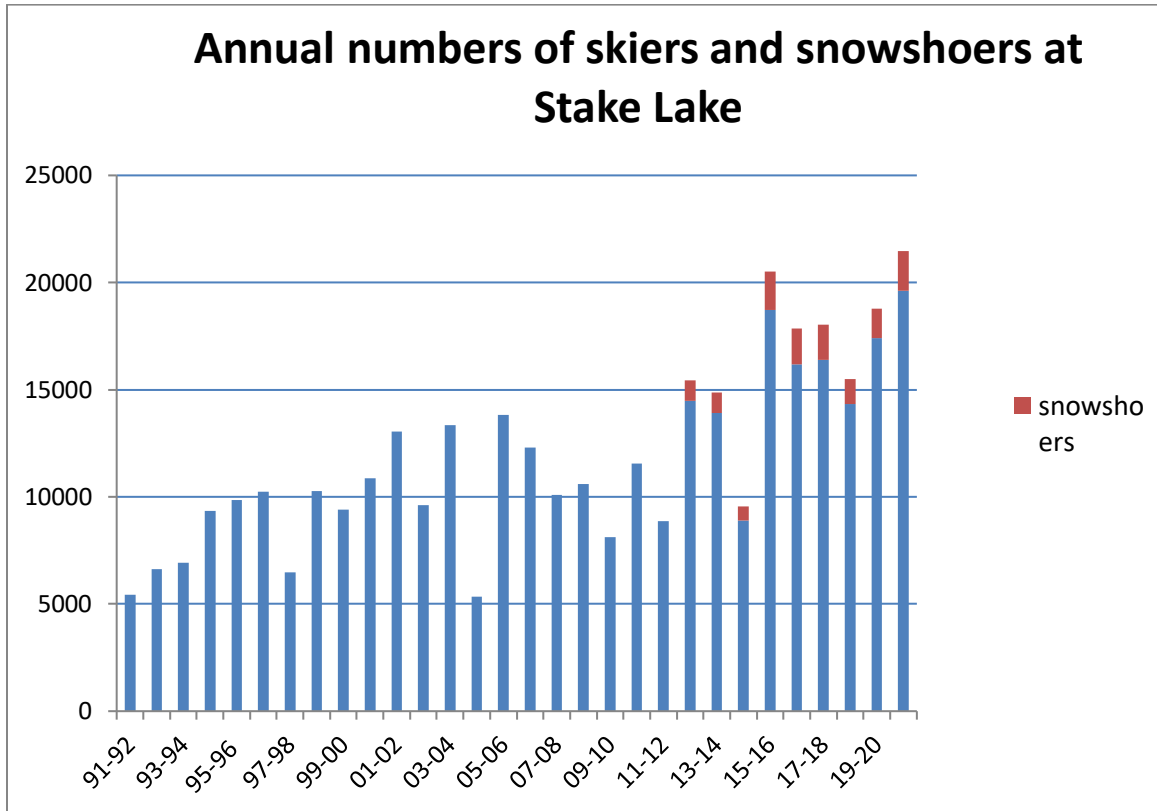
The track setters have been out very frequently, trying to keep things in good condition especially on the greens. We can fully expect another good 4 weeks of skiing.

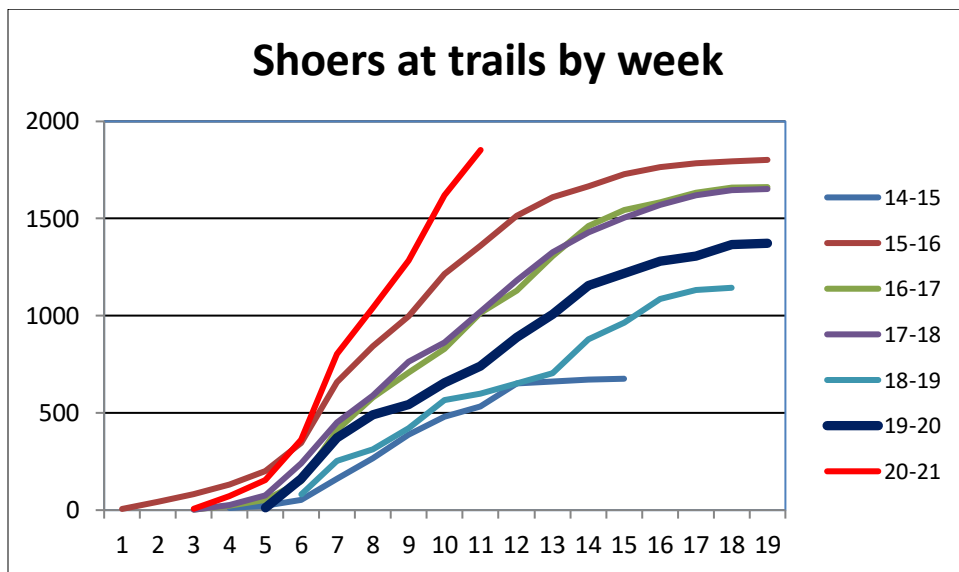
Roy had to complete a rescue on the trails. He handled it very well and did a great job, which is a sign of great training.

### **5.2 Trails Report**

Wow! More superlatives! We broke the records for most skiers and most snowshoers in a season at the end of last

week. The best season in 30 years and we have 6 weeks or more to go!





