



## **Directors Meeting**

Date:	<b>Monday, January 6<sup>th</sup>, 2020</b>
Time:	7:00 pm
Place:	Meeting Room C, Tournament Capital Centre

### **Directors:**

Joan Bernard, Tim Cole, Chelsea Francis, Vesta Giles, Luc Guilherme, Maureen Light, Dana Manhard, Raegan Markel, Dillon Stuart, Alan Vyse

**Guest:** Sharlene Patko

**Regrets:** Mike Duck, John Grover, Rich McCleary, Lynda Ritchie

Meeting called to order at 7:04 pm.

### **Opening remarks**

Welcome to Sharlene, interested in being volunteer coordinator

We will hold a raffle for the prizes we won for membership (Supercamp and Napika ski getaway) and will have an OSC or BC punch pass as third prize. Look into a lottery license.

AGM will be March 2nd. John will stay on until AGM. Prize - season pass and a couple of the swag prizes and/or merchandise.

### **Publicity**

Photos are needed of the Punch Pass winners.

Discussion of upcoming promotional video shoot.

**Motion from Alan to add extra \$1000 to the video budget. Seconded by Dana. Carried.**

### **Membership**

838 registered as of yesterday, last year 876 so we are down a bit. There are 85 registered in ski development, which is full. Junior development is always open to more kids although we are limited by coaching capacity.

Two refunds have been processed.

### **Board Business**

December minutes cannot be accepted yet, they need to be distributed.

### **Ways and Means**

Regarding the Blazers and gaming grants we need to get another \$100k. There may be an anonymous donor willing to contribute. Maureen will check with the Blazers grant on our status. A Pisten Bully would be the new machine of choice.

The \$2500 for the playground was spent, now a report will be made.

### **Operations**

Trails - attendance is good and revenue has increased, we are at 83% of last year's revenue already. This is probably due to rentals; may also be due to Tourism Kamloops promotion. We have run out more than once already. More classic skis should be purchased for rentals. If they are renters that means they are new skiers, yay!

Staffing - having someone give basic lessons, such as how to put skis on, has been difficult. Also having staff alone on weekends doesn't work well, we need two. Right now we don't have backup staff but Lee is interviewing candidates.

Trails are doing remarkably well given the conditions.

Rec Sites and Trails - our contract is with them, rec technician emailed asking for a report detailing how many non-employees under 85 years old, total number of hours for employees and volunteers including over 85.

A car was broken into at the dog trails. Cameras are now put up. We could put up signs reminding people not to leave valuables in their vehicles and indicating cameras are up. There has been talk of dog trail skiers wanting their own pass but in reality those trails cost more to maintain. Other places require the dog to have a season pass, not just the skier. We could increase staffing to have someone go to the dog trails more (another seasonal worker).

TNRD (gas tax) grant - everything is done except going over the bills. We need to show the hydro cost savings by installing LED lights.

Day lodge improvements – side benches have been taken out, there are new short benches that are less tippy. School groups start tomorrow, that is the real test.

Snowshoe trails - Tim has flagged and brushed them out, including dog trails.

A couple of sections on the dog ski trail have large fir trees and not enough snow.

### **Social Coordinator**

Toques are selling well, we are down to half the stock. Race toques, mugs and buffs are also selling well. We have had six orders online for shirts/hoodies. Photos and prices will go in the newsletter.

Snowshoe fondue January 18, 7 tickets sold. Posters will go up in the lodge.

Yoga ski night January 19, lodge will be open until 5pm with yoga session from Christie Diano and Oxygen Fitness. They also gave us two free yoga passes to give away. These events will happen again in February if well received.

Light up the Lake – lots of good comments. Next year we could have more community partnerships (business signs with lights) and also light the snowshoe trails. Peter and Klaus did a lot of work putting it up.

Possible fun race – as a fundraiser for race team and ski development. Right now struggling with the date and volunteer help.

### **Strategic Plan**

Will put on website. No other updates.

### **Ski League**

BC Cup went well in Salmon Arm even though pre-skiing was closed due to downed trees. There were 80 kids racing and we were in the top 12. Overall the best we've ever done.

### **Operations**

Pressure switch on water tank is fixed. Added 100L buffer tank for when there are many flushes at once; has been working well since. Looking into security cameras..

City lessons started on Sunday, taught by Lisa.

Discussion of plaque and sign to rename the stadium to Bruce Tucker Stadium. Need to be discussed with the family and may be best to let a bit more time pass first.

### **Other Business**

Chix on Sticks has 200 interested, 21 planning on going so far. Jen will focus on beginner skiers this year and lead them. Thursdays 6-7:30pm.

Trailforks – has been updated with snowshoe trails.

Stuffies will be going up soon. Chelsea will check on where we stored the badges.

Growler event - there are leftover hole punchers in the shelters.

