



## **Minutes of the Annual General Meeting of the Calgary Ski Club**

**Friday, April 22<sup>nd</sup>, 2016 at the Railway Orientation Centre at Heritage Park**

President Lynn Bowers called the meeting to order at 7:05 pm with 32 members present, thus achieving quorum.

### **Apologies for Absences:**

Apologies were noted for Ted Traynor, John and Joanne Coldrick, Helen Isaac, Kevin and Sarah Jones, and Anna Ulke-Lemee. These apologies were received through the RSVP option on our Meet Up site, or verbally, to the Office Administrator.

### **Changes or Additions to Agenda:**

It was noted that Kevin Jones would not be giving the Calgary New and Used Ski Sale report as he was unable to attend. The information provided by Mr. Jones was to be presented by President Lynn Bowers.

### **Review and Adoption of 2015 AGM Minutes:**

The draft minutes had been posted on the website and copies were available at the AGM. A change was requested to delete the comment from the President's year-end report that states: "Re our PayPal account: members may use VISA debit cards for PayPal transactions with the Club." The Club does not, in fact, allow the use of VISA debit cards.

Adoption of the corrected AGM minutes was proposed by Erika Harrison and seconded by Lori Davidson. The vote was passed unanimously.

### **Review and Vote on Proposed By-Laws Change – Lynn Bowers.**

Rationale for Change was included with the Agenda posted on the website for the membership's benefit and read as follows:

Although a concern was acknowledged that providing proxy voting may diminish the numbers attending the Annual General Meetings, it was felt by Council that any opportunity to allow members to play an active part in the management of their Club should be offered to them. This is especially important when the vote could impact Club finances. We are not always in control of our schedules and proxy voting offers an opportunity for those members who are unable to attend due to personal circumstances or commitments to still have an impact on proposed changes to the Club.

Proposed Change:

To effect a change to Bylaw 3.01 that currently reads:

“Voting shall only be by eligible members in attendance at these membership meetings. Annual General Meetings and Special Meetings may be attended only by current paid-up Members, Honorary Members or Complimentary Members sitting on Council.”

To now read:

“Voting shall only be by eligible members either in attendance at these membership meetings, or by proxy ballot. Said proxy ballot must be presented to the Club President no later than seven (7) days in advance of the date of the Annual General or Special General Meeting; or handed to the Club President prior to the start of the meeting. Annual General Meetings and Special Meetings may be attended only by current paid-up Members, Honorary Members or Complimentary Members sitting on Council.”

Questions arising from the proposed change:

Larry Tibbits asked if there was anywhere in our bylaws that defined a ‘member’. The Office Administrator quoted from bylaw 1.2 Membership Qualification:

“Any person who is interested in and willing to encourage, promote and advance the sport of skiing in all its diversity and related sports or activities and to foster fellowship, healthy living and adventure year-round among recreational skiers and outdoor enthusiasts shall be eligible to apply for membership in the Club.”

Mr. Tibbits was happy with this response.

Dave McGonigal asked if the proxy could be email – to which the President responded – YES.

Bob Wilson asked if we could assign our vote to anyone in particular who would vote as we desired/directed. The Office Administrator read the portion of the Proxy Ballot - A. Designation of Proxyholder that allowed the member to appoint the President OR ‘a member in good standing’ as their proxy.

Mr. Wilson was happy with this response.

The vote was called - with 31 for and 1 opposed – carried.

This change will be made to the Calgary Ski Club bylaws and registered with the Alberta Corporate Registry in May.

#### **Directors Reports:**

**Activities: This information was compiled by Activities Director Ted Traynor and presented by others, as he was unable to attend the meeting.**

#### **Extended (Bus) Trips – Richard Graham**

There were 7 trips completed in the 2015-16 season – including Winterstart in December, with 22 participants; an extended trip to Castle Mountain and Fernie in January that had 26 participants; in February an extended trip to Panorama and Kicking Horse with 12 participants, Fernie with 26 participants and a shared trip with the Ski and Snowboard Meet Up group to Revelstoke that 3 of our members attended; Whitefish with 44 members on board and Kicking Horse with 19 participants in March.

One trip to Kimberley was cancelled due to low participation.

Next year: the Club Social Convener (Sandra) will organize a Meet Up early in the 2016 season to solicit feedback on preferred destinations for the 2016-17 trips. As well, Sandra will organize accommodation, bus and other plans for these trips; we will need volunteers to lead the trips. Amber Brown, who has organized these extended trips, will not return in this capacity next year.

### **Downhill Day Trips – Richard Graham**

There were 5 day trips in total – excluding Winterstart; one in November, two in December; one in January and one in February.

Craig Tillison has led this program in the past, but a ski injury prevented him from participating this year. With nobody stepping in to fill this role, the number of day trips was reduced.

Next year: the Club will continue to use Meet Up to post trips, with the hope that more volunteers will step up and lead downhill day trips. An organizer for this activity is still needed.

### **Cross Country Skiing – Erika Harrison**

There were 25 trips in total – excluding Winterstart with a total of 59 skiers – averaging 20 per trip – and 16 regulars.

Overnight trips – only the Birkebeiner Festival was scheduled for this season. Nine members registered, but the event was cancelled.

These trips were made possible by Bob Wilson, Paul Omlin, Joad Clement, Gerry Galambos, Ricardo Estrada, Anne Ulke Lemee, Abraham George, Lynn Bowers and Erika Harrison plus many willing spirits.

