



## **Directors Meeting**

|        |   |
|--------|---|
| Date:  | <b>Monday, April 6<sup>th</sup>, 2020</b> |
| Time:  | 7:00 pm                                   |
| Place: | Go To Meeting                             |

### **Directors:**

Joan Bernard, Tim Cole, Mike Duck, Chelsea Francis, Vesta Giles, Luc Guilherme, Wallace Huston, Maureen Light, Dana Manhard, Raegan Markel, Rich McCleary, Dillon Stuart, Alan Vyse

**Regrets:** Sharlene Patko, Lynda Ritchie

Meeting called to order at 7:06 pm.

### **Opening remarks**

Raffle draw was done on Facebook Live prior to the meeting.

1<sup>st</sup>: Garth Rustand

2<sup>nd</sup>: Kathy Mayes

3<sup>rd</sup>: George Webb

Welcome to Wallace, our newest board member

Discussion of our Covid-19 response.

CCBC AGM will be online May 9<sup>th</sup>, Vesta will attend.

### **Membership**

Publicity - Tourism Kamloops is tracking the financial impact of Covid-19.

The kids video has been viewed 1,600 times on CCBC's Facebook page. We will buy Facebook ads in the fall to promote both videos.

Our 30th anniversary is next year – we will celebrate! Send ideas to Vesta.

The newsletter currently has ~1,600 subscriptions, if we hit 2,000 on MailChimp we will have to pay \$30-50 US per month. Looking into other options.

### **Strategy**

Ways and Means – we applied for the New Gold grant. We are open to sponsorship acknowledgement including stadium naming, logos on ski s'kool jackets.

Southern Interior Development Initiative Trust (SIDIT) would like pictures of the lights.

The groomer grant application is ready to go, the deadline is July. The Blazers grant deadline is November. No word so far if grants are being cut back this year.

TNRD grant for main lights - they need proof we paid for the equipment.

Donation drive ended April 2<sup>nd</sup>; the raffle made ~\$1,300.

Strategic planning – discussion of a new lodge – we need to identify what we need and look at options. Look to other facilities for reference e.g. Revelstoke plans are on their website as well as details on how they did it. Our current strategic plan is on the website.

Survey – send potential survey questions to Vesta.

Next year – we should have a plan in place for Covid-19 - easy pay system, etc.

### **Operations**

Financial – Thank You card from the Food Bank will be displayed in the lodge.

\$187,500 closing balance in operating account.

\$19,100 in rental revenue this year, which is about half of the purchase price for the new gear. Looks like it will be a two-year payback rather than the planned three.

Specific sizes did run short this year.

**Motion from Mike to spend \$1,500 to add to the rental fleet. Seconded by Luc. Carried.**

ViaSport grant, CCBC money for stadium and video, and city grant for hosting the race – check if we received these funds.

A portable ski wax station will be purchased.

Three of our GIC's came to maturity.

**Motion from Mike to move GIC's to operating account. Seconded by Alan. After discussion, the motion failed.**

**Motion from Mike to re-deposit the three GIC's for 90 days. Seconded by Dana. Carried.**

We still have a bank account at HSBC. Looking into alternatives.

**\*\*Expense claims - use the claim form. Submit by email with the format Subject EXPENSE REPORT - Name and Date.**

Discussion of expense submittal issues.

Trails – Rec Sites and Trails has asked for a report of the economic impact of Covid-19. We estimate a loss of ~\$3,000.

Liability policy information from provincial government - we have general liability up to \$2mil and for registered volunteers up to age 85.

Tracksetting - increased this year. It is variable due to how much snow falls, individual track setters, trail usage. We also were more diligent this year with early snowfalls. We sometimes had three snowmobiles out at a time. If two volunteers were in the Cat we recorded two people for volunteer hours. Volunteer hours should be separate from machine hours.

Discussion of groomer safety and working alone – groomers can work by themselves until the booth closes, then they should partner up.

City Program – we are missing an opportunity to introduce skiing to beginners. In the past we have had trouble getting instructors – ongoing struggle.

