



SNASC Board Meeting

Strathcona Nordic Ski Club Board of Directors Meeting

Minutes – January 2023

Present – Wendy Johnstone, Shane Landreville, Graeme Magor, Paul Brown, Carolyn Harmatiuk, Jeff Fretts

Regrets – Len Apedaile, Chris Bowlby, John Andres, Heather Macdonald

Staff – Michelle Willard, Andrea Stapff

Start Meeting: 7:06

1. Administration

- a) No additions to the Agenda.
- b) Minutes adopted as distributed. Motion by Graeme, seconded by Carolyn.

2. Staff Reports

a. Head Coach Report – Andrea

Recent Activities

- December Camp, 3 days of excellent participation, technical development, time trial, agility, mental skills, intro to specific strength, overall huge success, 14 coaches involved
- MWAR Coach Pass docs submitted
- SDP coach refresher dates set: Jan 14, 1-3pm classic, Feb 25, 1-3pm skate
- BC Cup #1/CWG Trials – 50 racers, collaborated with Sovereign Lake/Toby Creek, excellent weekend considering weather, race format (classic sprint, klister conditions), very large group of new racers/families, very happy with capacity growth of both coaching team and wax team, great race results as well. Good event overall.
- Assisted in organizing local accommodation for group of Chilean athletes who wanted to come to train with us prior to World Jrs in Whistler, unfortunately plans changed they are now not coming prior to Worlds, but may have 2 come here after the Worlds

Activities Coming UP

- Devo Training Plan close to being shared with families
- Facilitating Community Coaching Workshop, Jan 21/22 with most of the new coaches.
- Two athletes heading to PG for Jr World Trials, Jan 18-21, w/parents, supported by Telemark and Amelia Wells racing in U23 Trials, supported by Alberta WC Academy



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- World Jr/U23 XC Championships in Whistler, Jan 27-Feb 5.
- Carly is now first “spare” and she will on roster.
- Planning for Westerns in Kimberley, Feb 3-5 and BC Cup #2 in Revelstoke, Feb 18-19
- Ski box has arrived.
- Annual CCBC Club Fundraiser, matching funds, is now available.

b. Club Coordinator Report – Michelle

- viaSport Rally Together, Sport Participation Grant – expecting to receive news any day
- Met via Zoom with confirmed Chiefs for Coast Cup on Dec 29. More Chiefs to be confirmed. Devos and Juniors to organize the Coast Cup. Tentative meeting set for Jan 5 at 7:30pm. **Big focus is finding volunteers for this race.** With the turnover of long-term volunteers who have retired their roles, we need to attract new volunteers and I have been advised that for successful delivery of races it is recommended that volunteers especially Chiefs are trained as Level 1 and Level 2 officials. This summer and fall will be about ensuring training is offered and completed and that we retain new volunteers for the future of being able to host races and operate the club smoothly, It was also recommended that one of the board positions be a Director of Officials. Putting together packages for the weekend racing.
- Faq’s page is growing based on emails and questions that come in.
- Newsletter call out went out on Dec 29 for January newsletter content. Content in Sync folder, Communications, Newsletter, Jan 2023. Almost ready to go.
Action: Andrea/Wendy will send recent race weekend pictures to Michelle
- between Christmas and New year’s additional requests for registration came in for rabbits program, forwarded these on to Michaela and Heather. At least 10 over Christmas and three this week.
- Met with Jon and Wendy Dec 16 about fundraising goals. For 2022-23, focus on a 50-50 raffle and the Nordic Annual Fundraising (support the van or support our athletes to race in BC) Aim for \$8000 as our target (\$2500 for 50-50 and \$5500 for Nordic Canada Annual Fundraising Campaign)
- In general, it would be useful to have a brief write up on our fundraising web page to give people an idea what funds are for. See this example from Hollyburn website:

Fundraising

In addition to the membership and program fees, the club also receives funds from the following sources:

- Government lottery funds
- Corporate and private sponsors – contact the club at info@hollyburnxc.ca for more info

Here are some of the items that the funds help pay for:



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- **Coach and officials training.** All coaches are volunteers and, in order to provide the club with a good program, the coaches need regular training. The club also organizes or assists in organizing several cross country ski competitions over a season that require trained officials.
- **Staffing.** As the club has grown, in order to be successful, we have found a need to start paying for some positions, such as part-time coaches and a part-time registrar and administrator.
- **Equipment.** This not only includes items like our skating skis, ski poles and wax, but also administrative items like computers, software, our web site and equipment used for club events and ski competitions.
- **Travel.** This includes the subsidies for the race team trips and for expenses for the executive members attending the annual Cross Country B.C. Club Workshop and AGM.
- **Competition and Clothing Subsidies.** In order to keep children involved and excited about being part of the club, and to encourage their participation in the sport outside of the regular sessions, the club often subsidizes some events and club clothing.