Next year: Continued success of this program is expected. The leader, Erika Harrison, will not be returning due to work and PhD conflicts, so we will need someone to take over the organization of the XC program.

### **Snowshoeing – Lynn Bowers**

CSC participation is growing in this area with over 100 registrations. Each month had an easy and a more challenging snowshoe event – and all outings were to different destinations.

Overnight trips – none planned – yet.

Next Year: Lynn Bowers, John Robinson – and perhaps others – will continue to organize the snowshoe trips.

### **Adults' Cross Country Ski Lessons Programs – Abraham George**

Total registrations for all adults' programs (December – February) was 72. The majority of these were new members, who originated from the general public as in previous years. There were a few jackrabbits' coaches and parents, as well as a few participants returning from previous years: a few participants in January continued on to February

Big thanks to four returning, enthusiastic coaches: Joad Clement, Erika Harrison, Michael Kieser and Abraham George.

Congratulations go to Joad Clement, who is now a CANSI level 2 certified coach.

The end of season survey responses gave overall high marks again for the coaches and the program itself.

It was challenging, initially, as there were very few registrations for January and no registrations for February. CSC bulk purchased trail passes at a discount from Winsport (Canada Olympic Park) and offered discounted passes to participants. Many people registered close to the start dates of the January and February programs and appreciated the discounted trail passes but it was not the driving factor for their decision to register. The convenience of the in-city lessons was the primary reason cited by the survey respondents.

There was no dryland fitness in the autumn due to coach unavailability.

The main program consisted of a) level 1 'novice' for January and February and was coached by Erika Harrison; b) level 1 'beginner' for January and February coached by Abraham George and c) level 3 'intermediate' for February also coached by Abraham George and d) a new 6 weeks level 3 'intermediate' for January thru February coached by Joad Clement.

The total registration for all classic programs was 56 down from 61 last year. Three January participants re-registered for February and 3 members returned from last year. The February Intermediate level had 10 registrants; a pleasant surprise as February programs usually has extremely low registrations.

Skate skiing coached by Michael Kieser returned this year with 16 participants overall – compared to 12 last season.

Next year: Recruit an assistant, backup or potential successor.

Also recruit either a paid XC Head Coach or a paid XC Ski Lessons Coordinator.

There is potential for new adult coaches as 2 of the jackrabbits coaches expressed interest; there was also interest expressed in being an assistant coach and another was interested in helping with the jackrabbits program.

Reintroduce the dryland program in the fall.

Continue with regular programs – Winterstart in December, lessons in January and February

Consider a new longer program – possibly a training program.

### **Jackrabbits Program – Michael Kieser**

The purpose of the jackrabbit program is to teach children age 5-12 the basics and the enjoyment of cross country skiing.

This year, registration was \$90: there were 84 children plus their families, and 17 coaches (4 new). The program was planned over 8 lessons – although one was cancelled due to extreme cold – and the final lesson was dryland training on Nose Hill followed by the Family Friend Day.

There were 25 children involved in the Loppet this year – as well as parents. Michael also worked at the event on the day. The highlight of the weekend was an afternoon at Elevation Place on the rock climbing wall and in swimming in the wave pool.

Family Friend Day was a great success with all the kids in their shorts and runners with their ski poles. There was also a yoga component to the day, so the children placed their yoga mats on the ground on Nose Hill and did exercises – much to the interest of passersby on John Laurier Drive. All then walked back to the Triwood

Community Hall for a lunch of pizza, salad, veggies & dip, and Dairy Queen Dilly Bars for dessert. There were games in the adjoining field and an award ceremony afterward.

VolunTOLDing was a real help – with opportunities for parents to volunteer for the ski sale, distribution / re-inventorying of equipment, tracksetting, Loppet and the jackrabbit program itself. Volunteering by the parents has improved but we still need more.

Next year: Michael Kieser will be stepping down as Jackrabbit Coordinator due to home and work commitments. He will continue to coach for the next 2 years until his youngest son leaves the program.

A new Jackrabbit Coordinator is required.

### **Report on the progress of the Shaganappi Snowmaking Project – Alasdair Fergusson**

(Note: Alasdair provided a detailed report to the AGM – only the highlights are mentioned here.)

Charted weather and snowfall over the past number of years, as well as the adverse effects El Nino has had on our amount of snow gives added reason for the need for better guaranteed snow and skiing from our proposed snowmaking project.

Great progress has been made since receiving approval in September 2015 to go ahead.

The Development Site Servicing Plan has been completed by our consultant Peter Hibbert Engineering and Consulting. This document, along with 6 large plans of the proposed work was to be submitted to the City Water Services on April 22, 2016. Peter hopes for approval of the DSSP in 4 to 8 weeks (May 30<sup>th</sup> – June 30<sup>th</sup> 2016).

The possibility of mercury pollution on the site was discovered – due to golf courses using mercury in their greens preparation many years back – so soil testing will need to be conducted. This involves slim drill holes to obtain soil samples for testing. This testing will be along the pipeline alignments and is mostly located on the margin of the golf course fairways. The testing is planned for early June 2016.

This testing cost was previously estimated at \$7300 to \$10,000 by Curtis Engineering, who was very familiar with the area – having been a prime contractor for the City in the earlier reconstruction of Shaganappi 10 to 15 years ago.