Snowshoe report - no one got lost this year. We felled 20 danger trees adjacent to the trails at the top of Rustler and Sidewinder near Ponderosa. Now we have a year's supply of firewood.

It was decided to pay the faller \$200 per day and donate a season's pass.

Ski S'kool – accepted recommendations from Lee to continue with two-day format, limited to grades 4-7, and move to a lottery system rather than first come first served. There are not enough instructors or lodge space to increase the program at this time. Discussion of approaching school board to pay for the program (we would not charge the students).

Ski league - ski race group did well this year with two kids on the talent team and more that will make the development team. This is a step up as far as numbers go, compared to the last few years.

Events – discussion of parking issues when accommodating 300-400 people. Possible strategies include traffic control, shuttles. Will continue discussion at the Strategic Planning Session.

**Motion from Luc to support our application to host a BC Cup Race. Seconded by Mike. Carried.**

### **Board Business**

**Motion from Alan to accept the March AGM minutes. Seconded by Mike. Carried.**

Mailbox key – we only have one right now, will get another made.

Volunteer recognition - will discuss in the fall.

### **Other/New Business**

Continued discussion of a new lodge - Larch Hills has a big new lodge. Cost them \$450,000 with lots of volunteer time.

**\*\*Lodge planning session will be the May 4<sup>th</sup> meeting.**

Meeting adjourned at 9:05pm.  
Minutes recorded by Raegan Markel.

**Next Scheduled Meeting Dates:** (Meeting will be held either online or at Tournament Capital Centre, Meeting Room B)

May 4, 2020

June 1, 2020

September 7, 2020

## Reports:

### **1.2 President's Report**

- Good job to staff and volunteers who coordinated our response to the rapidly evolving COVID-19 situation while the trails were still open. Looking back at it, I realize we didn't have any conversations leading up to it and I think we should have had discussions earlier so it wasn't such a fast panic on that Sunday when our visitors started asking questions that Staff didn't have answers for. This is just something we need to be aware of in the future.
- FYI CCBC's AGM is going online on May 9<sup>th</sup>.

### **3.2 Publicity Report**

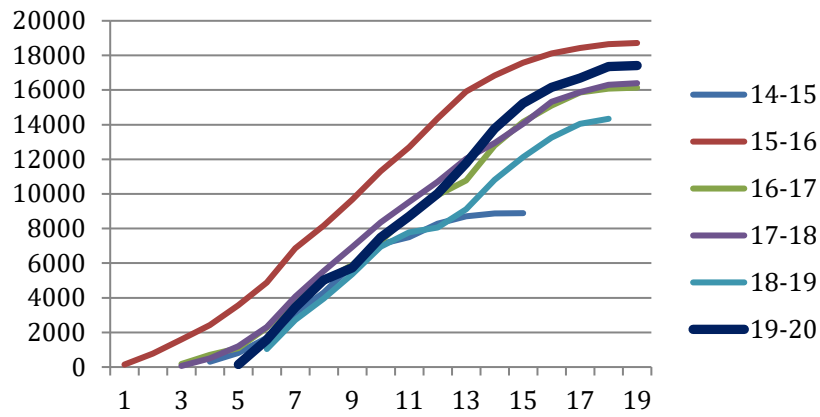
- I will do the draw for the raffle on Monday night. Lee suggests I do a facebook live draw at the beginning of the meeting. I'm tempted to take my tickets out as it would look really bad if I won.
- Both of our videos have been very well received. The ski club video has been viewed over 1,300 times between the Youtube link and the direct video on our facebook page. Comments have been very positive. When we are ready to register in the fall I will promote it much heavier. The Juniors video has been shared extensively by CCBC who also have it on their facebook page and they have a broader reach than we do. Combined with all the places you can view it it's been seen over 2,000 times and the response has been great. I'll also be promoting this much heavier in the fall.
- Next year is our 30<sup>th</sup> Anniversary so we'll need to come up with some fun events and promotions.
- Our newsletter reach is approaching the 2,000 mark and that is the place where Mailchimp starts charging. As we grow it will start costing us at least \$30 - \$50 US per month. I will start exploring other options and bring them back to the board.

