



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

**Thursday, April 27<sup>th</sup> 2017 at the Railway Orientation Centre at Heritage Park**

President Lynn Bowers called the meeting to order at 7:08 pm with 60 members in attendance, well exceeding quorum. There were 7 more members who had RSVP'd their attendance but did not attend on the night.

Lynn introduced the members of the standing Council in attendance: Richard Graham, Vice President; Katie Shea, Treasurer/Secretary; Abraham George, Cross-country Lessons Coordinator; Nicole Acheson, Member Liaison and Social Events; Maryann Fitzpatrick, Member-at-Large and Social Events; Brendan Sawatsky, Member-at-Large and Legal Counsel; Kelsey Petersen, Member-at-Large and Legal Counsel – Sports. Ruth Terri attended to present the report for her previous position of Marketing/Communications Director.

### **Apologies for Absences of the Board**

There were no board members absent.

### **Changes or Additions to the Agenda**

There were no changes or additions to the Agenda

### **Review and Adoption of 2016 AGM Minutes**

The draft minutes had been posted on the website and copies were available on the tables at this AGM. There were no changes or corrections to the minutes.

Adoption of the Minutes was proposed by Alasdair Fergusson and seconded by David Jenson. The vote was passed unanimously.

### **Review changes to CSC points system**

A proposal was placed before the membership over the last few months regarding implementation of the originally documented 2 (two) year restriction for banking CSC points. Rationale, at inception of the points system, was to manage the liability the unused "points owed to members" created within our financial records. This liability, at April 30<sup>th</sup>, was 23,244 points outstanding. The adoption of the 2 (two) year maximum retention period would reduce that liability by almost half – to 11, 486 points outstanding.

Currently, points are only lost if a member does not renew their membership after two months of it being expired.

There was some discussion from the floor; queries as to why 2 years – with the response being that was the parameter set out by the originators of the program and this was the time frame posted on the website at inception of the program. A suggestion that Council, in extenuation circumstances like a major injury – which might limit the member from using points, could possibly review this restriction. Although Council is always willing to take these unusual circumstances into consideration, it was deemed a minimal risk, considering there have only been 2 such injuries in the

past 3 years, to make the provision part of the documentation. A member made the point that loss of points would be an incentive to renew memberships in a timely manner.

The vote was called to accept this adherence to documented parameters with 58 in agreement and 2 abstaining. The vote was carried.

Effective May 1, 2017 – points may only be banked for 2 years. All points earned from May 1, 2015 to present day will be retained; all points used over the period of the program will be deducted from those points earned prior to May 1, 2015. Points that remain after this deduction will be forfeit and will be removed from the members account during May 2017. This documentation will become part of the Bylaws going forward.

## Review changes to CSC Bylaws

A review of the Bylaws by the CSC Council indicates some changes need to be made to keep them consistent with the governance of the Club.

### 1.15 Expiry of CSC points

Currently, the first directive in this Bylaw is:

“Any member, who does not hold a current membership on November 30<sup>th</sup>, 2015, will forfeit any CSC Points in their account on that date”

As we no longer have a defined membership year – having moved to a rolling membership – this statement no longer applies and should be removed from our Bylaws as being redundant.

Richard Graham moved to have this directive removed from the Bylaws; Poul Overgaard seconded that motion; all in attendance were in agreement – therefore, the motion was carried.

This item will be removed from the Bylaws.

Council would like to add this directive to the Bylaws:

“CSC points may only be banked for two (2) years; any points not used within those two (2) years will be removed from the member’s account after two (2) years and two (2) months has passed.

This recommendation was discussed under its own Agenda item

Janet Vivian moved this directive be added to the Bylaws; Seconded by Katie Shea. As previously noted, 58 were in agreement with 2 abstaining.

Going forward, Bylaw 1:15 shall read, in its entirety:

**Any member who does not renew their membership within 2 months of the expiry date on their rolling membership will forfeit any CSC points in their account on that date.**

**CSC points may only be banked for two (2) years; any points not used within those two years will be removed from the member’s account after two (2) years plus two (2) months has passed.**

### 2.5 Vice-President

Currently, item (ii) of this Bylaw states the Vice-President shall:

“Have custody of the cups, trophies and awards of the Club during the Vice-President’s term of office”

Our current Vice-President, Richard Graham, indicated he was not aware of this responsibility for the vice-presidency, and has no idea of the whereabouts of any cups, trophies or awards – or even if there are any. He would like to have this item removed from the Vice-President’s responsibility.

Discussion from the floor indicated, although long time members are sure they do exist, no one seems to know where they are. Further discussion indicated the knowledge of the whereabouts and the storage should be the responsibility of the Council and not an individual. A senior member of the Club stated the importance of locating and securing these items, as the plan is to display them to the public once a suitable venue is secured. An action item for the Council will be to locate and secure storage of such items as quickly as possible.

Janet Vivian moved this item be removed from the responsibilities of the Vice-President; seconded by Richard Graham – all in attendance were in agreement so the motion was carried.

