



WNSC Spring General Meeting Minutes

Date Sunday, April 23rd at 1:00pm
Location Steve Cooper Lodge

1. Welcome and Attendance

Called to Order: 1:04pm

Attending – Board: Michael Morgan, Matt Wild, Theresa Thompson, Gordon Halliday, Randy Hopkins, Ken Perry, Christine Rawlins

Attending – General Membership: Leonard S, Tim B, Shannon A, Linden R, Geo R, Serge M, Richard M, James P, Eric C, Franco C, Andrea P, Cori J, Shari J, Josee C, Cam H, Jeff N, Paula C, David K, Davis A, Brad T, David A,

Regrets: Lori Brough, Ken Atamanchuk

Land Acknowledgement

2. Approval of Agenda

Moved by Randy Hopkins; seconded by Cori Janes

3. Approval of Minutes from Fall General Meeting, November 20, 2022

Moved by Serge Martin; seconded by Cam Harris

4. Chair's Report (Michael Morgan)

- Thanks to all who made the 2022-23 ski season so successful.
- Acknowledged the ongoing support from the County and City, including consultation over the installation of the "Silver Arch" under the new bridge and the additional assistance with snow removal in the north parking lot.
- Acknowledged the work of Dallal Olver as our Operations Coordinator who made a significant difference in the delivery of key winter programs and outreach into other areas according our Business Plan to be a multi season club. And for her support with the Kids Learn to Ski program, trail familiarization sessions = great for new members.
- Acknowledged the work of Trail Enhancement Committee: new entrance at north trails, new protocol for parking at north lot and more pending.
- Acknowledged snow ploughing crew and their efforts to increase the priority of parking lot access so general membership can access the trails + Canfor and County helped out too.
- Acknowledged Doris Gordon for school programs outside of the Celtic program = a key part of our community outreach + learning opportunity for kids.



- *Acknowledged the Calforex organizing committee (Biathlon race series) – lots of work put in but weather had other ideas!*
- *Acknowledged the work of the current volunteer Wapiti Nordic Board – not just an operations board – also long term and governance (lease renewal, policy bylaws etc.)*

5. Financial Report

- *Being mid fiscal year, Treasurer Lori Brough prepared a Treasurer's Summary for Oct 1, 2022 – March 31, 2023 (attached).*
- *Reviewed current assets*
- *Reviewed highlights*
- *For 2022-2023 we are sitting at 766 Annual Memberships = a good number*
- *Reviewed Forecast*

6. Items of Note

- *Operations Coordinator (Christine – Vice President)*
 - *Dallal Olver resigned mid March; did some debriefing, what went well, opportunities, solicit feedback from program leaders re: need, then recruit and hire over the summer so person in place by Fall 2023. Question from the floor: Do you expect to keep it part time? Answer – Still evaluating.*
- *Business Plan Focus Areas – 2023 (Christine – Vice President)*
 - *At the January 2023 Board Meeting, “**Large Effort**” (Develop a Club Financial Reserve Plan, Create an Equipment Replacement Reserve Plan and Compensation Program for Employees, Coaches, Instructors and Volunteers) and “**Less Effort**” (Develop a New Club Logo, Create a Formal Sponsorship Package and Pursue Sponsorship of Club Assets) were identified and approved. Other Items for Future reference and Consideration were also noted in the document (attached). Progress on these initiatives will be dependent on the work of subcommittees (ideally with input from Members outside the Board). Progress report to be shared at the Fall 2023 General Meeting.*
- *Lease Renewal (Matt – Trail Director)*
 - *Ready to submit final package to AB Env; brings everything under one lease; adding another 200 acres so all trails are on our lease (currently some go outside it). Drafted a Rec Management Plan to apply = how we conduct our business re: new infrastructure in the future. As per Fall 2022 GM, we were in the process of putting out a bid for Master Plan for trails (mostly focusing on multi use). Master Plan will help with grant applications. Lease renewal should be around \$25K. Cost of plan could be \$8-\$18K depending on scope. Matt responded to questions from the floor.*
- *2024 Alberta Winter Games (Michael – President)*
 - *City of Grande Prairie was successful as the host City. Wapiti Nordic will be host for XC ski and biathlon and Games are scheduled for February 16-19, 2024 = Family Day weekend. Michael is Sport Chair for Biathlon; Liz Tinworth is Sport Chair for XC skiing.*



Venue Manager = Michael also. Have made a request for capital improvements: aluminum gates, snow machine, display clocks to own, replace wax forms. Also submitted for costs to club to host that weekend re: lost day pass & rental revenues, building rentals. Offered GIK for day passes for athletes. Will be asking Club members Question from the floor = Will trails need to be modified for the Games? Answer = Not anticipated but still to be determined.

