



## **Wapiti Nordic Ski Club General Meeting Minutes Sunday, November 17, 2019**

**Meeting called to order at 12:05 p.m.**

### **Welcome and Attendance**

24 in Attendance

Michael welcomed everyone to the meeting.

### **Review of Agenda**

#### **Approval of Minutes from Spring General Meeting, April 2019**

Minutes were reviewed. Randy made a motion to approve minutes, seconded Cori. Carried.

#### **Business Arising - None**

#### **New Business**

- Banff Mountain Film Fest - Jodi and Jason moved so Geo and Christine have taken over the BMFF. They sat through the films in Banff and are now waiting to see which ones are licensed for the world tour. GP has the films Saturday, Sunday and Monday again. We gain revenue of up to \$13,000 so this is a major fundraiser for the club. The ticket prices have remained the same for many years so we may look at ticket increases next year, in line with other areas.
- "Secure the Land" Update - Matt provided us with an update on the process for applying for a Recreation Management Area. He has received quotes and information for the application. The budget will be approximately \$50,000, most of this the survey cost. Matt applied to the county for a grant to help with costs. Matt thanked James for the letter he wrote endorsing our application. The Church Camp also wrote a letter in support. Matt is unsure about timelines, but the new government is talking about a change in the lease renewal process.
- Casino - January 1 and 2 - We were fortunate to get one earlier than 3 years. If you are interested in volunteering please contact Doris. This is a major fundraiser for the club.
- Business Plan - Christine has been leading this initiative. There is a contract with an external facilitator to develop the business plan. The club is working with Community Futures. There are 12 focus areas and members are welcome to participate in an activity to prioritize the areas and provide comments. Thanks to Gord for his work on the vision/ mission work several years ago.

#### **Financial Report and 2019-20 Budget**

- Lori presented the financial report. Right now all our programs are revenue neutral or bring in revenue for the club. (A printed report was distributed to attendees). The main revenue comes from memberships, BMFF, and the casino. There is a focus on making WNSC an all

season activity club. The full season also helps with our lease renewal. The expenditures are the same except for additional expenses for the survey.

**Motion to Accept Budget - Gord made a motion to accept the budget as presented. Seconded Leonard. Carried.**

### **Director and Coordinator Reports**

- Jackrabbits - 54 youth were registered last year. Most leaders are returning this year. Dan discussed the switch to prolink bindings for new skis. A NCCP Level 1 Community Coaching Clinic, along with a CANSI recert if planned for January 9,10 and 11th. Jackrabbit leaders would be able to take the program first.
- Biathlon - Biathlon has been up and running and has gained new members, while some have graduated and moved on. Cori and Davis are coaching the Bears this year. The club is also hosting a Calforex Cup January 25 and 26th and will be looking for volunteers. This is an Arctic Winter Games year and both Biathlon and the Cross Country Race team will be attending. The games are in Whitehorse in March. Generally the team is composed of WNSC members but Fort Mac is hosting the next winter games so has athletes training. The selection is mid January in Hinton. The Alberta Winter Games are in Airdrie this year, with Biathlon and Cross Country participating in Canmore.
- Cross Country Race Team - Twenty-four members on the team have been practicing since September. They are also training for the Arctic Winter Games and the Alberta Winter Games. As a fundraiser the team are asking that you leave your bottles at the depot with the following number: #2140 Wapiti Nordic Race Team. The team is planning a trip to Norway for the winter of 2021.
- Trails - Matt was busy this summer installing signs at the bike park and extending the bike park and adding some bridges on the trails. There are about 200 new markers and signs out for the Multi-use trails. Due to the rain there is a lot of growth on the single track that will need to be brushed next summer. There is also a lot of new pine growth, and some along the single track will need to be trimmed. A focus this year will be on volunteer safety.
- Facilities - Cori and North have the schedule ready for the Wapiti Challenge Race Series, which is open to everyone to participate.
- Programs :
  - Adult Lessons - Connie - This is the 5th year connie has led adult lessons. The most popular classes are the classic beginner, with folks needing rentals. January is the most popular month for lessons. Connie wants to try and target companies for team building activities.
  - Tanks on Planks - The program will continue on Wednesdays from 7-9 pm. Skiers of every level are welcomed! Rentals are available.
  - Chicks on Sticks - This will be the 16th season of Chicks! The program will continue Monday and Thursday evenings. Generally there are 90 - 100 ladies registered.
  - Tuesday afternoons - New this year the lodge will be open for rentals Tuesday afternoon. There will be guided skis or snowshoeing, along with a Tot program.
- Summer Programming - A huge thanks to all the volunteers that make all of the events possible. The following are highlights of the summer!
  - Don't Get Lost in the Woods - 150 club and community members participating in 3, 5, 10 or 21 km distances.
  - Father's Day Duathlon - a new race with a family focus with both running and mountain biking.
  - Wapiti Nordic Antler MTB Race - celebrated it's 2nd year with over 50 registrants.
  - Recreational Mountain Biking with the Wapiti Nordic MTB Race Team - fundamental and advanced mountain biking skills to over 60 athletes from 7-17 years of age.
  - Gals n' Gears - ladies mountain biking program sold out in days with over 30 registrants.
- Marketing - Christine - Ads will be in the issues of Community Connections.

- Committing to an annual (4 editions) in City's Community Connections to better showcase year round activities happening
- Special rate radio ads for Season Opener
- See outcomes of Business Planning for new marketing directives?
- FACEBOOK:
  - 1,688 Followers
  - 1,060 Check Ins
  - 90% response rate averaging 42 minutes
  - 4,505 organic post reach this week
- E-NEWSLETTER
  - 369 subscribed to date
  - 72% average open rate
  - 28% click through rate
- WEBSITE
  - For Oct 18 to Nov 16, 2019
  - 984 unique visits to website
  - 2,843 page views
  - 2.7 average pages visited
  - Top pages: Membership (250), Trail Conditions (233), Upcoming Events (158), Winter (139), BMFF (66), Chicks (50), Buy & Sell (49), Kids Learn to Ski (40), Snowshoe (40).
  - Top referring sources: Google, Facebook & Yahoo
- President- Michael has recently been to an inservice for volunteer safety and will be working on a safety manual for employees, volunteers and members, Michael mentioned the club has lots of activities going on and folks are engaged. "Nordic" is becoming less of a focus, and the club taking "stewards of the land" seriously. The club is providing recreation for families and also competitive programs. Michael thanked the executive for the time spent on the planning sessions to build a business plan.
  - Just a reminder that memberships are 10% off until November 30th.

### **Adjournment**

Theresa made a motion to adjourn the meeting, seconded by Liz. Carried.  
Adjourned at 1:08 pm.