This item will be removed from the Bylaws

## **2.6 Treasurer/Secretary**

Council agreed several items of responsibility for the Treasurer/Secretary needed to be reworded for clarity of function. Specifically:

- (i) Receive and deposit all Club monies.
- (ii) Keep a correct record of all monies received and disbursed.
- (vi) Arrange for insurance
- (viii) Have charge of the Seal, books and other records of the Club

Functions (i), (ii) and (vi) are actually carried out by the Office Administrator, under the guidance and jurisdiction of the Treasurer/Secretary. The Treasurer/Secretary maintains control of these functions through review of the bank statements, financial records and all cheques issued from the Club bank accounts. As part of the Council, s/he is part of any decision made regarding distribution of funds, and also conducts an annual review of insurance needs.

Regarding function (viii), logistically, it is impractical to have the Seal, books and other records of the Club held with the Treasurer/Secretary. The Office Administrator is the primary user of these files for reconciliation and review purposes so having them with her is a more practical choice.

To that end, the Council proposed changes to the wording of these four (4) directives. Specifically, to have them say:

- (i) Review the receipts and deposits of all Club monies.
- (ii) Review the correct recording of all monies received and disbursed
- (vi) Ensure adequate arrangements are made for insurance needs
- (viii) Have knowledge of the location of the Seal, books and other records of the Club

These items were presented to members in attendance, with Marjerie Salisse moving to accept the first three items – (i), (ii) and (vi); seconded by Michael Keiser – all were in favour so the changes for those three points were carried.

Paul Omlin moved to accept the last item (viii), seconded by Nicole Acheson – all were in favour so this change was also carried.

Going forward, Bylaw 2.6 will read, in its entirety:

**The Treasurer/Secretary shall:**

- (i) Review the receipts and deposit all Club monies.**
- (ii) Review the correct recording of all monies received and disbursed.**
- (iii) Prepare a budget of expenditures for each ensuing year.**
- (iv) Designate a member of Council, or the Office Administrator, to record minutes at all meetings. In the absence of an appointed person, the President, or Chairperson of that meeting, shall take the minutes.**
- (v) Ensure appropriate inventory records are maintained**
- (vi) Ensure adequate arrangements are made for insurance needs.**
- (vii) Prepare annual financial statements.**
- (viii) Have knowledge of the location of the Seal, books and other records of the Club.**

## **Directors reports**

### **Activities**

#### **Extended Trips presented by Sandra Nesbitt**

We held a social evening and invited all interested parties to help plan the 2016-17 Season. 28 people came to that meeting – including the President of the Stampede City Ski Club – Tara – to coordinate trip dates and locations. There were several cross-country skiers at the planning meeting and we looked for venues that would offer both disciplines so all could take part.

Those in attendance planned 5 extended trips – Panorama for NYE; Schweitzer in January, Fernie/Fernie in February, Red Mountain / Kimberley for the Family Day weekend and Jasper Marmot Basin as a season finale for the longer trips.

Panorama was not as well attended as was indicated would be the case at the planning meeting – but 12 of us stayed in the Pine Inn on the Hill. There was a New Year's Dinner put on by the Resort that most of us attended, and a fabulous fireworks display and torchlight night ski that was enjoyed by all. There was a pretty even mix between downhill skiers and cross-country. Consensus on the bus ride home was to plan a trip further away if we were going to do a 3 day trip in this time period again.

Schweitzer saw all the younger set signing up – so we filled the bus with 46 participants – even a couple of cross-country enthusiasts. The snow was great and the accommodation was good – but would have been better if it had been on the Hill, as we were challenged with access to the bus driver due to his DOT restrictions.

The Fernie weekend stretched to 5 days – departing Friday on schedule and returning Tues – not on schedule due to being inundated with perfect power for 4 days. The hotel was great, the skiing was great and fun was had by all – except David Jensen – our trip lead – who did extensive damage to himself in a fall.

Red Mountain / Kimberley was another 3 day trip – but again, under subscribed. Deadlines for accommodation needed to be adhered to – and misrepresentation on the part of the Resort didn't help. Consequently, only 12 of us travelled to Red on the Family Day weekend – but all had a marvelous time and the accommodation – on

the Hill – was stellar. We then travelled on to Cranbrook on Sunday for a day of skiing the Monday. Only downhill enthusiasts took part in this trip.

Jasper Marmot Basin was another huge success, with the younger set's interest placing us in an unprecedented position of looking for another accommodation venue as the initial location wasn't big enough! There were 10 cross-country skiers on the bus with us – and we had two families – one for cross-country and one for downhill. Another first for the Club, as we have not had a family friendly extended trip in the past.

Using one person to do all the booking and manage all the trips worked well – but is a HUGE effort – one that requires quite a bit of day time planning with resorts and bus companies. Our new social committee has stepped up to the challenge for next year – and Maryann and Nicole already have their planning meeting posted on Meet Up for May 15th. Please check out Meet Up and join us on the day!

### **Day Trips presented by Richard Graham**

Richard thanked David Jenson, John Preston and Gerry Galambos for their efforts in getting day trips organized for the past season. Unfortunately, David was unable to attend the Lake Louise day trip as he was severely injured during the Fernie weekend trip in February and was benched for the remainder of the season.

