



Annual General Meeting

Date:	Monday, March 1st, 2021
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, Lynda Ritchie

Meeting called to order at 7:05 PM.

In addition to 13 directors, 32 attendees present.

Introduction and Welcome:

Welcome to the OSC Zoom AGM. We will run the meeting as follows:

- Questions can be asked in the chat or through the microphone. Attendees can use the raise hand function to ask a question.
- We will use the polling feature for all motions using the voting buttons.
- The chat will be monitored for any questions.

Reports:

President's Report: Vesta Giles - Discussion

Our membership has nearly doubled this year – we've seen over 30,000 people on the trails. A huge thank you to staff who have worked so hard to follow COVID regulations, safety protocols, new procedures, and more people.

The sudden increase in numbers of guests has been a challenge. In previous years, we've said that it would be great to get 1,000 members, but we didn't expect to get them all at once. It has been challenging for everyone, including the trails committee, board, coaches, and staff, but the hard work has been worth it as we've heard lots of positive feedback from skiers. Many people have appreciated that the trails are available during COVID.

Behind the scenes, we've been working on decolonizing trail names and looking to add land acknowledgements at the trailheads. We are on the Traditional Territories of many First Nations communities, and we would like to appropriately recognize them. Some trail names are up for discussion. This is something that we will focus on in the offseason.

Looking towards the future, COVID has thwarted us with grant applications but we are looking to buy a new groomer soon. The aging day lodge and parking areas have been tested with the large increase in skier numbers. In the near future, we will focus on improving these areas. Some complications with updating the day lodge may arise before we even know what the options are, but we will keep the membership updated when we have solutions.

President's Report: Vesta Giles

Wow.

Who knew last year at the AGM that we would nearly double our membership this year, be locked in a pandemic, and see over 30,000 happy and healthy faces on our trails? This is a year to remember, and a year to learn from. I'm going to keep my part of the report short as everyone has excellent reports on the details of how our year has been.

I want to thank our amazing staff who have worked so hard with smiles on their faces as they dealt with Provincial Health orders, masks, social distancing, and new procedures and physical structures to deal with it all. We have more staff than we've ever had before and they have all been fantastic.

A sudden increase in members and guests has been a challenge our board, trails committee, and our staff have been happy to encounter and everyone has worked hard to solve problems as they arise and deal with things nobody expected a year ago. It's been a lot of hard work but knowing how much it has mattered to so many people has been incredibly rewarding. One of the comments in our recent donation drive says it all,

"Stake Lake trails have been a haven of respite during this season of COVID pandemic. Thank you to all who keep the trails in excellent condition and cheerfully welcome us to this wonderful location!"

Decolonization

For the last couple of years, we have been having discussions about reconciliation, decolonization, and land acknowledgement. We operate on the unceded territory of several Indigenous groups and we want to be proactive in looking at our operations and making changes that align with and indicate our respect for the Indigenous groups in our area and their history. This is not a quick fix process. We are taking the steps to look at things like our trail names, land acknowledgement at our trail head, and other areas where decolonization is important. We are taking the steps to address this carefully so we do it right and consult with the people who know better than us. Decolonization of trails in general is a large and important issue and we need to do our share.

Planning for the Future

We are still moving forward with our plans for a new groomer but COVID has thwarted the grant applications for ski clubs in BC so we are still assembling our resources for a new groomer purchase in the near future. For the last couple years we have also been looking at the issue of our aging day lodge, parking area, and other infrastructure. With the numbers we've seen this year we've had a chance to look at the steady growth of the club and what our needs will be in the future. Nothing has been decided yet but when we have viable options we will bring them to the membership for review. There are many consultations, such as with the Ministry of Transportation and Recreation Sites and Trails, and other organizations that need to be completed before we truly know what our options are.

Treasurer's Report: Mike Duck - Discussion

Keeping track of expense reports has been difficult this year, thank you to everyone for their patience with wait times and receiving their cheques.