If the testing program shows no mercury problem, we will be able to proceed without the need for polluted soil removal. An estimate for remediation along the 150 metres of pipeline alignment was quoted at \$320,000. This would immediately kill the project without major City financial support.

It was stated by our Liaison with the City, Stuart Rose, that the payment for clean-up would be the responsibility of the CSC as the golf course is not the party looking to complete the work. In the case of the snowmaking, the golf course is not asking for the work to be done, but are willing to allow the work to be done.

A meeting was held in March to put together a strategy to get this project built as the scope falls outside any current City guideline. Once the minutes of that meeting are approved, Stuart will walk CSC through the process for the project.

There is a critical grant application deadline for Parks Foundation Calgary on May 15<sup>th</sup> 2016. The next application date is October 15 2016 and January 15 2017. Expected review time on these applications is up to 8 weeks. This \$100,000 grant would cover most of the money required to operate the project.

### **Lake Louise Loppet – Alasdair Fergusson**

There is a growing trend to this type of event – especially with the younger group. Calgary is at the top of the number of registrants and the attendance is growing each year. There were not too many registered from Canmore and Banff, and none from Edmonton.

The event has almost reached its cap of 400 participants. The trend to younger people registering has an impact on the financial side, with a youngster paying \$5.00 as opposed to an adult skier paying \$35-\$40.

There has been a proposal placed with National Parks to create a 5 km route good for little ones – and some seniors.

CSC has been responsible for transforming the National Parks trails with the dedication of our volunteer track setters.

Zone 4 was used for registration this year, as opposed to it being done manual in past years and the results were very successful. Helen Isaac set up the registration page based on the format created by Erika Harrison for the cross country ski insurance – and the money was automatically deposited in our bank account.

The 2016 Loppet was very successful financial as well, bring in more than \$4000.00 profit – helped by Zone 4 not charging us for time measurement equipment that proved faulty on the day.

Question from the floor – was Zone 4 effective as a registration venue? Response – it worked very smoothly with minimal impact on Helen or the office administrator.

### **Tracksetting at Shaganappi – Alasdair Fergusson**

There was nothing to report.

### **Marketing and Communication – Carrie Froese**

The Marketing goals for the past years were to: (1) increase membership numbers; and (2) increase volunteerism within the Club. Using a Mount Royal University report and member Focus Group study for input, we identified the key pain points and most important target markets. These, and the activities required, to achieve the two key goals, were identified in a detailed marketing plan approved by council last year. One of the major areas of opportunity is better communication and accessibility and the consensus was that the club needs to develop a social media presence.

Some of the initiatives we have completed in the past year:

Communications:

- Support of Meetup transition and development of Frequently Asked Questions (FAQ) documents was completed to support users in the transition
- Council completed a business modelling exercise with a consultant to better understand our customer segments and value proposition and working through this exercise put us on a path to better understand how we can focus our efforts
- Mount Royal University students recently completed a review and made recommendations that can be considered by Council
- Redesign of Newsletter template was contracted out to Conscious Commerce, a partner consulting arm of the email list software provider, Constant Contact.

### Partnerships:

With the goal of giving members more value as part of membership with the Calgary Ski Club, we worked with Resorts of the Canadian Rockies to get a special Ski Club price for members to purchase their 4-resort discount cards and for lift tickets at any of their West properties.

Bear Cozy and Lil Ripper Gripper products were offered to members at a subsidized price below retail.

In addition, we confirmed continued offers with partners like the Ski Cellar.

All of these were posted on the CSC store, communicated in the Newsletter and social media.

### Social Media Growth:

We created a new Facebook page last January to increase visibility and advertise the club. We went from just a few to 132 page likes which equate to followers of our newsfeed posts. I encourage you all to join in the conversations by 'Liking' us on Facebook and making comments on our posts and photos. It is a free tool and Members can quickly post a note for anyone to see regarding a last minute trip, trail closures, lift tickets for sale, or post a photo / video from a ski trip. It is easy for the host to monitor the page, so spam or inappropriate posts can be screened.

Our new Twitter account has grown to 119 followers and there has been great online interaction with partners like Fernie, Chateau Lake Louise, Castle Mountain, Jamieson's, Norseman, etc. We also established an Instagram account to share great, fun photos of club activities and things that are of interest to our 92 followers and counting. You are welcome to tag us on any of these channels at #yycskiclub

### Advertising:

There were two billboard ads last year leading up to the open house in September. The open house itself had disappointing attendance and was deemed to need a change of format and be timed closer to the ski season start. I would also recommend more signage and giveaways at Winterstart and at the Loppet.

Two short Twitter ad campaigns were launched in January to support the ski trips and general event signup. We saw a very large jump in impressions - our normal 1,000 jumped up over 20,500 in January and we gained 17 new followers.

Lastly, I negotiated with Pattison Advertising to place transit advertising using reusable vinyl inserts and they would allow panels to stay up for up to a year where the cars are not fully committed to a campaign, so long as we create messages that are not date-specific. I recommend following through with that plan, as it will be great exposure for the club.