Thanks to all of our sponsors!

3. Directors Reports

a. **President's Report**

Some capacity is reduced, patience is appreciated.
Lots of support is needed

Completed Activities

MWAR relations

- Bre attending Dec 12 BOD with update
- Supporting our upcoming Lantern Ski (John overseeing)
- **Action:** Working on an MOU with support from Shane and Len
- Meeting with Bre and Mike end of January and Plan to work with Mike and Breanna on early planning of programs/initiatives to align with their planning cycle. Andrea will attend meeting as well.

Fundraising

- Hoping to hear about the Rally Together Sport Grant by mid January
- Researched easy to use templates for developing Fundraising Strategy Plan.
- Feb **Goal** – draft Fundraising Strategy Plan (for 2023-24) and calendar drafted
- Completed Client Profile for DoGooders
- Supported fundraising committee with meeting attendance



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- Best option for 2023 – 50/50 draw. Goal is to launch the campaign as of Feb 4, get a table set up for Coast Cup outside of Lodge (need permission) and run the campaign until the Loppet (table set up again). Will announce winner the following week. Expectation is club will sell raffle tickets including Devos, Juniors, Masters and BOD. In order to make \$3000, we will need to sell \$6000 in tickets. More details to come in the next week.
- Upcoming Annual Fundraising via Nordiq Canada. Will be submitting any changes to our projects by end of week. Wendy and Michelle reviewing. Goal of \$5000. Last year, timing hut was project, and ski school. Can still include those as things for funds to go towards. Other options: Competition equipment and travel (need largest funds); not always for race teams for devo program. Will list those as other project.
Action: Michelle – instructions on how to allocate money to certain programs. Make it easy for everyone who wishes to donate.

On-going communication/correspondence with BOD, Club Coordinator and Head Coach

- Regular meetings/correspondence with Andrea
- Regular meetings/correspondence with Michelle
- Answer emails/texts from BOD as per their roles and programs
- Meeting with Carolyn to review the ins and outs of budget
- Developed a live Google sheet for her and I to work on the budget together
- Goal – review and develop budgets for each programs by Apr 2023
- Ongoing review of Operational Calendar to provide guidance – you can see this document [here](#) – work in progress. Comments are always welcome.

Operational Systems Procedures & Organizing Files

- Developing as they arise
- Set up a folder in Sync to start capturing
- Starting to tackle Sync to organize some folders, etc

Communications

- Reviewed task list with Geoff to assist with social media
- Gave access to Sync Folder
- Goal – work with Geoff to produce a communications calendar by end of March to include
 - Social media
 - Website
 - Newsletter

Website Updates & Social Media

- Geoff is now up to speed; has started to develop a social media calendar. Has been starting to build a new social media calendar.
- Reviewing website to find gaps and make suggested recommendations
- Has reviewed other Canadian and BC websites to use as reference



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- Wendy updated website as needed based on program leads and other stakeholder requests
- You can see his [draft calendar here](#) and I'd like to invite him to a BOD to get feedback on the calendar.
- Sponsorship part of the website needs some updates. Desperately need someone to help with fundraising.
- **Action:** Sponsor page will be a higher priority for updating

Newsletter

- Newsletter out to membership in December
- Goal – Recruit new volunteer to take on Newsletter (using Mailchimp by Mar 2023).
- May consider two newsletters. One to thank sponsors etc.

Other:

- Roller skiing area – Nick Holyome is our representative re: rollerski track collaboration with MWAR and VIBC. Had a meeting with Nick to get more information.
- Succession Planning of Van
 - current issues and points include rising costs, overbudget on repairs, resale value, estimate of cost to purchase a new one)
 - What is our Timeframe? How do we pay for this? Capital grant? Who is able and wants to take this on?
 - Spoke to Berend about this topic. There would be value in having him present to BOD at Feb meeting. He holds much of the corporate memory, rationale as well as what the overall intention was re: how to manage the assets in the future.
 - ACTION: invite Berend to speak at Feb BOD meeting

Upcoming Events

- **Lantern Ski** – booked for Sat Jan 21 from 5:00 to 6:30 pm. John is organizing and looking for volunteers to help set up. I'll be away supporting Carly at the World Junior Trials in Prince George.
- In person BOD and staff social – Suggesting - Sat Jan 14th at Wendy's home 2166 Evans Place, Courtenay, BC 4:00 pm to 6:00 pm. Please let me know if you can attend. *Only other option is Sat Feb 25th from 3:30 pm to 5:30 pm but would prefer earlier in season*

Emerging Priorities & Activities

- Electrical to Timing Hut
 - we still need to acknowledge our sponsors and donors. Have received all confirmation of donors and in-kind as of end of December.
 - **ACTION: Will do this for Jan's newsletter and will add to social media calendar.**
- Race Teams Overview of Program and Costs – review April 2023