COVID hit us at the end of last season. As we didn't know what to expect, we put together a conservative budget for this season. We increased wages and signage, cut down on some things in the spending department as we didn't know what to expect this year. As previously mentioned, we saw unprecedented growth in our membership, and revenues have far exceeded our expectations. This year has required some minor replacement and repairs, but not a significant amount of capital investment.

To summarize our numbers to date:

Revenues:

- Trailhead revenues have continued to increase significantly over the year. Revenues to the end of January have nearly doubled over last year.
- Membership has nearly doubled.
- Rental revenues to the end of January have more than doubled over last year.
- Total revenues have significantly exceeded what we anticipated.

Expenses:

- Repairs and maintenance (R&M) combined have been under budget. This is an important metric; although our income numbers vastly exceeded out budget, the operation numbers have essentially remained at budget.
 - This is attributed to our awesome volunteers. R&M costs have been low because of volunteer works.
- Wages have exceeded the budget. This was due to hiring extra staff to assist with COVID precautions and measures.
- Fuel expenses have been on budget.

Retained earnings are approximately \$190,000. This is typically about 10 times higher than what we see at this time of the year, we're sitting in a very comfortable position.

A friendly reminder for volunteers to report their hours. We would like to capture the hard work and number of hours that everyone has put in. If volunteers are unsure of their hours, we will estimate the best we can.

Registrar's Report: Joan Bernard - Discussion

The number of ski club memberships increased dramatically this year, from about 800 members for the previous three years to a total of 1,580 this year, with both skier and snowshoer season passes nearly doubling. The numbers of adults, seniors and families almost doubled as well. The number of kids registered increased slightly. The number of members who offered to volunteer increased as well.

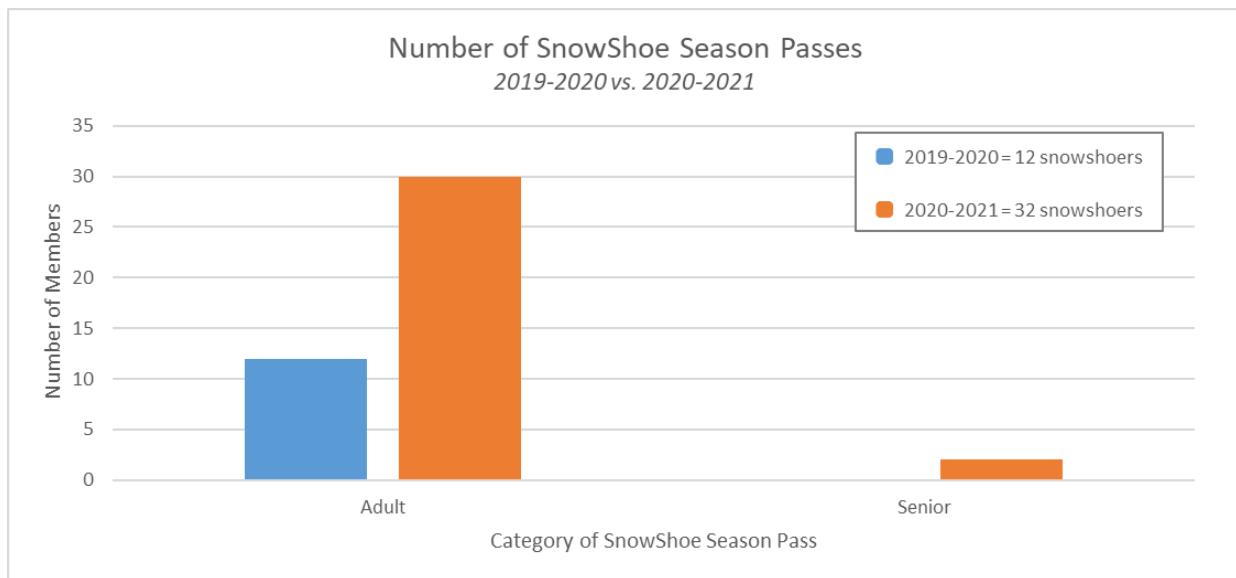
Approximately 43% of Zone 4 registrations were from new members. We've heard feedback that the new members are very excited about getting out on the trails and have had positive experiences so far.