### Team changes:

As some of you know, my return to full time work after maternity leave has necessitated that I step down as Marketing Director, which I communicated to Council back in November. Lynn was wise enough to see that

this role requires more work than one volunteer could easily do, so other volunteers were recruited for different functional areas: Krysta Ibach is animating our social media channels, Amanda Khang is still available as needed to do analytics and support technical /graphics projects, Lori Davidson is compiling and distributing the newsletter and Sandra Nesbitt is the social events coordinator.

I will pass it over to Sandra to provide a report on the social activities, but first I would like to recognize her efforts. She has put a great deal of creativity and enthusiasm into developing ideas for events, researching and carefully budgeting so that the members get the most value for our money. I hope all of you will sign up for future events to get to know your fellow members who you might not otherwise meet.

Lastly, I want to thank all of you for your volunteer efforts. The club could not function without volunteers and it takes your vital energy, patience and dedication to make the Club the dynamic organization that it is.

#### SOCIAL ACTIVITIES FOR 2015 - 16

The first social event scheduled was the Volunteer Appreciation Night to recognize all our members and friends who helped us during the year. This was held after the SGM in September.

We next tried an event aimed mostly at the children in our membership with the Autumn Pumpkin Festival at the Corn Maze. This event subsidized the children who went – unfortunately there were none.

IlluminAsia was our next family event and was much better attended with 18 participants. Another subsidized event.

We decided to do something for the adult contingent of our membership with a Wild Rose Brewery Tour and Beer Tasting Night. This was a very interesting night but also not well attended – and there was way too much food!

Another family event at Zoolights was very successful, with 28 participants. This was also a subsidized event.

Keeping with the season, we held a Christmas Brunch at Heritage Park, which was again, a family friendly, subsidised, event. This was a lovely day for all who attended but it was late in the year (December 19<sup>th</sup>) and there was a cross country event scheduled for the same day, so our numbers were not what we expected. A good point was made at this event about family friendly opportunities, suggesting as the families do not actually get together until jackrabbit lessons, they tend not to look for social events that would include them. In the past, pub nights have been fairly successful, so we scheduled two wing nights at Jamison's Pub on 17<sup>th</sup>. These were very well received with 28 attending the first night and 32 on the second. We had a great mix of past members, new members and guests both nights.

Although not really under the umbrella of 'social events' we undertook a Jackrabbits Fun Day during the Loppet weekend. This was an excellent opportunity as there was a 'captive audience'! We booked an afternoon of rock wall climbing and swimming and had 20 + kids on the wall. This is an event we will take as ours and plan it annual if possible.

Jackrabbits Family Fun Day, again, didn't fall within our scope but we offered to take over the catering aspect of the day to free up all the parents to enjoy the time with their kids. We served 73 kids and 72 adults pizza, veggies, salad and ice cream bars. We used Boston Pizza for this and they were right on with the amount of pizzas we would need.



PENDING:

May 11th - Planning evening for all downhill skiers to come help plan next seasons events to be held at Limerick's Pub on Macleod Trail

May 28th - Wine tasting at Crowfoot Wine and Liquor. This should be a great night – we are showcasing Spanish and Portuguese wines – with tapas to match! There will be a welcoming glass of bubbly and a goodnight taste of Port – from Portugal if course

July - a Stampede party – maybe at Ranchman's – or a pancake breakfast somewhere

August - a picnic at Bowness Park with picnic games for the family

September – a volunteer appreciation night for all of you.

### **Treasurer's Report – Maryann Fitzpatrick**

This Financial Year has seen a change in the Treasurer Position, with Maryann Fitzpatrick replacing Simone Wagner-Balakrishnan in November 2015.

As required under the CSC Bylaws, an Official Examination of the 2014-15 Financials has been completed and no major issues or concerns were noted. Copies of this report were available to those in attendance.

Maryann presented a simple comparison with actuals from 2014-15 and any known finalized amounts from the 2015-16 fiscal year.

Highlights in this year's numbers indicated socials income was up considerably as were the costs associated with it, but that would be because we didn't have a social program in 2014-15; the extended trips revenue was a bit down this year but that was due to cancelling one trip and less than expected attendance at others. Interestingly, the cost associated with the completed trips was very similar to last year. The Loppet and the Jackrabbits program remained fairly consistent with the previous year but the Adult Ski lessons revenue almost doubled, as did the costs associated with them. This would be due, in part, to the offering of trail passes pre-purchased by the Club and the savings passed on to the members. Costs for coaches training, merchandise and tracksetting were down but, understandably, the Snowmaking project was way up as we have actually started the project. Our 'non-program' revenue, which includes things like Ski Sale proceeds, membership revenue and the money from the Casino we used through the year all remain fairly consistent. Our general and administrative costs, which include promotional costs, marketing merchandise, office costs and staffing, have also remained constant as would be expected. There has been an increase in our insurance costs due to better coverage for the jackrabbit equipment and the cross country and downhill insurance we provide for all our members who are active in those areas. The cross country component includes snowshoeing, hiking and biking as well.

When we compare revenue to expense, we see that we have increased our support of the downhill side of the program, decreased the cross country support over last year and introduced support for general membership though our social program that was not there in 2014-15.

## **Other items:**

### **Calgary New and Use Ski Sale 2015– information presented to the meeting by Lynn Bowers in Kevin Jones' absence.**

For the benefit of new members and a reminder for those of you who come to the AGM every year, let us start with a reminder of some facts about the Calgary New & Used Ski Sale.