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- Program budgets and review – April 2023
- Developing a FAQ (Michelle) for us to reference
- Other?

b. Treasurer's Report

- Wendy and I met to try and better line up the quick books profits and losses with our budget spreadsheet and it's proven to be a big task. Hard to get a good picture of where we are at until end of year.
- \$103 in operating, \$26,500 in gaming.
- I have attached both (not sure if I did it right for the spreadsheet budget) but it's not at a point of giving us a good picture of where we are. Sticking to budget for now. Fundraising will be bringing in some money.
- VIMSS centre made error on taxes for usage for total was corrected to \$6300 from \$6900 and change.
- A few grants came in. Nordic Canada Sport Equity Fund (School Program). General Donation **Action**: need to figure out who made the donation: Wendy will send contact for Christa so Carolyn can figure out who], Kal Tire amount for Roller Skis
- P/L report in Sync.
- Will be helpful to have specific program budget, that make up larger budget (like ski school budget). Look at doing this for next season so more organized and prepared and have line items better organized.
- Open for more support on the budgeting/treasurer
- Comments re school program – a helpful way to see school program budget specifically.
- Some line items
- **Action** – Shane will circulate the spreadsheet to the Board.

c. Communications Report

- Michelle has been doing the newsletter. Geoff is helping on social media.
- Link to Social media calendar provided above.

d. Fundraising Report

- Need to dedicate a space in the newsletter for donors who put together the timing hut. Need a separate piece for the thanks to the donors.
- Community Services Recovery Grant is open. Broad Canadian Gov Grant for pandemic recovery. They have streams for "building capacity", might be a good use of Kathleen's time to apply for the grant. Up to (+) \$10,000. Can be about supporting people, and staffing piece. Also about investing in systems and processes and create better internal working. Due at the end of February. Wendy suggests applying and using Kathleen's time.



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- Paid \$2000 up front, on hourly rate. Has developed a resource inventory for fundraising plan going forwards.

e. Coaching Report

Coaching recruitment

- update- 15 new “coaches in training” have been recruited for the NCCP on-snow Community Coaching course to be held on January 21-22, 2023 at MWAR- nordic (plus 4 volunteer or bunny coaches)
- Continue to send reminder notices to “coaches in training” to complete all requirements, including 2 online NCCP courses, CRC, and Nordiq Canada coaching license ongoing till Jan 21/22 weekend

Coaching courses

- NCCP Community Coaching CC workshop January 21-22, 2023 (as noted)
- Coaches refresher courses to be held Sat January 14- classic, and Sat February 25- skate

Coaching database + CRCs

- Ongoing review of current active coaches for CRC status and when required, request coach to update CRC (online, easy process)
- Add “new coaches in training” to database once CRC clearance letter arrives

Nordiq Canada coaching licenses

- Follow-up with all program coaches (rabbits, school, race and masters rec coaches) to ensure all have annual Nordiq Canada coaching licenses
- Action: update coach database with coaches NC licenses

OTHER

- New initiative: created a Nordic Ski Lab (NSL) group subscription for race coaches and masters rec coaches to support coaching development; group subscription will be funded by current subscription holders and individual fund raising by some club directors; intention is to evaluate the utility, satisfaction and effectiveness of coaching development using NSL and consider proposal to the Board for full funding. Current Nordic Ski Lab group subscription for 20 coaches is \$22.50USD/each or approx \$642.50Cdn in total.
- **Discussion:** not in the budget for this year. As a way to thank coaches for time, we can pay for these memberships. Have asked for coverage in Rally Together Grant. It ends up \$600-700 to support 20 coaches with subscriptions. Chris will generously donate some funds. Wendy will donate some funds for this. Will be covered by private donations for this year. Coaches will have access to this resource. Chris will bring the motion for funding going forwards. Thank you Chris and Wendy.



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- Ongoing planning for VI Loppet held with interest to create race notice and post through CCBC soon

f. Skill Development Program Report

- We are looking forward to our first weekend of programs on January 14-15. Introductory emails went out to coaches and parents/guardians of program participants. We asked coaches to email families to introduce themselves before January 14.
- We have 3 volunteers to set up the ski playground on Saturday and 1 volunteer for this on Sunday - we could use a couple of additional Sunday volunteers. This will also go in the newsletter.
- We will place our order for SDP materials (hats, stickers, buffs for Devos) on Monday, January 16.