### **5.2 Trails Report**

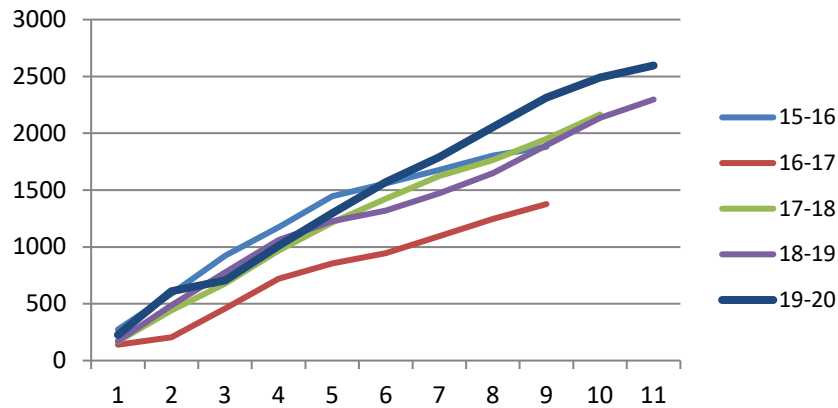
The Roller Coaster Winter continued! Lots of wind, occasional and timely snow, a little bit of warming and then the virus!

Despite these variable conditions, trail numbers have been very good in our 29<sup>th</sup> season. We were open for 93 days which is about one week short of our average season length. There were 17,416 skiers and 1,350 snowshoers. We had our best average skier attendance ever with 193 customers per day, which is much higher than the second best year. Revenues were also excellent: we took in just over \$102,000 at the trail head, averaging \$1100 per day for the season. Night attendance is good ... about 15% of the total and a little higher than last year. Snowshoe numbers are better than last year at the same time.... but still less than the year before.