Since 2014 the Calgary New & Used Ski Sale has been the largest ski swap in Canada, bigger than both Vancouver and Toronto. Not bad considering relative populations!

The Ski Sale is run entirely by volunteers from three organisations: Calgary Ski Club, Canadian Ski Patrol (Calgary Section) and Lake Louise Ski Club. This means not only is the Ski Sale staffed in October by those members and friends, but the year-long planning and follow-up that goes into running this event is also done by volunteers from the three organisations. The public who attend often do not realise that we are all volunteers, which is a tribute to the professionalism of the volunteers that they think this is a commercial venture.

#### The Good News

We all know that times are not good in Alberta. It is with great pride and some surprise to be able to report that the share of Ski Sale profits for Calgary Ski Club almost maintained the record level of 2014, with a contribution to club funds of \$66,000. These are funds that the club can use entirely as it wishes: they are not subject to AGLC rules or any other rules.

It is fair to say that times are not improving in Calgary and area and it should be expected that this source of revenue will decrease when the proceeds of the 2016 Ski Sale are distributed. We need to work hard as club members to try to make the 2016 Ski Sale as successful as possible, particularly by increasing awareness of the Sale amongst the public. There are bargains to be had there and people need bargains, but they also have less money to spend on discretionary items, and more competition for those dollars.

#### The Bad News

The share of Ski Sale profits earned by Calgary Ski Club is determined, in part, by the contribution made by Calgary Ski Club members and self-associated friends to running the Ski Sale. There are other contributions made by Calgary Ski Club, but these do not vary significantly from year to year. Basically, if our volunteer numbers go down, our overall contribution to Ski Sale goes down. If that gap is filled by one of the other clubs providing a greater contribution, they will eventually want a bigger share of the profits, and that is an argument that I, as your Ski Sale Executive representative, will find it almost impossible to defend against.

After a dip in volunteer numbers in 2013, we came back strongly in 2014 with a record number of members volunteering. But what happened in 2015? The number of club member volunteers was actually outnumbered by people who are not members of the club but associated themselves as friends of the club. These people do not benefit from the monies earned – they do it because they enjoy helping at Ski Sale, or they were helping out actual members: we don't know exactly. But the number of Club members volunteering was very disappointing. I realise I am probably preaching to the converted at this AGM, as many of you will have volunteered, but we need to spread the word amongst those who are NOT here today.

## Hours worked

I mentioned that there are two types of member volunteers. Most people help out during Ski Sale week itself: this is very much valued and is the way in which most people can help. The second type of volunteer member is one who works on one or more of the Ski Sale committees. In 2015 we had four of these members: we are well outnumbered by Ski Patrol and Lake Louise Ski Club volunteers on the Operations Committee, which is the biggest committee.

Committee members not only volunteer through a large part of the year but also do a great deal of volunteering actually during Ski Sale week, as can be seen by this analysis.

The main point I want to make, however, is that when a Ski Club member volunteers, they tend to do a bit more volunteering than a Friend of Ski Club will do. That is quite understandable as the Ski Club volunteer knows the financial benefit they are earning for the club. Since overall the contribution made by Calgary Ski Club to the Ski Sale is going to be looked at by the hours contributed we really need to get the members engaged.

## Points to Ponder

The Club, and by leadership its Council, needs to decide how important the funds raised by Calgary New & Used Ski Sale are to the club. If these funds are important then they must be earned, and the burden cannot fall on just a few individual members.

If the contribution made by the club continues to decline we **MUST** expect our profit share to decline.

## Volunteer Opportunities

Again, I risk preaching to the converted, but please spread the word to your friends and fellow members.

The easiest way to contribute is to sign up for one or more shifts at Ski Sale, which this year will be during the week of October 19-23, with the Ski Sale itself being October 21-23. The volunteer roster on [www.skisale.ca](http://www.skisale.ca) will open around September 1. If you are away that week there are some opportunities before Ski Sale week. The next level of contribution would be to join the Operations Committee. There may be opportunities immediately, or some may arise later in the year, but it would be great to know of people looking for a chance to help in this way so we can increase our participation on this Committee. Please let me or Lynn know of your interest.

The highest level currently open is the role of Treasurer of Ski Sale, starting for the 2017 Ski Sale. Ideally the person taking on this role would shadow our current Treasurer Donna (a Ski Club member!) during this year's Ski Sale, so they can take over with some experience when the new Ski Sale financial year starts in March 2017. This is a much simpler role than Treasurer of Calgary Ski Club, with activity mostly from October to February.

Thank you for your attention and let's try to make the 2016 Calgary New & Used Ski Sale a remarkable success.

Kevin Jones

CSC Executive Representative to Calgary New & Used Ski Sale.

## Motions Proposed by Members:

Meetup as the venue used to manage Club events going forward – Erika Harrison

It has been the mandate of the CSC Council to increase attendance for trips, in part so our volunteer leaders do not feel their efforts are wasted. Meetup offers an easy way of sharing events with other like-minded individuals. It makes event posting substantially easier, while increasing ways members can find out about trips, and sharing photos.