- Trail Management Plan Development Proposal (Matt – Trail Director)
 - *See comments above under Lease Renewal*
- Request for Sub Committee Membership (Christine – Vice President)
 - *Need assistance from other Club members to help complete work in the Business Plan Focus Areas (see above), outside of what Board members can commit to doing. Please sign up for committees as interested (sign up sheets provided at back of the room). Thank you to those who put their names forward – Sub Committee leads will be in touch.*
- Policy & Bylaw Work (Michael – President)
 - *Very challenging to find capacity within the Board to perform this work so Board has approved contracting the Grande Prairie Regional Association of Volunteer Organizations to review and develop as needed. Work is still ongoing and Board will circulate to membership for review once complete.*
- FireSmart (Christine – Vice President)
 - *No work anticipated summer 2023 but Wapiti Nordic property is on the County's radar for next phase. It will likely be 2024 and pending County's ability to secure a FRIAA grant. Further information available here: <https://engagecountygvp.ca/highway-40-firesmart-project>*
- Silver Arch Follow-up (Michael – President)
 - *Has met expectations' and functionality for winter use. Catchment area still needs some work – but contractor and County have been helpful and working on a solution. Question from the floor = Any further smoothing of dirt around the arch and erosion mitigation on the embankment? Answer = yes, some work planned for Summer 2023.*

7. Director and Coordinator Reports

- Kids Learn to Ski Programs (Theresa – Program Director)
 - *Bunnies and Jackrabbits program for Winter 2022-2023 was full at 70 kids. Had 3 x leaders from previous winter + 3 x new leaders + orientation for all. Having sufficient trained leaders is a challenge for this program and limits the capacity to enroll more kids into it.*
- Biathlon Development Team (Randy)
 - *Successful season w 27 athletes in programs + 5 x Bears. Athletes from 12 to mature with a wide range of abilities. Weather was challenging with temperature swings. Lot of*



competitions were cancelled. Participated in Prince George by invitation. 5 x biathlon + 3 x snowshoe + 4 coaches at Arctics and did well. Bears transitioned from rifles to eco-aims (have 3 from a grant). Competition level NCCP underway x 3 = 4 within the program, Year end meetings w athletes to set goals and plan training. Next year will be busy + AB Games + Arctics in Alaska. Liam with Junior National team + racing internationally + fundraiser. Biathlon is also a social group with additional activities.

- Cross Country Development Team (Shannon – Parent Rep standing in for Amber)
 - *Ken Atamanchuk will be the new representative going forward with Amber stepping down. No races cancelled this season – had 4 x AB cup weekends. Hosted a training camp in Fall with Biathlon. 4 x coaches working on further development upgrading skills. Attended open camp to help with coaching. Several recreational events at WNSC where race team helped organize. Had a camp at Tawatinaw. Participated in Arctic Games + flag bearer. Worked with Sprit North to host a camp for norther regions and want to do this again. Year end wrap up and camp out at Boy Scouts. Team at regional, nations and world junior trials.*

- Other Programs (Melissa – Volunteer standing in for Doris)
 - **School Programs:** *Have been operating with 1 x volunteer coordinator @ 80 hours + 2 x instructors w honorariums. Has served two school districts + some County schools. + 600 student days of skiing.*
 - **Chicks on Sticks:** *This was their 17th season; 93 registered, core of 30-40 who were active each week. Thank You to group leaders and sweepers who come out each session so that all abilities are covered.*
 - **Snowshoeing Groups:** *Typically 10-15 in each group as organized by Coordinator.*
 - **New Friday PM Co-Ed Ski Group:** *This was a new initiative that started in January but weather was challenging. Would like to try again this upcoming Winter season if someone can help to lead it?*
 - **Upcoming Summer:** *Mountain biking programs planned for this summer - Youth (two streams: recreational + competitive – registration is open) and Adult programs (Beginner & Intermediate – registration is open). New this year is a weekly Meet Up & Ride drop in / meet up program. Watch for more info. Plus learn to run registered group + Hiking group (registered) info soon on Zone 4 + group drop in hike on Weds. Question from the floor = What about mtn bike revenue? Answer = It doesn't show here as just the past 6 months – will be shown at year end report in Fall 2023. Expectations are that Programs are at least revenue neutral or create a positive net towards that particular program or general operations (bottom line).*