Volunteer Coordinator – we need to track and celebrate/acknowledge the trail clearers, race volunteers, coaches as well as track their hours. Some information will be sent to Sharlene to get started.

Meeting adjourned at 8:55pm.  
Minutes recorded by Raegan Markel.

### **Next Scheduled Meeting Dates:**

February 3, 2020  
March 2, 2020  
April 6, 2020  
May 4, 2020

## **Reports:**

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

#### **1. Membership Drive prizes:**

We have received the goodie box of prizes from our membership drive win. We need to make early plans for the other two prizes.

##### **Supercamp:**

- From **Sovereign Lake Nordic and SilverStar Mountain Resort:**
  - 3 day XC Supercamp (valued at \$575)
  - "From First Timer to Big Timer" Sovereign Lake Nordic Centre and Silver Star Mountain Resort offer Canada's most established cross country ski improvement camps for all skiing abilities & fitness levels. Whether you are a competitive Master's racer, a first time skier, or somewhere in between, come and enjoy our 105km of rolling terrain, professional coaching, exceptional grooming and the best early snow in the country.
  - [www.xcsupercamp.com](http://www.xcsupercamp.com)



Wannes says that Supercamp sells out quickly in the early fall, so don't wait too long to book.

#### **Troy Hudson**

**General Manager**  
**Sovereign Lake Nordic Club**  
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**Sovereign**  
**Lake**  
**NORDIC CENTRE**

#### **Ski Getaway:**

- From **Nipika Mountain Resort:**
  - A Ski Getaway for Two, including 2 nights' accommodation in a private cabin and private ski lesson (skate or classic) - Value of \$835
  - [www.nipika.com](http://www.nipika.com)



Contact is Marni Kruezer [marni@nipika.com](mailto:marni@nipika.com)

2. AGM – Can everyone let me know if they are returning to the board after the AGM. I'm going to start publicizing it.

### **3.1 Registrar's Report**

As of January 6, 838 people are registered on zone4:

143 in family passes  
613 individuals for season passes (incl 1 duplicate)  
60 parent passes  
12 snowshoe passes  
10 membership only (no trail pass) (includes 3 staff)

(2018/19 Season: 876 people had registered as of Jan 5/19)

Ski Development:

85 now registered:

- 20 level 1 (4-5 yrs old)
- 11 level 2 (6 yrs old)
- 11 level 3 (7 yrs old)
- 16 for level 4 (8 yrs old)
- 15 track attack, (9=12 yrs old)
- 12 Junior Dev (age 12 & up))

New section for Parent Volunteers (on zone4 when a ski development class is selected):

11 can help coach; 8 can help with Midgets, 21 can help with ski league misc.

(36 said sorry can't help)

BC Punch passes: 26

## **3.2 Publicity Report**

### **1. Punch Passes**

Can I get the pictures of who we gave the Punch Passes to so I can send them to Wannas and use them for publicity.

### **2. Videos**

#### **OSC Video and Video at BC Midget Championships**

The club committed \$3,000 for the creation of the ski club video and Tourism Kamloops has committed \$1,000. They would like any unused footage from the shoot which I'm OK with. They would also like a multicultural element and I said that would be hard to manufacture for the skiing end of it given our demographic and they said they are meeting with Kamloops Immigrant Services and will look for a willing family to act as models for the small snowshoeing part of it. This made me realize we could send some information or go talk to Kamloops Immigrant Services about who we are and what we offer as it would be a great experience for new Canadians.

Total cost for the 2 videos will be around \$6,000. My crew has agreed to do it for next to nothing (they think it will be fun) and the results will be amazing.

Wannas indicated that as last money in he would be able to contribute \$1,000 to the Midgets video although he would rather us pursue other sources, and that leaves a small amount left we need to raise. We could talk to some shops to see if they would like to contribute and Natalie will have some to contribute to the Midgets video but she is leery of committing anything until the end in case of a disaster or something.

To shoot this we need 5 crew for 2 days for the Midget Video February 22/23 and 2 days for the club video (shot in January or February – dates to be determined).

#### **Funding summary**

Cost:	5 crew X 4 days plus 40 hours of editing	\$6,000.00
Funding:	Overlander Ski Club	\$3,000.00
	Tourism Kamloops	\$1,000.00
	Wannas (last resort)	\$1,000.00
	<b>Total</b>	<b>\$5,000.00</b>

I already talked to Carolynn from Pacific Sport and she didn't seem to have any funding or new ideas.

I suggest we talk to Cyclelogic and Spoke, possibly Runner's Sole (if we could get one of their trail logos in the video), or ????

An outline for both videos is attached.

### **3. Newsletter**

I'll put out a newsletter this week. So far I have the AGM, news that we will be shooting a video, events like the snowshoe / fondue evening, yoga and ski, and light the lake. Also the new merchandise. Pictures of kids learning to ski or racers on the trails would be fun if you have them.

