

Bulkley Valley Cross Country Ski Club - Board Meeting

February 1, 2018 – Forestry office board room, Smithers

Board members

Present: Daryl Wilson, Steve Osborn, Anne Harfenist, Ben Forsyth

Absent: Jill Krause, James Cuell, Kara Przeczek

Meeting started at approximately 6:35 pm

1) Minutes of last regular meeting

Minutes from January 15, 2018 meeting reviewed

MOTION: Darryl moved, Anne seconded that the minutes from the January 15, 2018 meeting be accepted as posted on the bvnordic.ca website. Passed.

2) Directors reports

a) Membership – Jill by Jan 28 email

2016-17

- Members (not available)
- Ticket booth (not available)

2017-18

- Members 556
- Ticket booth (not available)

b) President – Daryl by Jan 31 email

- Worked on and submitted to Rec and Trails Volunteer Time and members for 2017
- Still working on lodge rental agreement
- Must organize workbee at lodge to move fire wood into shed from behind lodge
- Schedule a meeting with Brant on items, caretaker contract, little Reno in caretaker cabin
- Schedule a meeting with Steve for next week
- I have the coffee gift cards we were to use for nominations and would like to discuss using them for volunteer gifts
- We need to discuss the Chris Dahlie Award, who we should present it to,so come to the meeting with some names

c) NSDP & Events – James by Jan 31 email

NSDP Board Report

Jack Rabbits

- sessions in full swing
- Still require a coordinator for next year

School Program

- No update
- coordinator has submitted resignation for next year

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Biathlon

- No update

ADP

- Race season in full swing. Seven racers participated in Westerns in Red Deer. 21 athletes registered for BC Cup #2 in PG. Significant club presence at the Omineca open last weekend.

Priorities

- initiate recruitment efforts for rabbit and ski s'kool coordinators. Expect materials for web and social media postings shortly.
- NSDP Sustainability review. Background paper under review, Looking for date for the kick-off meeting.

Events Report

Race Committee

- Northern Teck Cup #2 and Chris Dahlie open scheduled for February 11

Masters (drop-in)

- no update

Community Events

- Tour du Soup held January 21st. Many thanks to Kathy Wilford for organizing. 88 tickets sold, 16 volunteers, 60 participants in the poker hand. Event was very well received. Created exposure for the club to potential new members, strengthened the ski community, and brought skiers on to trails they don't normally ski.
- Women's clinic held January 14. Many thanks to Nellie Dow for coordinating. No update yet.
- Welcome Day is February 18th.

Priorities

- ensure coordinators of the community events are recognized for their efforts

d) Volunteer – Anne by Jan 30 email

Volunteer:

- volunteer webpage is in place
- incorporated suggested changes to Lodge Rental Policy; version supported by 4 board members (3 by email, 1 is me)
- attempted to come up with useful information about family pass & processing fees
- started organising collection of volunteer time/effort information for club activities
- continued to contact other ski clubs wrt how they recognise volunteers

My priorities:

- 1) Coordinate tracking or estimating of volunteer time
- 2) Work with programs to ensure club volunteers are valued and supported.

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- 3) Ensure program and event organizers provide volunteers with guidance on club policies including safety & sanitation plans, financial procedures, etc.
- 4) Ensure volunteers are recognized if they wish to be.

e) Communications – Ben by Feb 1 email

- Posted Steve's trails status update to the website and facebook
 - feedback from Brandy about making sure to say new trail work is proposed and not finalized which was added to the published updates.
- PDF of updated trail map put on website
 - Club member contributed a georeferenced version that they made and posted to our facebook page. We have put a copy on the website as well.
- Added google analytics to bvnordic.ca for better tracking of visits
 - facebook/website news updates:
 - Welcome Day
 - Chris Dahlie Race info
 - Pine Creek 5 km loop Open update
 - Lisa has posted a number of race updates and videos to facebook that have been well received (see below)
 - Post about the Snow Valley Open (also requested that I be added to their mailing list to stay on top of future events)
 - Post about the Whitehorse XC club's marathon in March. They contacted us via facebook.
- Question from someone about spring break ski programs. Lisa says nothing offered but if there is enough interest it could be something to consider in the future
- One family missed the start of rabbits because they registered late and the mailing list maintainers weren't notified of this so they didn't get put on the mailing list.

To Do:

- Communicate current status of Pine Creek trails
- Coordinate getting Jill a G Suite account
- Continue investigating getting trails into trailforks.
- Meet with Loretta to discuss club mailing list options
- Get Loretta to add Snow Valley communications person to our mailing list.

Facebook Stats (as of January 30)

Followers: 530

Post stats screenshot. Reach is how many people have seen the post, engagement is number of times people have liked, commented, shared the post.