As there's significantly more members, the membership cards have been getting a bit awkward to thumb through. We're investigating if people can get printed cards (for their phone or paper) to make things more efficient next season.

Converting punch cards to season's passes was something new we tried this year. Over 65 people converted their punch cards to passes. We're not sure if we will do this again next year, but it was certainly popular this year.

Registrar's Report: Joan Bernard

The figure below shows the total number of snowshoe season passes in the 2019-2020 season vs. the 2020-2021 season.



The figure below shows the total number of Nordic skiing season passes in the 2019-2020 season vs. the 2020-2021 season.



Trails Report: Alan Vyse – Discussion

Thank you to all of the staff who have worked so hard to keep everyone safe on the trails. Even before the season started, they did lots of work behind the scenes to create COVID protocols and safety plans.

The track setting crew only had one major breakdown, but we got the machine up and running pretty quickly afterwards. The small machines all worked fine this year, we saw a few glitches but overall everything went well. The washout on the dog trails was solved quickly by the volunteers and staff. Overall, there have been a huge number of volunteers and staff involved with the track setting and trail maintenance – thank you to everyone.

We've received great comments from the ski school program. The only negative has been that we've had to reduce the numbers due to COVID but have received positive comments from participants. There have been no parents this year and the ski school has almost gone smoother. We've showed people how to put their poles on, stand up, fall, etc. Over 100 lessons occurred, and most people looked for another afterwards. This has been well worth the time spent on the program.

Again, we've had a huge increase in trail users, but this is the reason why everyone's hard work is so rewarding. If you look at 30 years of operation, this year is way higher than normal. We went over 30,000 trail users on Saturday, which has been a 50% increase in terms of total participation. Very impressive season overall, especially as there are still another three to four weeks to go for more numbers to be added.

Trails Report: Alan Vyse

What a year! For our 30th season, we dealt with both the virus and record crowds it delivered to the trails. After the panic of finding the parking lot full to overflowing, our staff soon found their rhythm and every record for the number of skiers and snowshoers was broken: most per day, most per week, most per year. And our revenues followed suit.

Having some inkling of what was coming from reports around the province in the fall of 2020, we knew that interest in outdoor activities including skiing and snowshoeing would be high but we didn't have any idea how high. We hired extra staff to get ready and to deal with Covid infection concerns but even so we weren't fully prepared for the wave that followed. People kept coming and kept coming back!

By the beginning of the season we have seen a 90% increase in membership compared to last year and an equivalent increase in membership revenue. At the Trails gate, again compared with last year, we have seen as of Feb 27th:

- 64% increase in skiers
- 100% increase in snowshoers
- 66% in night skiing
- 150% increase in rental revenues
- 100% increase in day pass revenues

Apart from the relatively crowded trails and the sheer number of smiling faces glad to be out of the locked down city, other highlights of the season include the big increase in the lighting display around the lake and the big increase in lessons given by our staff. Serena and Roy somehow managed to squeeze in 100 short duration lessons. And Family day was a big success once again: together we donated over 300lbs of food and raised \$2200 for the Kamloops Foodbank.

Two free snowshoe days sponsored by Sportical and Play Kamloops. Both sessions were very successful.

Unfortunately, the promising start we made on social events last season came to a stop because of the virus but the stuffie trail continues for the younger crowd and the socially distanced full moon Wolf Howl in February was a big success thanks to our Night Man Roy.

The increase in numbers on the trail also led to an increase in the number of accidents, mostly as a result of simple falls. All were dealt with promptly by our staff.

A copy of our Annual Trails report to Recreation Sites and Trails BC for 2019-20, which is required under the terms of our contract, can be found on the club web site and the report for the season underway will be available in October.