- On the financial side, the gross revenue numbers to the end of January are very impressive. Rentals are about 1/3 of the total. We will have exact figures for you at the meeting.
- Eden Rae Saari joined the staff at the beginning of the month
- The trails are in excellent shape and the machines are continuing to perform well. Klaus Voss has constructed a new cutting mechanism for our rollers making it easier to remove the sled ski grooves that cause skaters grief. He will start work on the new roller we approved last meeting in the summer.
- Night skiing continues to be a big success through the week and with good attendance on Saturday evenings. The Wolf Howl was amazingly successful thank to Wolfman Roy with his 160 howlers. They made quite a racket. Scared off the wolves for miles around!
- We had a second free snowshoe day on January 23rd sponsored by Sportical. There were 111 shoers that day.
- 62 lessons have been given and have been very well received.
- The parking lot problem seems to have been solved. Although the lot is busy on weekends, everyone seems to find a space. There have been some complaints about the access road but the primary problem is that the road itself is in poor shape and can't be fixed until summer
- Ski School has started and we have seen 248 students to date.
- New trail signs to help newbies find their way back to the parking lot by the quickest route have arrived and will be installed in this month.
- The proposal to light Outlaw and Bronco was sent to Kamloops Tourism for consideration for a grant.
- The water problem on the dog trails was solved after considerable effort by the trails crew under the direction of Tim. Amazing what our volunteers can do!
- The Lights display has been up since just before Christmas and has been very successful. Thanks are due to Klaus and Peter Voss for their help.
- Several items have been added to the on line store: A puffy coat and vest and a backpack
- The stuffie trail program is continuing and 6 badges have been given out
- We have had 9 reportable accidents so far this season and most required a visit to the ER. The Staff have followed up on all of them.
- Big thanks to our Staff. They have been amazing all month

### **Discussion: Ski League Report**

We are over halfway through ski lessons, which will probably shut down mid-March. The COVID plan is in place and working well. Coaches went to a learning to train course at Larch Hills. Dress up day was a success.

### **5.3 Ski League Report**

- We are just about 1/2 way through the lessons.
- Covid plan in place and seems to be working.
- Parents seem happy with the program.
- 4 coaches recently took the Learn to Train On Snow course at Larch Hills.
- Dress up day a success. See Facebook for pictures.

### **Discussion: Operations Report**

Things are generally working well, we've had a couple of questions about COVID protocols with hot spots popping up around Kamloops. Is the board happy with what we're doing regarding COVID?

As we haven't received any other information from Interior Health, it's difficult to decide what else we should do. At some busy times, enforcing masks in the parking lot may be good – but it's a pretty low risk being outside. Until we receive any other updates, we will continue with the status quo for the time being.

### **Discussion: Junior Development Report**

We ran out of wax at rentals. Chelsea ordered wax herself and was instructed by Dana to get whatever was needed. As previously discussed, we have extra bindings but it's difficult to get poles. These will likely need to be ordered next year.

### **New Business**

#### **Indigenous Trail Names:**

We have been having discussions with a number of local First Nations on reconciliation and their opinions on appropriate trail names. Tim plans to continue these discussions and update the board with feedback received from First Nations communities.

#### **Off-Piste and Snowshoe Trail Expansion:**

The map sent out from Tim showed the newly proposed off-piste and snowshoe trails. Overall, it's about 14 KM of new trails. We can likely get funding to support the development of these trails.

Maintenance requirements would be pretty minimal. A volunteer has been maintaining the snowshoe trails all year. The off-piste trails would be just wide enough for a snowmobile to run through if resetting the trail is required. The off-piste trails would be two way with a smoother grade than the snowshoe trails.

We can further discuss the proposed new trails and any changes to traffic flows on existing trails with the new board during the summer.

#### **Silent Auction:**

The Josie Hotel (in Rossland) will extend the date on their prize offer until the end of April 2022. In addition, the original designer of the OSC logo has two paintings that he would like to offer for the silent auction. In total, we will now have four items for the silent auction:

- Weekend in Rossland
- Ski camp
- Two paintings

Chelsea has suggested that we could do the auction through Shopify. It will be fairly easy and straightforward. The money raised from the silent auction can go towards children's ski equipment / family ski gear.

Vesta and Chelsea will move ahead with setting up the silent auction.

#### **Survey:**

Jason Ladyman has created the survey, but there's no specific focus as to why the survey is being created. It could be linked to the strategic plan, which could make the reasoning for the survey clearer. The questions should be focused on what's important for the club and what is laid out in the strategic plan. Vesta will work on this and update the questions accordingly, potentially with the help of Dave.

The survey should provide background information to new members. They may not understand some questions



which relate to the overall operation of the club or activities associated with events. We need to ensure that the questions are clear and provide extra info which could help someone new to the club understand the meaning and implications of each question.

**Jackets:**

Jackets should be given out as individual program decisions rather than handing out jackets to everyone. They should not be expected as gifts for being a volunteer. Instead, we should start with a volunteer recognition policy. Rewarding volunteers for their time takes away from the purpose of volunteering. Beginning to say that jackets will be given to some volunteers and not others could cause tension within the club.

Existing policies do not address coaching jackets directly. This could be something that is discussed with the new board. For the time being, we could have a large appreciation event for the volunteers (depending on COVID).

Rich mentioned that rather than paying for jackets, the board could help to subsidize coach training courses. A coach reimbursement / support policy could be decided in the next meeting.

**Motion from Maureen to accept the December meeting minutes. Seconded by Alan. Carried.**

Meeting adjourned at 9:15 PM.

Minutes recorded by Kailee Mortimer.

**Action List:**

Begin developing PowerPoint slides for AGM	All
Compile PowerPoint slides into one presentation for AGM	Rich
Create and invite board members to prep meeting before AGM	Luc

**Next Scheduled Meeting Dates (Held via Zoom):**

March 1<sup>st</sup>, 2021 (AGM)

April 6<sup>th</sup>, 2021

May 3<sup>rd</sup>, 2021