There were 3 bused day trips this past season – Lake Louise, Castle and Kicking Horse, with cross-country skiers making up half of the 26 attendees on the Lake Louise day. Castle and Kicking Horse did not provide an acceptable venue for cross-country skiing at lower elevations so they were only attended by downhill and snowboards, with 13 and 12 attendees.

Carpooling has tapered off despite the efforts of both John Preston and Gerry Galambos; Richard believes having a bus for transportation is much better received by all involved and hopes we can continue this practise for the upcoming year. Lynn had suggested earlier in the season perhaps a 'bused day trip a month' could be our goal.

As Parks Canada Sunshine is now enforcing parking restrictions, this effort would be well received by them, as well as other areas in the Parks.

There are still day trips being planned, with attending at the Sunshine Slush Cup –their last day of skiing – on May 22nd already on Meet Up - as well as another trip in May being researched.

### **Cross-country trips presented by Bob Wilson**

We started skiing a little late, due to the weather conditions, early snow being in short supply. Our first official trip was the first day (er, night) of the Winterstart Weekend, (December 2-4, 2016), when eight curious skiers ventured into the dark on the Moraine Lake Road trail. I think everyone had a fun time, and everyone brought their own lights this time!

Trips continued over the winter, usually having at least one trip per weekend, and sometimes two, emphasizing the opportunities for both advanced and easier trips on the same weekend. Exceptions were the weekend of the Christmas party, (December 17), and the Lake Louise Loppet, (March 5), where no other activities were scheduled.

The final day trip was to Pipestone at Lake Louise, on Sunday, March 26. At the time, we were experiencing hard crust turning to "mush", so thought it was time to call it a season. Perhaps we were premature, as the Lake Louise ski hill is still open one month later, and reporting 24 cm of snow overnight! (Plus rain.)

### Areas Visited

Trips went to Peter Lougheed Park, Banff Park (both Banff area and Lake Louise), Panorama B.C., Schweitzer Basin, U.S.A., Jasper National Park, and Canmore Nordic Centre

### Participation

We had at least 116 skier/days of participation, with 115 member visits, and one guest. “Iron Man” award goes to Paul Omlin, with 13 trips taken. Other high participants were Doug Beringer and Bob Wilson with nine each, Lori Davidson with seven, and Lynn Bowers with six, according to my approximate guesstimates. These participants broke out as 44 different individuals.

### Trip Type

Eleven trips were one day trips facilitated by car pool

Five trips were combined with Downhill trips as follows:

- Winterstart
- Panorama
- Schweitzer Basin
- Lake Louise Combined Bus Day Trip
- Jasper

### Conclusions:

I believe that this was a highly successful season! We had great participation, new volunteer leaders (a thousand thanks!), new ideas, and new technology! (Meet Up rocks!)

### **Snowshoeing, Hiking and Biking presented by Lynn Bowers**

There were 22 hikes with 181 participants under the guidance of 5 trip leaders (1 new)

There were 4 bike rides with 39 participants under the guidance of 1 trip leader

There were 12 weekend snowshoe outings and 2 (posted) mid-week explanatories with 85 participants under 2 trip leaders

Alpine skier members showed interest in hiking

XC skier members enjoyed snowshoeing, especially when off-trail routes were used

### **Cross-Country Skiing Lessons Program presented by Abraham George**

Note: This is a combination of items 7.2 Adult Cross-Country Skiing Lessons, and 7.3 Jackrabbits Cross-Country Skiing Lessons. Abraham provided a detailed power point presentation – what follows is the highlights of that presentation

Summary: Successful Season

Our “Ski School” had a successful season. Together we overcame some challenges and found solutions. Here are some highlights of the season.

1. Team BIG THANKS go to CSC’s Coaches and Coordinators...

#### Coaches

- Previous winter (2015-2016): Total of 18 coaches.
- Recent winter (2016-2017): Lost 7 coaches, mostly Jackrabbits coaches; 11 returning coaches. All 11 are certified to be Jackrabbits coaches. 4 are also certified to coach adults; 7 new assistant coaches (6 “full-time + 1 “part-time”). 3 came from outside CSC; 5 new Junior Coaches. These are youth who grew up in CSC’s Jackrabbits program. . GRAND TOTAL: 23 coaching staff – biggest ever.

#### Coordinators

- Abraham supported the lessons programs for both the adults’ and children’s Jackrabbits program.

2. Jackrabbits

#### Number of children

- Previous winter (2015-2016): over 80 children

- Recent winter (2016-2017): 64 children.
- Good match: The lower number of Coaches matched the lower number of children.

#### Longer season

- December 2016 to March 2017 in response to feedback we received.
- Offered 12 sessions.
- Previously offered 8-9 sessions starting in January.

#### Venues:

- Canmore Nordic Centre
- Other locations in the mountains
- Shaganappi Golf Course – thanks go to Alasdair’s tracksetting team

#### Comments from Parents

•From survey: “loved our coaches” ; “Coaches are patient and encouraging” ;“Thank you for all the work you and the rest of the coaches put into the Jackrabbit season. My kids had a terrific time, growing as skiers, and benefiting from quality time with quality people. [Our kids] are already looking forward to next year. I think this was the best year we’ve experienced with Jackrabbits. Our kids are involved in a range of activities and nothing compares with this program.”