The work of maintaining the machines and setting the tracks sometimes seems never ending and we owe a huge vote of thanks to the crews. This year they included: Thomas Bennett; Lee Card; Tim Cole; Ryan DeVisser; Mike Fleury; Peter Findlay; Luc Guilherme; John Hutchings; Chris Jones; Jason Ladyman; Denis Loewen; Dana Manhard; Keith McIntosh; Michel Peron; Garry Plant; Peter Prochotsky; Bill Rideout; Tomas Ruberg; Mike Scarff; Kerry Spear; Mike Stewart-Smith; Klaus Voss; Peter Voss.

There is also the job of maintaining the trails in the summer. This involves lots of volunteers. Klaus Mey coordinated the work and Tim Cole and his crew dealt with many fallen trees and debris on the snowshoe trails.

Building maintenance is another job that our volunteers take pride in accomplishing, and last fall the trail shelters were renovated all with new roofs and some with new footings.

This year we have more “promotion” again thanks to the efforts of Vesta, Chelsea and Tourism Kamloops.

I want to thank our staff for their sustained efforts over the season and for representing us so well. Chelsea was appointed Trails Manager in the fall and was faced with the immediate task of preparing Covid protocols. She has been supported by Paul DeVries who helped with the physical alterations in the Day lodge, our new “Mr. Nights” Roy Langdon, Michael Lanyon, Rachel Komori, and Eden Saari. Serena Lindsey was recruited to teach lessons to the public and to help Shelley Davidson with S’Kool Ski. Roy Davidson also assisted with the short durations public ski lessons.

In conclusion, I want to acknowledge the work of the other members of the Trails Committee:

Tim Cole; Luc Guilherme; Chris Jones; Klaus Mey; Garry Plant and Klaus Voss. Lisa Palechuk retired from the Committee at the end of last season.

Alan Vyse

March 1st 2021



And one last number! We have seen 363,509 customers in the last 30 years. And climbing!

Ski League Report: Dillon Stuart - Discussion

We started the year off planning for COVID, and it was touch and go with how to put on a safe season for all athletes at the beginning. We're very grateful to all staff and volunteers for the success of the season.

Athletes started dryland training in the fall and got onto the snow later on in November. The demand far outweighed our ability to safely host classes. At the beginning of the season, we didn't have enough coaches to meet demands. We could have had significantly more kids if there were more coaches, but we need everyone to complete their training. It was a bit difficult to train more coaches this year with COVID.

Looking to the future, we plan to train more coaches in preparation for next season. Many older kids are looking to join the sport, we're considering setting up a bridge program for these athletes. We will look to train up coaches for this program during the summer. Anyone who's interested in coaching can contact the board – we don't require you to have tons of experience or be an ex-Olympic athlete.

Thank you to everyone who helped to put on the season. We're somewhat excited for this year to end but are also looking forward to next season.

Junior Development Report: Dana Manhard - Discussion

A normal season would consist of training through the summer, going full swing into races, traveling and waxing skis all the time. This year has been different than previous years in that races have been dropped. For the athletes, this has been difficult as their goals are ever changing and it's difficult for them to know what to expect. It seems that the athletes have learned to enjoy the sport more than if there were competitions every weekend. It's been good for many of them to have a break from the highly competitive environment.

This has been good for the coaches – we haven't been stuck waxing all weekend long and we're in better shape than usual. It's also good for the expenses – less money spent on wax. That being said, we're looking forward to next season when things may be somewhat back to normal.

Publicity Report: Vesta Giles - Discussion

At the end of last year's season and the beginning of this season, the club made two videos:

1. A day in the life of the OSC: This video was to show people who we are and what the club is all about.
2. Cross country ski basics: This video was created to help people get on their skis and learn the basics of the sport. As we knew that coaches couldn't keep up with everyone who wanted coaching, this video helped newcomers to still get into the sport this year.

We've received great feedback on both videos.

Tourism Kamloops has received a significant amount of money to spend on advertising the OSC and Harper Mountain, due to us being volunteer / family-run and having low COVID risks. We've reaped the benefits of this spending and advertising.

Tourism Kamloops has specifically worked with us to not put more pressure on weekend skiing. They've worked with the club to support advertising for night skiing and skiing at off-peak times. They have approximately \$20,000 to spend, but we're going to wait for this money to be spent and advertising to occur next season. They have filmed another video that's going to be released in August.