Additional perceived benefits (summarized from the initial proposal):

- Increased participation on day trips
- Increased interest in joining CSC
- Increased opportunity to get active organizers
- Ease of receiving information on trips
- Increased transparency
- Ease of event cancellation
- Support for modern technology, such as mobile devices
- Easy photo loading; self-advertising
- Each event has a discussion board where registered attendees may comment
- Organizers are able to view and print attendee list (or view from mobile device)
- A paid third-party (meetup) maintains the bulk of event management, rather than in-house IT/website volunteers
- Support for social media, Twitter, Facebook, exporting to an individual's online calendar

Summary of Trial Implementation:

- Proposal for trial submitted to Council in March 2015.
- Council was presented with Meetup integration in Fall 2015 after much work over the summer.
- CSC Meetup trial was rolled out Oct 29 2015. A preliminary announcement was posted in the newsletter and a full roll-out announcement in the newsletter and on the website. A FAQ for meet up was created and posted on the website. A video demonstrating how to post CSC trips was created and sent to all trip leaders.
- CSC newsletters throughout 2015-16 season soliciting feedback from membership with a reminder the results would be brought to the 2015-16 AGM with a motion to adopt Meetup
- A final solicitation of pre-AGM feedback requested with a March 31<sup>st</sup> 2016 deadline

Some Statistics:

- New Membership:  
Since Sept 1 2015
  - 81 new adult registrations; 43 new family registrations, 7 new senior registration;
  - Total: 131 (112 of those occurred since Nov 1)

During the same period last season (Sept 1 2014 – March 31 2015)

- 11 new adult registrations, 20 new family registrations, 1 new senior registration; 115 new registrations who chose not to renew this season.
- Total: 147 (111 of those occurred between Nov 1 2014 and Mar 31 2015)

Note: it is not possible to discern how much of this change (or lack therein) in new membership is due to Meetup, and how much is due to other factors. Some additional observations are:

- The September switch to a rolling membership is too recent to influence registration totals this year
- Adult registration for lessons is up from last year
- Jackrabbits, as per last year, is sold out
- Fewer trips were offered this year (40) compared with last year (48)

Financials:

- Meetup comes at a cost of \$14.99 USD/month
- For paid events, between Meet Up and PayPal, roughly 3% is deducted for processing. This works out to a deduction of \$835 from the \$27,837 revenue collected through Meetup. Note: this is roughly equal to paying for half a week (or less) of IT support.

Summary of Member Feedback:

Over the past six months, across 200-300 members, eight items of written and documented feedback were obtained. I can attest to a few undocumented positive responses on ease of trip posting and attendee communication from trip leaders, and a few (less than 5) undocumented negative responses from members struggling to use the site.

Summary: Across the eight written and documented verbal responses, two are clearly favourable towards adopting Meetup; two are clearly against adopting Meetup and the remaining four found it confusing, or a hassle, especially for initial registration and a payment issue.

A condensed and anonymized summary of the written and documented verbal feedback has been provided in Appendix A.

Summary and Final Comments:

- The 2015-16 Meetup Trial has been successful in soliciting new members from different demographics. There is insufficient data available to determine how many members did not renew as a result of Meetup versus those that would not have renewed anyway.
- While not fully utilized, Meetup eases photo management – and thereby self-advertising – within the Club, as well as tying into social media such as Twitter and Facebook, in turn, advertising the activities within the Club amongst a broader demographic

- In general, it appears the worst part of the process for members is the initial registration and the manual approval, confirming CSC website registration. This last part is necessary to ensure liability waivers have been accepted, and that only registered members are part of the CSC Meetup group.
- Should meet up be adopted:
  - o Renewing members should not need to go through these hoops again
  - o Members that do not renew will need to be removed from the Meetup group. Sandra has proposed a smart way of identifying these individuals to ease this administrative process.
  - o Meetup has promised to support automated membership renewals in the future in Canada, just as they do in the USA. At this point we will need to work out how to retrieve acceptance of the annual liability waivers.
- Another struggle is learning how Meetup works. It is unclear how much of a bottleneck this is. While a follow-up has not been performed from feedback taken in November, it is noted that these same members appear to be actively using the site.
- Finally, some members are finding they receive undesired information (e.g. Jackrabbits receiving information about non-jackrabbits events, downhillers receiving non-downhill events). While this is no different than the old website, which relied more heavily on the newsletter updates, Meetup's email notifications – which can be disabled – are currently unable to filter by event type. While I, Erika, am stepping back from my volunteer activities with the CSC next season, I can still be available from time to time to assist. However, I suggest the office administrator, council and the various trip leaders should be accepting of and sufficiently comfortable with using Meetup before deciding to adopt it.

#### Acknowledgements:

Finally, I wish to thank and acknowledge the following for their support in exploring this approach:

- CSC membership for their unfailing patience as we explored this alternative approach
- The fantastic CSC trip leaders and volunteers for their adventurous spirit in learning how to use the site
- CSC Council for their tireless consideration at how this may impact the Club (discussed at pretty much all monthly Council meetings since February 2015)
- Lynn Bowers and Sandra Nesbitt for their extreme patience in learning the new site, and providing invaluable assistance for the many CSC members
- Ted Traynor and Steve Hashman for their encouragement of initiating the trial
- Carrie Froese and Amanda Khang for their assistance and insight from a communications and marketing perspective
- Ron Mah for his always cheerful assistance with website integration
- Erika Harrison for getting it into production.

#### Comments from the floor:

From Amber Brown, who used to post all events and found it a nightmare, loved Meetup as it encourages people to communicate with other participants in each event.