Re: “best year” - Attributable to Michael K for all his hard work and dedication as Jackrabbits Director during the previous few years. One coach thinks the Coaches now have a fair amount of coaching experience.

#### Lessons for Parents

- We were able offer a short program for the parents while the children were in their Jackrabbits lessons. In the previous two years, we did not have enough Coaches to offer these lessons.

### 3. Adults

#### Venue

- The big challenge was the loss of our usual venue: Canada Olympic Park. WinSport Canada decided to create a tube park through the cross country ski area. The solution for this past winter was to offer adults’ lessons on Saturday afternoons, immediately after the Jackrabbits lessons. That meant that the lessons were in various locations each Saturday, rather than on weeknights at COP.

#### Programs (in addition to lessons for Jackrabbits parents)

- Classic Ski Technique: for beginners, novice, intermediate
- Skate Ski Technique:
- Programs had 3-4 lessons based on Coaches’ availability. Previously, all programs had at least 4 lessons.

Total attendees - 28... about half of what we had last year possibly because lessons were less convenient than usual: i.e. on Saturdays; many locations were in the mountains as opposed to previous years: weeknights in Calgary.

#### Survey Results

- Few responses, but positive feedback.

### 4. Next Year

#### Team

- Jackrabbits Director: to recruit
- Coaches and Assistant Coaches: continue to recruit /develop them
- NEW: Jackrabbits Helpers/Coordinators: A couple of parents expressed interest to take on various duties, to help them to fulfill their volunteering requirements.

#### Jackrabbits

- Possibly a dryland program

#### Adults

- Programs depend on venue: at Canada Olympic Park IF WinSport will build a cross country ski area, otherwise, in the mountains after Jackrabbits again
- Programs: Consider all types of programs, including dryland and ski training.

### Conclusion

A lot happened this past winter. It takes a village to raise our “Ski School.” Thanks go to our amazing Coaches, Coordinators, and Council for supporting our worthwhile cross country ski lessons programs.

**Video Presentation of Shaganappi – the 3 minute video about our hopes and plans for Shaganappi – this was used to secure grants for the project.**

### **Snowmaking Update with current financial information presented by Lynn Bowers**

August 31/2016, that was the City’s deadline for having all our ducks in a row & we didn’t, after multiple grant applications. We were only half way to reaching the funds level needed for underground snowmaking infrastructure. More granting agencies have been researched since that time & applications will begin soon. Alasdair has requested a meeting with appropriate City staff to work out further details such as installing a heated ATCO trailer as a base of operations, installing a porta-potty & access to parking. We also need to know the experience Foothills Nordic had with their snowmaking.

When we learned that Foothills Nordic Ski Club were proposing aboveground snowmaking infrastructure, something we had long understood wouldn’t be allowed, we submitted a Plan B to the City on Sept. 9. We did have the means (money & equipment) for snowmaking using City hydrants. We had been advised by the City liaison person we’ve been talking to about snowmaking to go ahead on purchasing snowmaking equipment & had done so only to find out that since we hadn’t met the deadline for Snowmaking Plan A, the City would permit only Foothills Nordic’s project at Confederation Park.

We’ve been given 2 grants of \$25, 000 each from the Province toward the snowmaking project. Requests for extension on the grants were submitted & extension granted a year ago. A second request for extension has been submitted recently along with the documentation to account for the 2nd extension. It’s too early to know whether the extension will be granted. The City has written that our project is approved in “principle” but it needs to be resubmitted indicating we have the money & equipment to carry out the project. The City letter was a piece of the documentation required by the provincial community grants agency.

There were questions from the floor as to how successful Foothills Nordic Ski Club was in their attempts. Alasdair advised there was limited information as yet, but some of the salient points for the not achieving the results expected were:

- 1) Restrictions placed by the community only gave access to one fire hydrant – forcing the use of a 650 metre hose to access the water. Unfortunately, the hose froze partially due to not having a more powerful air pressure to move the water through
- 2) The weather was either far too warm or too cold.
- 3) Volunteers were their main source of manpower and they proved unreliable at short notice
- 4) The enforcement of no noise between 10 PM and 6AM limited viable snowmaking time.

Alasdair advised the Calgary Ski Club will have to address all these issues in our future proposals to the City.

A member asked if we would not have the same issue regarding noise and community restrictions at Shaganappi to which Alasdair responded ‘there is not as much residential contact as most of our efforts would be inside the golf course itself’.

### **Lake Louise Loppet 2017 presented by Alasdair Fergusson**

Note: Alasdair provided a detailed Power Point presentation with information he has gathered over the years. What follows are the highlights of the presentation.

Calgary Ski Club trail working began with the problem of signage, which in some cases, created a hazard for skiers – low signs, broken signs and protruding nails. Volunteers located all signage on the trails and brought



them up to standard. Removal of stumps, deadfall and low branches remains an annual problem, as does the filling in of tree wells – some as much as 2 metres deep. All of this had to be done without the aid of construction equipment, which is forbidden by Parks Canada. Lots of manual labour here. Trail widths and poorly packed trail margins were addressed – as they are done annually – to ensure the Loppet was a safe environment to hold another successful event.