Tourism Kamloops has been focusing on YouTube advertising. They bought a YouTube ad in the middle of February, which is right when the number of views on our videos started shooting up. This has been awesome advertising for us, and the partnership we've developed has been invaluable to the club.

With so many new trail users, social media has been super crazy. Doubling the number of users has doubled the number of questions as well. Social media could be the responsibility of a part-time staff member next year. Chelsea has been working lots on Instagram, and Dillon has been doing some work on Strava. People have really enjoyed the Strava races that Dillon's organized. They have had the opportunity to feel connected without physically being together. It would be great to expand this next year.

The website is 5 years old; it will be redone this summer. The platform is old, we can't add new tabs, needs a huge refresh. Recently, we switched newsletters from MailChip to CyberImpact. They have been awesome, and they're a Canadian company.

Publicity Report: Vesta Giles

Like all of our departments, publicity has been a strange and wonderful thing this year. Double the number of members and record numbers of visitors on the trails has meant more demand on those of us who communicate for the club.

Media Coverage: The media has figured out what we were hearing industry reports of last summer – that Cross Country Skiing and Snowshoeing would be the most popular activities in the winter of the pandemic as it allowed us to get outside and naturally stay distant. As a result we have enjoyed lots of positive media attention. Both Chelsea and I have been on CBC radio and I was also on Radio NL. Other news outlets like Castanet have done stories on us as well.

Tourism Kamloops: Tourism Kamloops has given special attention to the staycation way of thinking and we and Harper Mountain have benefited greatly from their efforts and expertise. I doubt there are many people in our area who have not seen their ads. Tourism Kamloops is also very aware of our stress points – particularly Saturday mornings and weekends in general. Their emphasis has been on messaging around night skiing and snowshoeing, as well as visiting during off peak times. This is one of the big benefits of maintaining such a positive partnership with them.

Part of the footage they have used for their ads came from what we shot last year for our Day in the Life of Overlander Ski Club video. They contributed funds toward the production of that video and received access to the footage in exchange. One of the benefits to doing a video like that is that we have extra footage we can use in the future.

Tourism Kamloops also produced a video and did a photo shoot which will be released and used for promotion next year. This cost us a day's salary for one staff person who drove their crew around with the sled and guided them on the best spots to shoot.

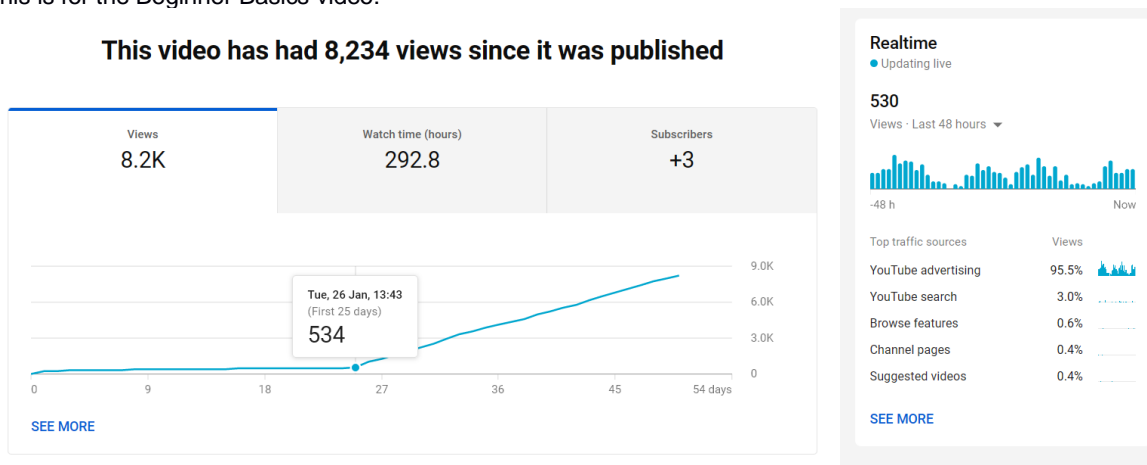
The benefits of our partnership with Tourism Kamloops are enormous. We pay nothing for advertising. They, however, pay a tremendous amount to advertise our trails.