### **4. Social Media Promotions**

Can we use a little of our merchandise for social media prizes? I want to get our Instagram account up and running (it's pretty much dormant) and encourage people to post pictures from the trail – we could get them to share their images of the lights, night skiing, amazing views, etc and at the end of January hand out some mugs or something.

## Overlander Ski Club - 2 videos shot in the winter of 2020

### 1. The Overlander Ski Club: A Day in the Life

#### Opening - Groomer and Machine Shed

- Dark, misty view of the lake. Hear the beeping of the groomer as it backs out of the machine shed.
- Enjoy a sleepy ride on the groomer as the sun comes up.
  - Shot from within the groomer cab.
  - Shot from above (we put a 360 camera on there before... not sure how to mount, possibly go pro?)
  - (cut to Lee putting wood on the fire)
  - Drone from above - catches up the groomer on the trails, passes it and follows a trail, possible sunrise

#### Shots:

- In cab, of Chris driving and of the trail in front
- Above groomer (on top)?
- Drone
- Low shots at the lodge when the groomer is passing by (low to the tracks)
- Eye level as the groomer goes by, Chris waves at Lee (ticket booth), Lee waves back.
- Interview
  - Chris - at the machine shed
    - Talking about what they do, how long they've been doing it, volunteer driven, how many people groom, how many machines

#### Section 1 - Lodge and Ticket Booth

- Smoke coming out of the lodge chimney
- First cars arrive, Lee at the Ticket Booth
- Timelapse of cars arriving and the busy day at the booth.
- Interview
  - Vesta
    - How long the club has been running, how many members, how busy, events they host, why it's such a great club. Programs, Stuffie rangers, night skiing, chix on stix, lessons, junior, jackrabbit, schools.
- Busy in the rental area, go outside and see a family ready to go skiing together.

#### Shots:

- Interview
- Lee putting wood on the fire
- Smoke coming out of the chimney
- First cars arriving, Lee greeting them at the booth
- Inside rental area
- People inside the lodge
- Snowshoers heading out
- Family getting ready to go for a ski

#### Section 2 - Skiers and Snowshoers (this will be tricky)

1. Family on the trails, having fun,
2. A group of fast skate skiers go by in the other direction and we follow them (go pro plus regular cameras).
3. The Wednesday Women (a group of retired women who have been skiing and hiking together for years) are skiing together and laughing - small group interview with them.
4. Snowshoers in awe of the giant trees, one child finds a stuffie
5. kids in the stadium - show the little kids learning and the little hot dogs on the terrain park.
6. Timelapse of the sun going down
7. Chix on Stix and night skiing.

**End**

- Everything goes dark.
- The lights come on in the machine shed

Shooting Day 1 (long)

Shooting Day 2 (short afternoon / evening)

Crew needed - director, 2 cameras, audio, drone

## **2. The BC Midget Championships**

Shooting Saturday and Sunday, February 22/23

Schedule and shot list to come.

Crew needed - director, 2 cameras, audio, drone

## **3.3 Social Coordinator Report**

Light Up The Lake has had very positive feedback from the community and has been one of our most shared and liked posts on our Facebook page ever. It will run until January 19th and then need have the major displays removed from the trails on Monday January 20th.

Snow shoe fondue event running January 18th, last I checked 6 of 18 tickets were sold.

Yoga and Ski in partnership with oxygen fitness running January 19th.

Still need a date for ski league fundraiser race to be organized

Merchandise is selling very well, half of our hats have sold, many of the buffs and mugs. 6 orders for clothing on the website so far.

## **5.4 Operations Report**

There have been a few things in the works.

- We had trouble with the water pump and it turned out to be a pressure switch on the tank. This has been replaced and seems to be working well. About \$50

- As you know we have been talking about the fact that the water system didn't have enough short term capacity when a bus load of people arrive. We could only flush the toilets 4 - times in about 10 mins before the pressure dropped and then the filtration system quit. We installed a 100 liter buffer tank on the pressure side of the filtration. This seems to be working well. It gives at least 10 flushes and the big thing is that it keeps the pressure stable during normal use. In the past the pressure would change with each flush / use. We feel this will be good. This was about \$350 for the tank and fittings.

- POS seems to be working fine.

- We talked about getting some security cameras / system for the buildings. I have done a little work around this and getting a system with good cameras for everything might be a stretch so we might have to get to types. I think I can find some that are compatible with what we have and still work with a recording system. I will know more in a few days.

Luc..

## **6.2 Action List**

### **Action List**

KBRA (increase awareness)	Dillon (to be done at end of next bike season)
Strategic Planning Session tasks	Duck, Giles, Guilherme, Light, Manhard, Palechuk, Stuart, Vyse
Basement gate installation	Alan, Luc, Chelsea
BMO signatories	Mike, Vesta