## **Marketing and Communication presented by Ruth Terri**

Note: Ruth provided a detailed Power Point presentation. What follows are the highlights from that presentation.

### Marketing Goals

The Marketing Goals of the past year were to provide continuity from previous year's marketing efforts, to review CSC branding and build new marketing tools to support the brand - and reach out to younger market – youth & millennials in particular.

### New Outputs

- 1) Revised CSC Brochure - the CSC brochure needed revisions and updating, which was done in Fall 2016. After printing, brochures were distributed at various events and locations throughout the City.
- 2) A new slogan - developed while creating transit ad campaign - with focus on reaching younger market. This was a creative group effort. "Discover Your Backyard."

### More Outputs

- 1) In lieu of open house events, we piggybacked off other recreational events/trade shows - with a CSC display table at two events in Fall 2016
- 2) Transit advertising campaign - the previous Marketing Director had begun investigation into a transit ad campaign. We followed through and created advertisements with Pattison Outdoor Advertising, intended to appeal to youth/millennials, and that creative process led toward our developing a new CSC slogan
- 3) A retractable banner was designed in November (including new slogan) for use at trade shows and other recreational events to publicize the Club.
- 4) Redevelopment of the CSC website – this is the largest Marketing project we've worked on - and is almost ready to launch and go live. Initially begun by MRU students, a marketing team member & volunteer (Amanda) was asked to select a WordPress template and develop it to offer a dynamic and inviting design. The design is completed, text revisions are also completed, and the revised text has been uploaded to the new template. All that's left is a final proof and testing, which is in progress now. The new CSC website template features dynamic beautiful mountain imagery in different seasons – with the goal of enticing visitors, prospective new members and current members to the site.
- 5) A postcard was also designed with new the slogan and photos from the new site for multiple uses, including launch of the new website

### Continuing Outputs

- 1) CSC marketing team volunteer (Lori Davidson) has worked as Newsletter Coordinator together with Lynn.
- 2) With the departure of Krysta Ibach, who worked on social media accounts in fall 2016, two new student volunteers were obtained from MRU. There's always more to do in this area, as with the rest of marketing initiatives –so if you know anyone with marketing skills and interest in outdoor recreation, they are wanted and needed by CSC.

Thank you for the opportunity of working on the CSC Marketing and especially to the various volunteers who have assisted during the past year.

Marketing is a very big job and again, new Marketing Team volunteers are being sought!

If you are interested in Marketing or know someone with marketing talent, please contact CSC Office!

## **Social Report presented by Sandra Nesbitt, Maryann Fitzpatrick and Nicole Acheson**

### **Sandra's report**

We began our social events in early May with our Extended Trip planning meeting with 26 people providing input into the schedule; and finished the month with a wine tribute to St Bernard – the patron saint for the Alps – and also skiing, snowboarding, hiking, backpacking and mountaineer - at Crowfoot Wine and Spirits with a Spanish themed night of Prosecco, tapas, wine and brandy. 14 Members and non-members attended this event.

We held our first wing night in June at Jameson's Pub on 17th with 28 people in attendance. We held another in August at Jameson's and the last one at Home and Away in October. All well attended. September we hosted the 2nd Annual Volunteer Appreciation Dinner at the Railway Orientation Centre – unfortunately, only 20 of the potential 240 CSC volunteers chose to take advantage of the great food and beverages on offer.

Our first family social event was held in October, with the Club offering the same Illuminasia / Zoolights event to members as the previous year – and we paid for all the kids who attended. 15 people took up that offer – including 5 kids. Illuminasia was excellent; but for Zoolights, the temperatures dropped to below -18 – CSC's breakpoint for having kids outside - on the night we had scheduled to attend, so all tickets were mailed to those who had purchased them to use on a warmer day.

Our Welcome Reception at WinterStart was well attended – 30 adults and kids joined us in the dining room at the Lake Louise Inn for snacks, beverages and camaraderie.

The last event planned for 2016 was the Family Christmas Brunch where we again paid for the kids. 20 people took advantage of the lovely meal offered on the day – with 5 of them being children.

The social program has been taken over by Maryann and Nicole and I will pass it to them to talk about their events

### **Maryann and Nicole's report**

Our mandate for socials planned for the upcoming year is to recruit new members – possibly from a younger demographic - and to have fun.

Our first event will be at Jameson's on 17<sup>th</sup> on May 13<sup>th</sup> starting at 4:00 pm. We are inviting all who are interested in planning next season's trips to join us for a say in where we ski next year. There will be snacks provided, as well as 2 free drinks.

Our plan is to have 8 events over the season to continue our goal of recruiting and socializing with members and potential members.

## **Treasurer's Report presented by Maryann Fitzpatrick (outgoing Treasurer) and Katie Shea (Incoming Treasurer)**

Note: the 2015-2016 signed Annual Accounts are attached at the end of these minutes for your review.

