

## Director's Report; Communications – Sue Pearce

### **This season:**

- Only one newsletter went out this year; we are looking for someone to take over this role and so far have come up empty. The newsletter is an important way to inform our membership about club business, events and news.
- A website committee was assembled and some preliminary work has been conducted to determine how the website could be improved, and to distribute the workload amongst committee members.
- Advertising was conducted for races and events, and general advertising was run in the fall/winter edition of Northword.

### **Looking ahead to next season:**

- Greater advance planning for advertising, especially for Ski Swap as this occurs before the ski season
- Updated trail map brochures need to be designed, printed and distributed
- Regularity of content and updates to website including meeting minutes, trail conditions updates, and newsletters posted to website.
- Regular newsletters - 2-3 each season
- More general advertising to promote the club, facility and sport