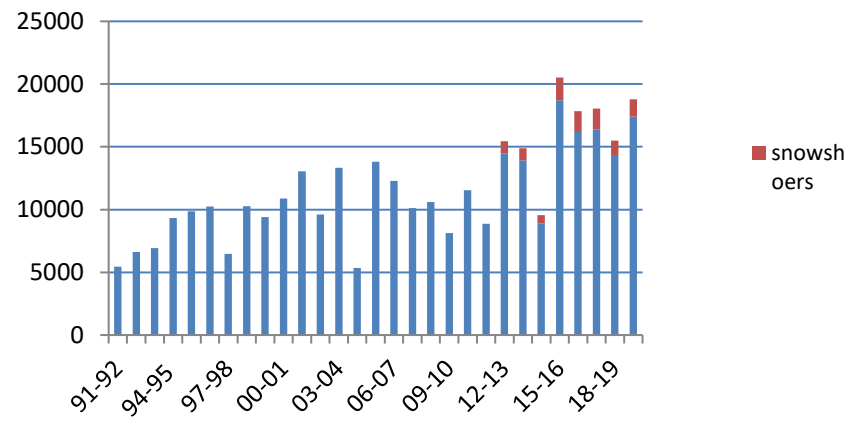
### Skiers at trails by week

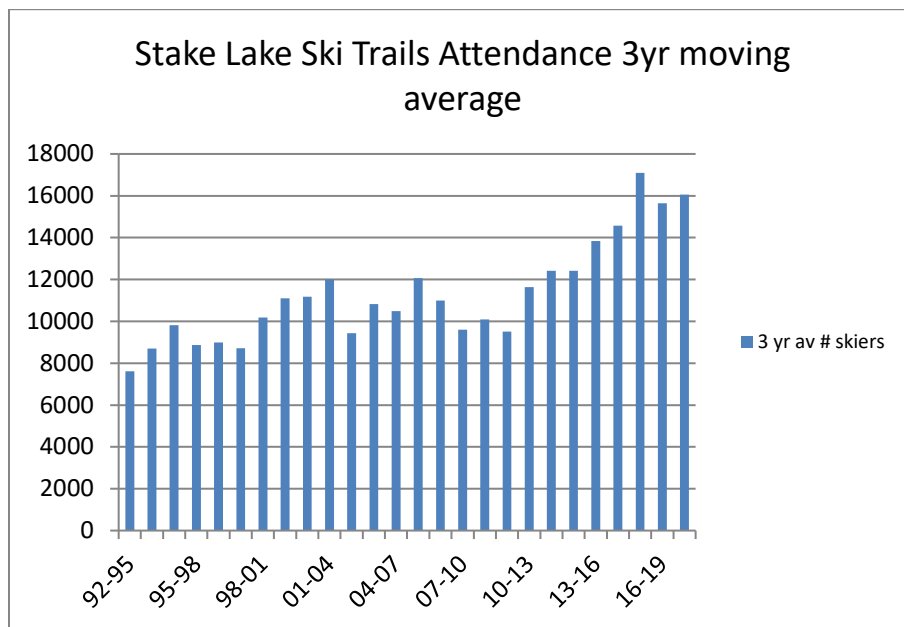


### Night skiers by week



### Annual numbers of skiers and snowshoers at Stake Lake





The 3 year moving average of attendance shows steady upward trend in attendance over the last decade. While we can expect another poor year every 5-6 years, I think the numbers give us some confidence for planning future investments and for protecting our business from poor snow conditions.

Luc is going ahead with security cameras but we may need security cameras to guard our security cameras. One of the low cost trail cameras was stolen from the Dog Trail parking lot.

The City Program is worked well again but I can't help feeling that we are missing an opportunity for a program to introduce skiing to beginners. I see so many people shuffling round the trails.

Lee's report on S'Kool Ski is in a separate attachment.

We will need more small Rental ski sizes. Lee has already purchased additional snowshoes to cope with demand when the school program is in session.

Lee has completed the Annual Water report required by Ministry of Health. In addition, the water quality is back to normal and fit to drink.

Mike and I are waiting to complete the paperwork for the TNRD \$10,000 grant.

We spent 670 hours tracksetting over the season. This is a big increase from last year and I'm not sure why.

The Provincial Government \$2 million general insurance policy has been renewed. It has two components: a third party general liability insurance policy for the enrolled stewardship partner (ie Overlander), and an Accidental Death and Dismemberment ("AD&D") policy for all volunteers performing work on behalf of the stewardship partner.

*SPIP general liability provides \$2,000,000 per occurrence of coverage and protects the stewardship partner for liability arising out of the approved activities set out in their Partnership Agreement with the Province. Stewardship partners remain responsible to arrange coverage for their other insurance needs such as automobile, their own property and equipment coverage and/or commercial general liability for all their activities outside of the activities specifically set out in their Partnership Agreement.*

*SPIP AD&D insurance has a principal sum of \$40,000 and provides limited coverage for the stewardship partner's registered volunteers under the age of 85 who suffer an injury during the course of performing the approved activities set out in the Partnership Agreement with the Province.*

You can read more about the program at <https://programs.aon.ca/content/spip/index-en.html>

### **Tim's snowshoe trails report**

20 large dead trees in danger of falling on the trails were removed from Rustler and Sidewinder on April 2<sup>nd</sup>. (You can watch one of them fall on Tim's video clip).

Recreation Sites and Trails BC asked us to report on the potential economic impact to Stake Lake as a result of COVID-19.

1. incurring more costs because other entities have closed, driving increased traffic their way; or
2. incurring sunk costs as a result of having closed operations to protect public health
3. lost revenue based on closures.

After consulting Lee, I sent in the following reply:

1. no extra costs
2. no additional sunk costs
3. we estimate a loss of \$3,000 based on revenues in the same period last year

### **Thoughts on S'kool Ski 2019-2020 Season - Lee Card March 2020**

It was another amazing year for the S'kool program. We saw 1015 youth through the program, from 19 schools operated over 34 days for a total 'youth ski days' of 1558!