The 2015-2016 Annual Accounts were presented for acceptance by the membership. Copies of this report were provided to all present. Maryann reviewed the report with those in attendance, providing explanations where numbers appeared to change significantly over last year's totals. She included a 'year to date' in her report that states what the accounts looked like at April 15<sup>th</sup> 2017.

Chris Lee moved the 2015-2016 Annual Accounts be accepted as presented, seconded by Matt Brown. All were in agreement – the accounts were accepted as presented.

Next year's budget was presented by Katie – she explained there were some assumptions made in arriving at these numbers:

Non-Program Revenues

- Memberships assumed a 10% increase in keeping with the Club's mandate to grow its numbers.
- Snowmaking grant from Pengrowth – to be provided this year as the second half of the \$40,000 grant they gave us, with the first half being received in November 2016
- Ski Sale funds are what were earned at the 2016 Sale and designated for the 2017-18 fiscal year
- Casino revenue assumed a 5% decrease from FY 2016 based on declining economic conditions

#### Program Revenues

- Cross-country ski and jackrabbit / adult lessons assumed a 10% increase
- Downhill revenues assumed 6 trips for the year and based on historical costs

#### Program Costs

- Have assumed costs of programs will exceed program revenues by 25%

#### Non-Program Costs

- Best estimates based on historical costs and activity levels.

Note: a copy of the budget is attached at the end of these minutes.

#### **Other items:**

##### **Calgary New and Used Ski Sale (CNUSS) presented by Kevin Jones (outgoing Ski Sale Executive Rep)**

Kevin began his presentation with a few facts about the Calgary New & Used Ski Sale for those new members who may not have heard of this annual event, and to remind the longer term members.

The Calgary New and Used Ski Sale is held each October at the Max Bell Arena. It surpassed both Vancouver and Toronto Ski Swaps for volume of sales in 2014 and is maintaining that position despite the differences in sizes of the cities.

There are three organisations involved in running the Ski Sale. Initially it was a joint effort between Calgary Ski Club and Canadian Ski Patrol (Calgary Section). Lake Louise Ski Club joined at a later date. For Canadian Ski Patrol and Lake Louise Ski Club this is critical annual fundraising event and they REQUIRE their members to work shifts at Ski Sale or pay a substantial penalty if they cannot do so. This is not a route that Calgary Ski Club wishes to introduce for its members and one that could not be enforced in a club of our nature.

We first hit \$1M in sales in 2014. Remarkably, we exceeded that milestone in 2016 with record sales of \$1.2M. These sales are achieved between 5pm Friday and about 4pm on Sunday.

CSC currently receives 40% of the distributed profit from Ski Sale.

Ski Sale retains a portion of the profit each year, before distribution, to provide working capital for the following Ski Sale

CSC has three main sources of general revenue

- 1) Membership fees
- 2) Casino events, which happen about every 18 months. The money earned from Casinos can be used only for purposes that AGLC approves
- 3) Calgary New & Used Ski Sale, which happens every year. We can use this money entirely as we wish
- 4) I should also mention that in most years the Lake Louise Loppet makes a profit which goes into club funds. However, this is not such a dependable source of funds as it is subject to the vagaries of the weather which can affect participant numbers and even, in extreme cases, be cancelled.

Turning our focus onto Calgary New & Used Ski Sale, volunteer numbers used are those people declaring themselves to be members of CSC and Friends of CSC. The boundaries are blurred with our rolling membership year.

The main message is that whilst we were successful in having a large increase in volunteers in 2014, we have not done well in 2015 and 2016. Our 60 volunteers made up 15% of the volunteers in total.

Looking at volunteer contributions another way, and probably a more important way, let's look at hours worked by volunteers at Ski Sale.

CSC contributed 20% of the volunteer hours in total. This does not include the contributions made by any of the Club's representatives in the planning and organisation of Ski Sale through the Operations Committee, Management Committee or Executive. It simply relates to the hours recorded during Ski Sale week itself.

So we have 60 volunteers working 20% of the volunteer hours.

How is this time distributed amongst the volunteers? The majority of our volunteers worked between 3 and 15 hours at the Ski Sale. This means they worked between 1 and 3 shifts, as a shift is generally 4-5 hours. This is where we need to focus our attention, getting more people to work a couple of shifts each. If people can do more, that is great, but if we doubled the number of individual volunteers working 1-3 shifts we would be in a much more secure position.

This explains why we are not in a secure position now.

We receive 40% of the distributed profit, but at Ski Sale itself we contribute between 15 and 20% of the effort in terms of volunteers and volunteer hours.

Now we do make other contributions to Ski Sale such as

- Sandra's time as minute taker for Ski Sale Committee meetings and as the person receiving emails for info@skisale
- Provision of the Ski Sale storage locker
- Our permit for a City banner each year is waived so that Ski Sale can put up banners

HOWEVER – we have been making these contributions for many years, and ALSO providing volunteers for the Ski Sale event itself. So our overall contribution shrinks if we don't provide the volunteers. And Ski Sale cannot operate without volunteers.