From Bob Wilson, as an organizer of many events, found there were a few hiccups at the beginning but really appreciated the ease of posting

From Sandra Nesbitt, office administrator, who was opposed to Meetup as she foresaw an increase in her workload with the implementation of this new system – thinks Meetup is an excellent means of letting membership know instantly what is available to them in regards to Club activities.

**Motion:** that CSC adopt Meetup for its event management

Moved by: Erika Harrison

Seconded by: Amber Brown

The vote was called; with 29 for, 1 opposed and 2 abstentions.

Carried.

### **Presidents Year End Report: Lynn Bowers**

I'd like to comment on the trend to partnerships I've mentioned previously in our newsletter. Back before our last casino fundraiser I made a plea at a meeting of another outdoor club (CORE) for volunteers to help us at the casino and got some. The plea had to be worded in carefully so that members there didn't think of this as assistance for a club they might see as a rival for members but rather as their contribution to promotion of XC skiing in Calgary. More young skiers and their families might well consider joining local clubs to pursue that sport and other activities.

At a meeting with the president of Foothills Nordic Ski Club & a couple of City staff representing Parks & Recreation & Sport Development a partnership with Foothills Nordic was suggested by the president of that club. He offered volunteer services in aid of the snowmaking project at Shaganappi, a facility that he saw being the centre of XC skiing in Calgary – once there is snowmaking at Shaganappi - with FNESC providing skiing opportunities in all 4 quadrants of the City. It was an offer I couldn't refuse, of course, & I agreed to support the FNESC proposal for the expansion of XC skiing in the City.

Another opportunity for partnering has been pursued recently with the Stampede City DH club aka Ski & Snowboard Meetup. The idea is to try & ensure our events calendars don't conflict. You may have noted their offers to join them on their events while we'd offer a similar option for them. What we can offer them seems to be higher end opportunities & what they offer us is further opportunities for relatively spontaneous fun.

CSC has partnered again with a group of Mt. Royal University students in their 3rd year there in the Communications & Public Relations program. We have yet to see the completed 'deliverable', a revamp of our website to improve its appearance, an update & reduction of the blocks of informational text. I've been in touch with their prof in a reply to her request for feedback on the student project.

Watch for a new look in the Club newsletter. That new look is a as a product of a relationship initiated by Carrie with a local marketing support agency called Conscious Commerce. Our many affiliations are highlighted there & demonstrate the multiplicity & depth of the Club's connections with our community. Lori, not to worry, it looks as if your work on the newsletter will be easier.

## **Elections for 2016-2017 Council**

The following have indicated their willingness to stand for Council for the 2016-17 year:

President - Lynn B

Vice President - Richard G

Co-Treasurer/Secretary - Maryann Fitzpatrick

Nordic - Cross Country Lessons Director - Abraham G

There being no more than one nomination for each of the above positions, the persons cited above were confirmed in their positions.

Positions that are vacant for the upcoming 2016-17 year are:

Past President

Nordic – Jackrabbits Director

Activities Director

Marketing & Communications Director

There were no nominations received for these previously posted positions and none were received from the floor. These positions remain unfilled.

## **Election of Official Examiners for 2016-17 Accounts**

The following members have agreed to act as an Official Examiners:

- Jacqueline Lynden as primary examiner
- Donna Wenkoff as secondary examiner

## **Post-election Presidential Comments: Lynn Bowers**

I'd like to thank Council for their care & dedication to the Club. Discussions at Council meetings can be intense as we work out some sort of consensus on what we understand about the uniqueness of the Club & how best to express that uniqueness. Thanks, Carrie, for your leadership in helping Council articulate a shared vision of what we are & can be about. Thanks too for your leadership in promoting the Club & its activities as a relevant & worthy option for local folks interested in our activities, services & opportunities for leadership. Thanks, Ted, for your encouragement to think about how the Club is unique amongst local clubs & for working at ensuring that Nordic skiers benefitted from Club finances in a way similar to the way our Alpine brothers & sisters do. Ted has been an ideal Activities Director in that he participates in all Club activities, even if you haven't seen him do so. And, Michael, thank you for your contributions to Council discussions when running & growing the jackrabbits training program is a large enough concern for one person. Michael has been on the Shaganappi snowmaking committee, the Google guy – Sandra is still working on thanking him for that - a website advisor as well as a warehouseman for Club gear for years now. I hope we can afford & acquire a head coach to relieve Michael as



well as Abraham of some of the adminstrivia that needs to be attended to as well as take on some of the coaching leadership & be the liaison, along with Abraham, between training programs & Council. Erika Harrison hasn't been an official member of Council although she often attended Council meetings as the Club transitioned to using Meetup for event management. Meetup is her very visible legacy with the Club but there's also been her leadership & enthusiasm with which she has bewitched so many. I feel lucky that I get to say thank you to all of you but I wouldn't be surprised if others did as well. I hope my expression of gratitude sounds not merely politically correct but sincere as I've intended. I wish you all well.

### **Other Business:**

Timing of the next AGM – would it be better suited on a week night rather than the Friday night it has historically been held on?

Several members in attendance felt we might have a better opportunity to get the younger demographic to attend if it didn't infringe on their social weekends.

There was a suggestion the meeting be held on the Thursday of the Easter long weekend – it was pointed out that particular weekend would have to fall within the guidelines for timing of the AGM – i.e. towards the end of April each year.