Opening for bookings happened late October using an e-mail list of past participants of the last 5 seasons. Bookings were taken over Google-Forms, and booked on a first come, first served basis. It took only 40 minutes from the time the e-mail was sent to teachers for the program to be fully booked.

This was our first season attempting to run a program which fit CCBC's program definition where classes were exposed to two separate days of skiing, opposed to our previous years where classes only attend once. We also limited the sessions to grade 4 and up with few exceptions to where 'single' day sessions were booked to fill 'unbooked double days', or where the class was a 3 / 4 split grade.

The change lowered the number of total youth through the program, down from 1177 last season, but did increase the total skier days to 1558 vs 1177 previous year.

As in past years, several days were cancelled due to poor weather or unsafe trail conditions.

A survey was sent out to the teachers after the last session, and while the response was not huge, the majority of teachers preferred the new two-day format over the old single day by 7 to 3. All agreed that no matter the format, it was an excellent program and appreciated by all.

This season Shelley Davidson, a long-time club member and S'kool snowshoe coach for several seasons moved into the ski coach roll, and Maude Lantin, a new employee started in the snowshoe roll. Both did an extraordinary job and received excellent feedback from the teachers.

While the program is fantastic I believe there is still room to improve. I'd suggest the following be considered for next season:

- Continue with the two day format
- Limit sessions to grades 4 – 7, unless there are 'open' days after booking, then allow younger or older grades for single day option only
- Move away from the first come, first served booking style, to a 'lotto' system. A possible option is to 'open' bookings for a period of time, then use a RNG to select which ones are booked. This would allow teachers who don't have immediate e-mail access to still possibly get a spot.

I also recommend, if it's feasible, that we retain our current staff next season to allow for consistency and continued improvement on their already developed routines.

It has been exciting to see the program grow from only a handful of days and less than 100 youth, to where we are today with the last few seasons being consistently over 1000 through the program!

I've included Shelley's thoughts and our CCBC report below.

**Shelley Davidson**

Mar 13, 2020,  
1:21 PM

to Lee, Alan

Hello

I have been fortunate enough to be involved with this remarkable program offered to our local schools for the last 3 seasons. This year we changed things up with the program by having the same class come two different times. In the past they came one time only. I feel if our objective/goal is to attract more young people to the sport of cross country skiing and to grow our club, this is a good way to go. They have the opportunity to learn some basic skills on their first visit and then practice them on their second visit.

This year for the first time many of these classes had the opportunity to actually ski our trails, which included all around Ponderosa, Little Joe, and Hoss. I had several of our members surprised to see us out on Hoss, but all were impressed with these young new beginners. Many of the parent volunteers also enjoyed learning along with their child. Some shared how they had not cross country skied in over 20 years and that this sparked the desire to start again, with their family. Some had never experienced it before and planned to return with their family. I know I ran into a few on my weekends skiing and Chels also reported that parents were returning with their children to rent and enjoy a day on our trails. This is when I feel proudest of the program we offer.

I hope this helps in your decisions around the Ski S'Kool program as we move forward.