Whilst we will probably secure our position by having more volunteers working 5-15 hours at Ski Sale, in 2016 the biggest contribution of hours was made by 7 individuals who in total contributed 254 hours during Ski Sale week. This presents a real risk to the CSC contribution, as loss of one individual to Ski Sale means that all their contributed hours are lost. One person working 30 hours needs to be replaced by 6 people working 5 hours, or 3 people working 10 hours.

If that individual is replaced by a volunteer from Ski Patrol or Lake Louise Ski Club who does a similar number of hours, it further increases that organisation's contribution relative to our contribution.

This is a real risk and it is happening this year (2017). One of the 7 people has already stood down from Ski Sale, and one person in the 15-30 hour bracket has also stood down. We know for certain that one of them is being replaced by a Ski Patrol volunteer.

If CSC does not INCREASE its volunteer contribution to Ski Sale from 2017 onwards there is a significant risk that the proportion of the profits we receive will be renegotiated by the Executive so that we receive a smaller share each year in future.

To conclude

Ski Sale is very healthy, but CSC's contribution to Ski Sale is less healthy. I do want to thank everyone who DOES volunteer each year, and ask you to be ambassadors for Ski Sale amongst club members who do not currently volunteer. We need more volunteers!

After 4 years on the Ski Sale Committees and 3 years as Executive representative I need to stand down this year due to pressures of work. My Executive role will be taken by Lynn, and his position on the Management

Committee will be taken by John Walton. Please give them your support as they continue to represent CSC in the organisation and management of Ski Sale.

Finally, the dates for the 2017 sale are on the Ski Sale website. Consignment, when the items being sold are brought in by members of the public and the shops consigning goods for sale, will be on Wednesday October 18 and Thursday October 19. Thursday will also be the night of the volunteer pre-sale.

The sale itself will be from Friday October 20 to Sunday October 22. We need volunteers on all of these days and also 2 weeks before Ski Sale to put up the City banners. Thank you.

### **Casino presented by Marsha Staples**

The Calgary Ski Club has been lucky in that it has been granted an opportunity to host a Casino every 18 months for the last few years.

All funds earned at the Casinos are governed by Alberta Gaming and Liquor Control, who mandates what we may spend the funds on. These allowables are applied for by the Council, trying to stay within the limited parameters of the AGLC's approved uses. To ensure we are getting complete use of our funds, our Council has to petition the AGLC for more ways to spend the money.

As was evident in the last presentation – finding volunteers for these events is becoming more and more difficult. There are 36 positions to be filled for each 2-day Casino + a few spares if possible and, this past Casino, we barely had the prerequisite number of people.

The risk here is we won't be put forward for another Casino if we fail to meet our roster requirements. That would mean a loss of approximately \$70,000.00 dollars per Casino that supports our jackrabbits programs, the good ski advocacy work that Alasdair does with the National Parks, tracksetting at Shaganappi and most of our Promotional initiatives. Part of these funds also pays for the administration costs for running the office.

A question from the floor asked if we had investigated the use of Propellus ads to find our volunteers and Marsha responded that had been looked at.

The next Casino will be in 3Q2018.

## **Motions Proposed by Members**

No motions were received from the floor

## **President's Year End Report and Comments**

### Evolution of Our Council

We have an ongoing need for an Activity Director. Perhaps a modify description of the role to make it less onerous

We're still considering having a head coach to assist with management of training programs. We could add the Activity Director role to this position

I have already announced the addition of a couple of lawyers to add to our bank of resources for practice of Council governance. From their appearance on Council, we've benefitted with advice & forms.

There's been some evolution of Council roles. We have a new treasurer, Katie; with Maryann moving on to socials with Nicole, a smooth transition. Last year our extended trips were organized by Office Administrator, Sandra. From personal experience over the past season Sandra has become something of an authority on the opportunities for entertainment at DH resorts: not much quilting & too much shopping. Abraham has been both Jackrabbits Director & Adult Lessons Coordinator; perhaps he does more, we're not sure.

### Member benefits

Expansion of opportunities to use & earn CSC Points; not just to help pay for weekends away & Club bling but also to pay for learning opportunities. Now members can earn more points (15/hr.) for helping out at the Ski

Sale or on Ski Sale committees. Attending Council meetings can earn members CSC Pts. I'd like to see everyone at this AGM earn Points. Maybe offer more CSC Points for leaders of day trips.

More bus transportation, all subsidized

Automatic member insurance

Trip Leader handbook

Informative, regular newsletter that's quick to read

Expanded range of quality of bus snacks from average to higher, ordinary to more exotic

### Club membership

Our membership is down about 20% but our renewal rate has gone up from 47% to 62%. That suggests to me that membership is increasing in value

Of the 241 renewing members, 130 are family members – we won't see them outside of jackrabbit lessons – 24 are couples & 87 are single adults

We've been working with some success at increasing younger members. You see them, sometimes in costume, on weekend bus trips. Club Council now has a close-to-ideal mix of ages

Our trip leaders are aging but knowledgeable. They know terrific destinations & routes but the physical capacity for those trips is diminishing. We need more & younger leaders to offer more variety of outdoor challenge.

### Reflections on Meetup

It's good to see all the photos being posted & the ease of providing positive feedback on events. It's helpful marketing.