A member wondered if we could record the meeting and put it online – this option could work against us trying to get more people out to the AGM.

All present thought the social aspect of this year's AGM was a good draw and want to see that continued. The venue was also appreciated with lots of parking and easy access to most.

Results of the discussion – next year's AGM will be scheduled for a Thursday night – close to the end of the month – and at the same venue.

**Meeting Closed at 9:10 pm**

**All in attendance were invited for refreshments and snacks in the adjoining room.**

## Summary Report for 2015/2016 Meetup Trial

### Appendix A: Condensed and Anonymized Feedback

Below are the eight (8) responses to the Meetup trial. They have been condensed and anonymized for publication.

#### 1. *New 2015116 CSC family member (attended a couple extended trips) - received Mar. 2016:*

I plan on being an active member, and think the club is great

I like Meetup and it works well

The profile portion of meetup could be improved by:

- o Making it mandatory for people to fill out the profiles (eg. to know what level of skiers or riders are going on the trips and an idea of "who" is going; ie. if the trip is full of "one timers/just signed up for the trip ... and they are 20 yr olds).
- o Limiting the type of event that Meetup sends them (ie. only receive downhill trips, not all the cross country or snow shoe event invites)\*

\*Note: This is technically not possible with Meetup at this time. Our prior system did not facilitate this either. Another system, Andwa, does this, however it has numerous drawbacks (expensive implementation, no on-going IT support, not integrated with a pre-existing user-base).

#### 2. *CSC family member since 2013114 season (heavily involved in jackrabbits) - received Mar. 2016:*

Much preferred the prior approach, and didn't like Meetup

Received way too much information that wasn't relevant to us as Jackrabbit participants

Didn't like having to go to Meetup to get info if we forgot something, because there is a lot to wade through. It's much easier if the information is simply posted on the website.

Otherwise, the rest of the communications are great

#### 3. *New 2015116 family member (jackrabbits & family socials) - received Jan. 2015:*

Found the sign up for meet up and all the layers very confusing this year

#### 4. *CSC senior member since 2012113, (active downhill & snowshoer) - received Nov. 2015*

Found the connection between the CSC home page and the Meetup page confusing, requiring clarification from Sandra

Unclear where to find information on the extended trips, which trips I have registered for and how many CSC points I have

#### 5. *Long time CSC member and volunteer (various day trips) - received Nov. 2015*

Is pleased with how easy it is to post events.

#### 6. *Long time CSC member (downhill) - received Oct. 2015*

[From Sandra (by conversation)]: Member is annoyed about requiring yet another login account.

7. *New senior CSC member for 2015116 (volunteer and socials) - received Nov. 2015:*

When I first renewed on October 2<sup>nd</sup>, there was no 'warning' that CSC was going to Meet Up for its events. I was not offered an opportunity to opt out. Feels that the only choice is Meetup or not belonging to the ski club.

There is a long delay in completing Meetup registration (45 minutes for confirmation email, which is prior to approval within the group, which often is delayed itself)

Was unable to use VISA on the website for trip payment\*

No phone support for Meetup, and the email support can sometimes be delayed/unhelpful

Received help from Erika, and if needed, anticipated requesting assistance from the office

\*Note: Many paid attendees did not have issues with using Meetup for payment, however a few (less than a dozen?) were processed by the office. Regardless of the old or new system, applying CSC points to trips requires office communication.

8. *Long time CSC member & volunteer (active in day trips) - received Nov. 2015:*

Not impressed with Meetup, nor are other members.

If the intent was to gain members, it is at risk of having the opposite effect.

I am totally against Meetup

Under the Event Calendar on the CSC website, we are no longer able to use left and right arrows to navigate to the previous or next month - navigationally tools should be located at the top with the less clicks and scrolls the better.

Does not like the additional information presented on the left and right panels on the Meetup website\*

Has trouble with information being masked\*\*

Does not want to require another password, and would prefer the CSC user name and password carried over and does not appreciate the suggestion of using Facebook to register\*\*\*

Discussed that other members prefer the CSC as it doesn't use Meetup to register for events and compared it to Tinder or Ashley Madison

Instead of increasing club membership, this will have a negative effect and decrease the membership

Is concerned that members without a computer will struggle to register for an event\*\*\*\* and how membership will be validated via Sandra in the office, potentially causing an administrative nightmare for Sandra.

With the previous website version, it was not this challenging. It stated the direct facts and that is what individuals are looking for and it was user friendly. Meetup is not.

Compared the CSC to the University of Calgary and City of Calgary's Parks & Rec, and other outdoor clubs which do not use Meetup as they do not care for it.

\*Note: The design and layout of the Meetup website is performed by the Meetup support team in New York, and is out of our hands. While this is appealing since it alleviates responsibilities from our in-house IT volunteer team, it does restrict us to Meetup's style.

\*\*Note: Information, such as phone numbers, addresses and last names are masked to non-members.

\*\*\*Note: For security reasons, all passwords are encrypted on the CSC website, and even the IT volunteer team does not have access to them, and therefore cannot transfer this information over to Meetup. Logging in via Facebook is an optional approach provided by the Meetup team. It is not required for those who would prefer their own login.

\*\*\*\*Note: The previously CSC event management approach was also predominantly computer-based. Members without computer access were, and still are, welcome to contact the office or event leader directly.