- Trails (Matt – Trail Director)
 - *Interesting year / great to see that numbers of trail users are steady post COVID. Noted that Matt is the volunteer Director and not expected to perform all trail work – his role is to identify and triage trail work required then work with other volunteers (or contractors) to action. Has a new framework in mind how to manage this better going forward – will develop and bring to the Board. Some heavy equipment work is scheduled for Fall 2023.*



Question from the floor: Are there non members using trails? Answer = Hard to determine. Question from the floor: Why do we have a summer membership? Answer = For non skiers, to cover liability and year round maintenance costs or Club would lose essential revenue.

- **Marketing & Communications (Christine – Communications & Marketing Director)**
 - *E-Store Sales (day passes & some equipment rentals) up by 75% (+\$2,983.50)*
 - *Website Activity: Slight decrease in page views (-2%) but 7% increase in unique visits*
 - *Facebook: Now 2.5K Likes (up from 2.3K in March 2022) and now 2.8K Followers (up from 2.5K in March 2022)*
 - *E-Newsletter: 754 people subscribed; Open Rate = 71% (industry average is 35%)*
 - *January 2023 Banff Mountain Film Festival: Attendance was close to pre-COVID years; Net proceeds to the Club of \$14,000 (was \$4,000 in April 2022 post COVID). Have reserved Jan 12-14, 2024 at Northwestern Polytechnic and planning to try a Sunday matinee + Saturday evening outdoor group expo.*
 - *Question from the floor = Can Wapiti Nordic communicate better with other local groups so our events do not fall on the same day as it forces people to choose? Answer = Club does check for conflict but it is very hard to find a weekend locally when nothing else is scheduled. Nordiq AB is trying to be a central resource. Suggestion from the floor to use local radio (cost?) and push information to schools about club activities to help promote it in the community. Answer = Ski team has been sharing info with Teachers, some cross posting is happening but efforts come down to volunteer capacity.*

- **Fundraising (Gordon – Director)**
 - *Have three requests in motion for range mats, range optics, and replacement of some rentals. Had several grants and donations this past six months. This year looking to build on this further and use sub committees to replace equipment etc. Operating grants from the County and City \$5,000 each - Thank You for the funds received. Still need 20 volunteers for casino – first week of July – thanks for Sharon and Doris for coordinating so far.*

8. Board Member Elections 2023 – 2024 (Michael – President)

- *A call for nominees was circulated in advance with the slate confirmed at this meeting*
- *President believes it is in the best interest of Club to fill formal positions from the Board*
- *Michael willing to stay involved until President identified for re-election*
- *Thank You to Amber Gaultier and Theresa Thompson for their volunteer work in their roles over the past years – both are stepping down from the Board effective this meeting.*
- *New Candidates did self introductions – see names below.*
- *President spoke about terms on Board / current bylaws / can have 5 exec plus 3-10 Directors.*
- *Reason to vote at this meeting is to gauge the level of support; only if a person scores no votes = not elected*
- *All who put names forward – thank you.*



- *Existing Board Members re-elected = Matt Wild, Randy Hopkins, Ken Perry, Gordon Halliday, Lori Brough, Christine Rawlins, Michael Morgan,*
- *New Board Members supported = Serge Martin, Eric Chislett, Franco Carlacci, Geo Rawlins, Cam Harris, Ken Atamanchuk,*
- *Will be doing an onboarding session within the next four weeks.*

9. Acknowledgement of Volunteers

- *Thanks for your effort and commitment, without it we would not be able to offer programs we do. We don't have a master list - many people do things that people don't know about and some don't like the spotlight. Thanks to all who volunteer – we all have lots of successes at Wapiti Nordic to be proud of!!*

10. Adjournment @ 3:22pm

- *Moved by Franco; seconded by Leonard*

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