For the videos we produced, we had specific goals. For the Day in the Life of the Overlander Ski Club video we wanted people to see who we are and be inspired to come for a visit. Our Kids on Skinny Skis video (produced with the help of CCBC last year) was aimed at inspiring kids to stay in a sport that was fun and cool.

The video we produced this year, our Beginner Basics video with Chelsea and Naomi, was produced with the goal of getting all of our new members on their skis and moving safely as we knew we would not have the capacity for large classes due to COVID, and we knew ahead of time the demand would be high. We also wanted to highlight the stadium area which would hopefully inspire new skiers to practice their skills over there and not in front of the day lodge where we knew we would have distancing issues with bottlenecks of people. We have had a great response to that video and many of our very new skiers have indicated how much they appreciate the information to help them get started. Chelsea is now a bit of a celebrity.

Unbeknownst to me, Tourism Kamloops used some of their budget to buy Youtube ads for our Day in the Life and Beginner Basics videos. I was checking Youtube everyday to see how the videos were doing and to check for any comments. I couldn't understand why the viewership suddenly shot up starting on January 26th (see the diagrams below).

This is for the Beginner Basics video:



This is for the Day in the Life of the Overlander Ski Club video:



When I looked at the source and realized it was from Youtube advertising I asked Tourism Kamloops about it and they said they had purchased ads on the videos. You can see the dates when the ads were purchased.

The video they produced a few years ago has now been viewed almost 70,000 times. By not having to pay for this type of advertising it allows the club to put our efforts into other things.

This is the information from Tourism Kamloops as of Tuesday, February 16:

Tourism Kamloops secured \$20,000 in Nordic funding for 2020/21. This included a \$4,000 contribution from Tourism Kamloops + \$16,000 from the Province. These funds are scheduled to be spent by March 31, 2021. The funds have been divided between digital marketing tactics and asset creation.

Ads are currently running on Facebook and Instagram, Google search, Google Display, and Youtube.

Facebook & Instagram Advertising

- 15 ads – photo and video
- 726,614 impressions
- 3,579 link clicks
- \$3,947 spent to date

Youtube Ad stats

- 3 video ads running
 - Beginners video (Overlanders), Groomer video (Overlanders), Tourism Kamloops Nordic ski video
- 106,288 impressions
- \$1,196 spent to date.
- 41% view rate

Display Ads

- 6,549 clicks
- 1,857,759 impressions
- \$1,311.69 spent to date
- Linking to Tourism Kamloops' Nordic ski page

TOTAL Ads

- 2.6M impressions across channels
- Over 10,000 link clicks
- \$6,454 spent of budgeted \$10,300 for digital

Google Analytics

- We've sent over 550 link clicks to overlanderskiclub.com from Tourism Kamloops' webpages.
- Our cross-country ski landing page has been viewed over 11,500 times since Dec 1.

Even though we haven't been encouraging people to travel, the brand awareness for the club is really for next year when we hopefully will be able to travel and want to invite people to visit and locals to check us out.

Website: This year has put a real strain on our website which is now five years old. With our resources being stretched a bit in terms of the amount of time we've been able to devote to it, things have been added because they needed to go up but we haven't been able to really keep it clean. This summer we will be redoing the website and reorganizing how the information is presented organized.

Newsletter: Our newsletter also grew and our subscription numbers increased past the point of what is offered for free by most servers. Looking for a Canadian server with good features, we left Mail Chimp and switched to Cyber Impact. Subscriptions through the website are still going to Mail Chimp until we edit the website so I am copying and pasting new subscriptions over with each mailing. Our newsletter now reaches nearly 2,500 people.