g. School Program Report

- Classes are filled, ready to go! Jamie is doing a great job running the program.
- Rick and his partner Susan Carson have accepted the name change to the school program which will now be referred to as the Rick Morson Nordic ski school.
- All references to the school program in our newsletter, news releases, correspondence and signage on site at Mount Washington will acknowledge Mount Washington Alpine resort, Strathcona Nordics and Richardson Wealth Morson Carson wealth management Counsel as founding organizations of the program.
- It is important for us to recognize Rick and his organization as a donor and not as a sponsor in order to remain compliant with the CRA rulings regarding charitable donations.
- I will follow up with Rick and Susan regarding their promised contribution during the annual fund raiser. Richardson Wealth will top up the donation by 50%.
- Jamie and I have written a news release for the newsletter. We are highlighting Rick Morson's history.
- We have also written a newspaper article that will be published in the Campbell River Mirror and Comox Valley Record.
- Considering making certificates with donors. Club will design, Schools might print them.
- Jamie and I will write another release for the February newsletter about the Sport Canada Grant. It deserves special mention and we would like to include some photos. The grant contract stipulates that we must post one social media post in both French and English announcing the funding. Nordiq Canada will provide a French translation of the release. The contract stipulates that all communications will be in both official languages. I think we can meet this requirement by sharing our post with the French immersion schools that are participating in our program. However, we should have a discussion as to whether or not the February release in the newsletter should also be published in French. The other communication requirement is that where possible we share our post with other divisions.



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- **Action:** Will get article translated, then will get it onto the website and have a blurb circulated in the newsletter.
- The program is set to start on January 10. Instructor supply may be a bit tenuous as we have lost 2 instructors who could have provided full-time instruction. However, Jamie is prepared to go ahead with the schedule as it is. Jamie may have to provide full-time instruction, that is taking a class Tuesday Wednesday and Thursday.

h. Membership Report – Jeff

	<u>2021 (yr. end)</u>	<u>2022</u>	<u>2023</u>
# of Carts	200	212	230
Members	461	466	490
Female	240	266	283
Male	221	213	222
Family Membership	364	384	397
Senior Membership	22	17	21
<u>Indiv. Adult Membership</u>	59	64	70
Saturday J Rabbits	54	47	47
Sunday J Rabbits	56	67	69
New To J Rabbits	42	39	41
Masters Rec.	19	58	59
Devos	29	36	35
Juniors	20	28	29
Masters Race	19	31	31
Volunteer – coaching	19	66	66
Volunteer – 6 hour comm.	141	187	193
Volunteer – apply for relief	10	7	9
Prefer to \$100 pay instead	6	9	9
CCC membership \$	8,512	9,279	9,291
Total reg fees \$		75,260	77,047

i. Events and Promotions – John



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Update re: Lantern Ski

Planned for evening of Sat Jan 21st. Same format as when Ang organized this same event 3 years ago.

Snow & weather permitting will be occurring in short Ponds Loop.

Joint effort between SNSC & MWAR/Raven Lodge ...open to all MW guests.

Notice will be going out on our club newsletter & website in next few days

4. Continuing Business

a) Driving Policy

- Scope of driving policy includes safety component, and second component being the rental (whether would/fees). Separate issues. Safety plan is in development, draft may be expected in February. Aim to have it in place for next year.
- John/Graeme have a safety plan for club vehicles and those who are driving athletes (u18) to club activities.
- John/Graeme will have safety plan next month (Exclusive of rental issues).

b) Van Rental

- Still need to make decision on the rental. Collaboration with Strathcona lodge is important.
- Regarding the Rental:
 - Jeff has been intimate with the van. 8 yr old van. Need to use for our purposes, no succession plan in place, no management of the van. When getting the van back from rental, it delays our use of the van. Jeff believes pushing the van to limits would do it harm. Full of adults, driving on Buttle Lake Rd. Maybe not different than our use. No warranty, no repairs covered.
 - Jeff has reviewed the report from Paul that Carolyn reported at the last weekend.
 - Strathcona Lodge paid for two tires that were damaged.
 - Concerns around certainty about how to deal with Van when it has issues.
 - Able to use the Strathcona Lodge van when ours isn't working.
 - Concerns about the age of the van, whether "one more season" will affect the van and allow us not to sell it. Have to consider planning and protecting the asset. Do we have enough information to decide if we are renting, and the impacts on the club and the van?
 - Consider bigger picture – is there a rental policy, or partner based policy.
 - Other clubs do not rent out clubs. If rentals, only rentals to CCBC.
 - May not damage the relationship between key players and the club.
 - No financial benefit. Benefit is with our Partner, but may not be to the detriment of the relationship.
 - Discussion turned to whether we rent out at all, not necessarily whether we rent to Strathcona Lodge.



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- Motion by Paul – that we do not rent out our vehicle assets to any third party for any purposes other than CCBC or CCBC related programs. Seconded by Graeme. Jeff has abstained from the vote. Motion carried.
- **Action:** Wendy will inform Paul of the decision and background.
- Need to make some decisions and succession planning for the vehicles. Wendy would like to have Berend to present on the ideas around the van.

c) Get together at Wendy's?:
Look at dates later in the season.

Motion to Adjourn - 9:07.