We need to use it to create a positive impression of the Club offerings rather than just a convenient communication tool where the information shared isn't public beyond the trip participants. For example, to let all the world know you'll be meeting the group at the destination. I'm puzzled, too, that some will RSVP 'no' when they haven't signed up for an event

Some sign up & then frequently cancel. Sure, plans can change but when they do so repeatedly, registration well ahead of the date of the event seems unwise. I've been informed that registration may be done just to ensure they get updates rather than to just indicate intention to participate. Such cancellations can disappoint the trip leader who has committed time & thought to create a worthwhile event.

## **Elections for 2017-2018 Council**

Most of the standing Council had indicated their willingness to continue in those same positions for the 2017-18 year, with the exception of the Communications / Marketing Director, who stepped down from her position at the April Council meeting. A job description plus nomination forms were made available on the website when the Agenda was posted. No one came forward prior to the AGM to volunteer for this position. Nominees were called from the floor on the night, but, again, there were no volunteers, therefore this position remains vacant.

We are still looking for an Activities Director but a possible re-work of the job description may see it incorporated into another Directorship.

We are still looking to hire a head coach for next season.

## **Election of Official Examiners for 2016-2017 accounts**

Volunteers to review our completed financials accounts for the fiscal year May 1, 2016 to April 30, 2017 were called from the floor. New members Cam McMillan and Matthew Brown have agreed to take on this task. Both are currently working in accounting positions and look forward to the challenge. All financial reports will be forwarded to Cam and Matt on completion of the fiscal year end accounting.

## Post-Election Presidential comments

I think we can look forward to the coming year as we build on this past year's successes. We'll continue to look at ways to benefit members, perhaps by investing more money in order to benefit members.

We have a strong Council open to new ideas & ways of benefitting members as well as the larger community, a Council that wants to grow the Club responsibly & make appropriate, strategic donations that align with our mission. Do come & see us in action at the downtown Co-op on the 2nd Tues. of each month. Abraham shares his pizza.

The City has indicated they support our snowmaking project in principle, & we need to offer it as a service to local citizens because the City needs convenient access to such an opportunity. We will continue to work with Foothills Nordic Ski Club and the Calgary Nordic Alliance to expand opportunities for Nordic skiing here in the City.

Our contribution to the Annual New & Used Ski Sale, another service to the local community, has been generous except in terms of volunteers. Hopefully our bus talks on each bus outing this past season have helped convince the passengers that volunteering either at the Sale on Sale days or on a Sale committee outside the actual Sale is worthwhile. I think we have collected lots of contact info' on the outings to use to remind that Ski Sale is coming.

I've mentioned that our trip leaders are aging. They want to see the event calendar full of outdoors opportunities but we should ensure we supplement their enthusiasm with a wider extent of challenge in the offered hikes, ski & snowshoe trips. We can discuss that at the hikes scheduling mtg.

Speaking of aging, I need to remind the membership that my 'best before date' as President is approaching. Over the next couple of years you should be looking for your next President. Think about this: Wouldn't it be good to have a female Club President? Wouldn't that be a fine expression of democracy? It has been a long while since CSC last had a woman lead. Call me Justin Trudeau but watch out for her.

## Any Other Business

Sarah Jones made us aware of the new regulations that the Parks are bringing into play. Due to the number of people getting lost and requiring search and rescue efforts over the past years, Parks are considering making it mandatory to register any outdoor activity within their jurisdiction. This will impact any of our outings in the Parks as it will require more administrative work both before and after these events.

## Adjournment

As there was no other business or discussion, the 2017 Annual General Meeting was adjourned at 9:45 pm, with all in attendance invited to share good will, a few drinks and some excellent snacks.

## Calgary Ski Club FY17/18 Budget

Memberships	13,960
Snow making grants	20,000
Ski Sale	88,000
Casino Revenue	51,300
Investment income	9,313
Other Movement on share of Ski Sale Bank	<u>1,000</u>
Non program revenue	<u><b>183,572</b></u>

Downhill: Total Revenue	24,683
XC: Total Revenue	13,603
Program (Jack Rabbits & Adults): Total Revenue	<u>17,460</u>
Program revenue	<u><b>55,746</b></u>

**Total revenue** **239,318**

Downhill: Total Expenses	34,556
XC: Total Expenses	19,044
Program (Jack Rabbits & Adults): Total Expenses	<u>24,444</u>
Program expenses	<u><b>78,044</b></u>

Snowmaking expenses	20,000
Social expenses	15,172
Website and Internet Expense	3,100
Salaries	25,000
Employment Expense	700
PR/Promotions Expense/Donations	10,000
Misc Council Expense	2,500
Club Memberships/Affiliations	1,200
Office Supplies Expense	1,050
Insurance Expense	10,000
Telephone Expense	1,600
Bank Charges	415
Paypal Fees	2,000
Credit Card Charges	700
Office Equipment/Software Rentals	390
Office & Storage Rent	5,100
Miscellaneous Expense	<u>650</u>
Administrative Expenses	<u><b>99,577</b></u>

**Total expenses** **177,621**

**Surplus (Deficit)** **61,698**