Social Media: This year has been insane and a challenge for us to keep up with at times on social media. We are hoping to add social media duties to one of our regular staff positions next year. Many of our staff have extensive tourism experience and would be able to do a great job. This year the volume of questions has been extraordinary and next year we are going to be more prepared for that aspect of a growing club. Having an FAQ section on the website will help but a lot of people don't go to the website, they automatically go to social media pages and send messages without looking around so we need to think about where the answers to our commonly asked questions are for next year.

Chelsea has done a great job increasing the activity on our Instagram account which has been amazing as well.

Dillon's introduction of Strava, which could be considered a form of social media, has been a wonderful addition for many of our members and guests.

Ways and Means Report: Maureen Light - Discussion

Our application to the Gaming Grant was unsuccessful even though we had matching funds. They had too many applicants to decide. We received a bit of money from Pacific Sport, but they had too many applicants to decide as well. We recently applied to Tourism Kamloops for lights for night skiing. This would give us a couple kilometers of additional lighting along the trails. The results of this application are not decided yet.

Thank you to everyone who have generously donated towards the new groomer! Every donation makes such a difference and has such a positive impact on the club.

Silent Auction

We are the only club in BC to have won prizes 5 years in a row. This is based on a percentage increase in members over the previous year. As part of the silent auction, we offered a weekend in Rossland, the Super Camp training, paintings and stained-glass windows. Thank you to Bruce Mitchell for the donation of paintings and to Ray Hellman for the stained-glass piece he donated.

Over \$2,000 in funds were raised. From CCBC, we received \$1,000 in matching grants from donations. We plan on using this money to buy equipment (such as bunny skis and a pulk) to support families in getting out on the trails.

Question Period

Q: Will the audited and reviewed financial statements be presented to membership as per the societies act?

A: Yes. Mike presented the financial statements from the 2019-2020 fiscal season to address this question. These will also be posted on the website.

Vote: Do AGM attendees vote to approve the audited financial statements?

Results: Yes, vote passed. 100% in favor, 0% opposed. Audited financial statements for the 2019-2020 fiscal season approved.

Note that we will also approve the minutes from the AGM at the next board meeting.

Q: Have you considered developing a video on trail etiquette?

A: This would be a great video for newer skiers. We're a more relaxed club, but it would be helpful for newer skiers to understand basic etiquette on the trails. The video could be created at the beginning of next year or at the end of this season. This is a great idea, thank you.

Q: How much cash is in the snowcat replacement fund to date?

A: At the end of last year, \$223,000. \$103,000 of this was raised through donations. We will evaluate again at the end of this year. We contribute a minimum of \$10,000 to the fund each year, but we will likely put a bit more in this year due to the strong revenues.

Q: Is there a carpooling group to get to the trails? This would avoid single drivers / cars in the parking lot and reduce the environmental impact.

A: Yes, there is a Facebook carpooling group, but it's been difficult to carpool with COVID. This is the link to the group: <https://www.facebook.com/groups/194686051465038>. It's called "Overlander Ski Club – Trail's Car Pool Group!" on Facebook.

Election

We would like to have everyone vote on the slate of electors listed in the PowerPoint. These people were nominated from the board during our previous meeting. If you have a nomination tonight, people can be appointed at the next board meeting. This isn't the last opportunity to vote in directors.

Does anyone have nominations?

No nominations or comments.

Motion to adopt the board as seen in the PowerPoint. Motion 2nd by Vesta.

Vote: Do AGM attendees vote to adopt the board as shown in the PowerPoint?

Results: Yes, vote passed. 97% in favor, 3% opposed. The board, as shown in the PowerPoint, is adopted. Motion passed.

Members leaving the board: Alan Vyse, Sharlene Patko, Lynda Ritchie, Wallace Huston, Raegan Birch

New board members: Dave Hallinan, Lee Card

Any further comments or board nominations can be directed to info@overlanderskiclub.com.

Meeting adjourned at 8:15 PM.
Minutes recorded by Kailee Mortimer.

Next Scheduled Meeting Dates (Held via Zoom):

April 12th, 2021

May 3rd, 2021

June 7th, 2021