**Report to CCBC**



**Host Club:** Overlander Ski Club

**Program Coordinator:** Lee Card; [lc.firstaid@gmail.com](mailto:lc.firstaid@gmail.com), 778-257-0204

**Program Coach:** Shelley Davidson; [myfinalapproach@gmail.com](mailto:myfinalapproach@gmail.com)

**Program Facility:** Stake Lake Ski Trails

**School District:** School District #73

**Season:** 2019/2020

**Program Sessions:**

| Session 1 | Session 2 | Contact Teacher: | School                      | Grade:                            | Number of Students |
|-----------|-----------|------------------|-----------------------------|-----------------------------------|--------------------|
| 1-7-2020  |           | BD               | Marion Schilling            | 4/5                               | 47                 |
| 1-8-2020  | 1-22-2020 | AM               | École Collines-d'or         | 5 to 8                            | 51                 |
| 1-9-2020  | 1-30-2020 | CM               | Pacific Way Elementary      | 6/7                               | 52                 |
| 1-10-2020 | 1-17-2020 | GF               | Beattie Elem                | 4                                 | 51                 |
| 1-21-2020 |           | LG               | Pacific Way Elementary      | 5                                 | 24                 |
| 1-29-2020 |           | YD               | South Sahali elementary     | 4                                 | 50                 |
| 1-23-2020 |           | TD               | Kamloops Christian School   | 10/11                             | 18                 |
| 1-20-2020 | 2-3-2020  | PD               | Arthur Hatton               | 5/6                               | 42                 |
| 1-24-2020 | 1/31/0202 | SP               | A.Stevenson                 | 4                                 | 50                 |
| 1-27-2020 |           | SL               | McGowan                     | 4                                 | 56                 |
| 1-28-2020 | 2-4-2020  | JB               | Arthur Stevenson Elementary | 5/6                               | 43                 |
| 2-5-2020  | 2-27-2020 | CM               | David Thompson              | 4/5                               | 50                 |
| 2-6-2020  | 2-14-2020 | EL               | Lloyde George               | 4                                 | 27                 |
| 2-10-2020 | 2-24-2020 | JR               | Juniper Ridge Elementary    | 4                                 | 57                 |
| 2-11-2020 | 2-18-2020 | SD               | Westsyde Elementary School  | 6/7                               | 53                 |
| 2-12-2020 | 2-19-2020 | KC               | Beattie Elementary          | 6/7                               | 55                 |
| 2-13-2020 | 2-20-2020 | DR               | Juniper Ridge               | 5                                 | 54                 |
| 2-21-2020 |           | JS               | Pacific Way Elementary      | 6/7                               | 52                 |
| 2-25-2020 |           | AG               | Juniper Ridge               | 5-6                               | 51                 |
| 2-26-2020 |           | CM               | David Thompson Elementary   | 5-6                               | 50                 |
| 2-28-2020 |           | PL               | Dufferin                    | 2-3                               | 37                 |
| 3-6-2020  |           | DC               | AE Perry Elementary         | 4/5                               | 45                 |
|           |           |                  |                             | <b>Total youth:</b>               | <b>1015</b>        |
|           |           |                  |                             | <b>Total ' Youth Skier Days':</b> | <b>1558</b>        |

A Typical teacher comment:

“ It was awesome to be able to do a much longer trek on skies the second day. It was also a bonus to have



someone who speaks French, although I realize that it was just the luck of the draw! I am looking forward to next year once more... Thank you for having this awesome activity for our students. There are many who would never get to cross country ski, I am sure, and it is always fun to provide them with something so different. "

## **5.5 Junior Development**

I am being asked to put Overlander up for hosting BC Cup 1 or 2 in January or February next winter. I am concerned over still dealing with the current health issues and what this looks like to host a race in the new world, but I think it would be good financially for the club for either of these races. Open to discussion. We need to discuss parking changes on this. I believe all the invoices are in from the ski race at this point.

Not much to report on ski league as things came to an abrupt end after BC Champs. Kids (and adults) did really well and we had a good showing from our club. Two of the kids have made it on the BC talent team and a bunch more of them will make the development team.

I need to do final reporting on the Pacific sport grant so I need the fiscal statement showing the coaching money was spent.

A few of the expense checks from people using their own money for race expenses have taken a really long time. I am wondering if there is a system that can speed this process up or make it easier in the future. I don't know what steps make this process slow so I am just asking.

## **6.2 Action List**

### **Action List**

|                                  |  |
|----------------------------------|--|
| KBRA (increase awareness)        | Dillon   |
| Strategic Planning Session tasks | Duck, Giles, Guilherme, Light, Manhard, Palechuk, Stuart, Vyse |
| BMO signatories                  | Mike, Vesta  |