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All Posts Published						
■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares 						
Published ▼	Post	Type	Targeting	Reach	Engagement	
01/30/2018 2:11 pm	 https://www.theglobeandmail.com/life/health-and-fitness/fitness/grab-life-by-the-poles-science-says-you-			542 ■	64 27	■ ■
01/29/2018 9:52 pm	 The Pine Creek 5 km loop is now OPEN.			192 ■	10 7	
01/27/2018 6:21 pm	 Biathlon BC Cup #1 in Prince George- Day 1. Our BV Athletes are looking strong and AWESOME :). Great			330 ■	91 24	■ ■
01/27/2018 6:17 pm	 Witsset XC Afterschool Club joined the Ski and Pizza night with the Bulkley Valley Cross Country Ski Club			224 ■	35 8	■
01/21/2018 6:34 pm	 A Fantastic Weekend of Racing at the Haywood NorAms Western Championships in Red Deer Alberta!! 3 days of			963 ■	161 68	■ ■
01/20/2018 12:14 am	 - Free skiing all day. - Free rentals by McBike 11 am to 3 pm - Free snacks noon to 3 pm			0 	0 0	
01/20/2018 12:02 am	 January 2018 Trails Update			418 ■	31 5	■
01/18/2018 11:36 am	The Whitehorse cross country ski club is hosting their second annual Yukon Ski Marathon Saturday March 10.			238 ■	7 2	
01/17/2018 10:20 pm	 Digital copy of the 2017 Trail Map available here http://www.bvnordic.ca/images/content/2017_BVNordic_1			707 ■	112 26	■ ■
01/16/2018 11:23 pm	 Logging is done on the Pine Creek trails for the season but not all of the trails are open as of yet as there hasn't			342 ■	54 7	■
01/16/2018 10:08 pm	 http://www.bvnordic.ca/events-activities/races/chris-dahlie-open Sunday, February 11, 2018 Registration			0 	0 0	

f) Secretary – Steve by Jan 30 email

Maps and Signs project:

- Peter Tweedie was initial project manager. Board allocated \$2000 in FY2017 for project management.
- Recreation Sites and Trails paid club **\$10,000** (\$5000 in FY2017 and \$5000 in FY2018) for map and signs services excluding project management costs.
- FY2017 no expenses incurred (nothing paid for project management)
- Estimated expenses to date in FY2018: \$6000
- Approximately 100 trail signs installed and another 20 pending.
- Still to do between now and next fall:
 - New P direction signs
 - New junction signs
 - Revised map for next year to include new trails, updated cover, corrections
 - Outdoor maps at major junctions and at lodge

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- Mobile map with grooming updates (initially paid with Rural Dividend funds)

Trail Improvements project:

- Met with Kevin Kriese regarding the proposed works and how it will be funded by Rural Dividend grant plus funds club normally budgets for trail maintenance.
- Discussed need for a Track-setting Strategy which should influence trail improvements.
- Rec Sites and Trails has capital funding if we have a long-term plan for the Nordic Centre
- Steve will provide an overview at the board meeting.

Secretary priorities for rest of year:

- develop a job description that exclude all of the “other duties” that I have been involved in.
- set basic secretary tasks up to make it easier for someone else to do next year.

Nordic Centre – trails priorities:

- finish map and signs project, (ideally with a new project manager)
- work with grooming crew, trails project, board on a Track-setting and Machine Strategy to support:
 - machine use planning
 - machine capital plan
 - machine shed grant application
 - trail user fee review

Track-setting and Machine Strategy (for initial discussion at Feb 1 meeting):

- Board needs to provide direction on:
 - targets and limits for machine operating and maintenance costs
 - target and limits for new machine shed (size, cost, location, funding)
 - grooming expectations
 - trail network expectations
 - expectations for paid and volunteer grooming crew
 - other factors for long-term plan for Nordic Centre
- Get input from groomers, board and others on a Track-setting and machine strategy to address:
 - optimized trail layout for optimized grooming flow
 - trail layout improvements (include in current or future plan)
 - optimized mix of large and small grooming machine use (Pisten Bulley & Ginzu)
 - different machine for plowing?
 - capital plan for replacement and/or additional machines (how many of what size)
 - machine shed type and size
 - future budget and funding model (trail fees, reserve fund ...)
 - maps and grooming report system

3) Fee change discussion

- Processing fee info from Anne
 - Only fee that isn't the same for every person registering is a \$1 cart fee. Not much value trying to spread this across fee structure to reduce complexity of fees registrants see.

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- Trail user fee analysis by Steve (nothing new to report – action continues)
- Fee structure options (to be reviewed by board)
 - Is family pass useful or confusing? Proposed a youth pass of \$40
 - Required to be members of CCBC and CCC primarily for insurance purposes
 - Propose removing Student membership fee and Family season pass, reduce youth season pass fee from \$55 to a lower value to make average total family season pass sum similar to existing family pass. Motivation being that many people are buying family pass that aren't saving money or actually losing money and it complicates our fee structure.
 - Propose folding 3% credit card fee and \$1 per person zone4 fee into all fees and round up to nearest dollar amount to avoid feeling of hidden fees when finishing registration on zone4.

4) Lodge Rental Policy approval

- Attached to this email is the penultimate version that Anne circulated on Jan 17
 - **Motion:** Anne moved to accept lodge policy as written (distributed via email). Seconded by Steve. Passed.
- Related discussion
 - organized events wanting to use the lodge should contact the chair to ensure that there are no conflicting activities

5) Rural Dividend Trail Improvement project: Steve will provided an update to board with info from Kevin

- Discussed proposed trails and improvements as outlined in the January 2018 trails update posted to the website.
- More gates to keep vehicles off trails given access roads used to facilitate this season's logging.
 - club pay for gates of what size/cost?
 - Ask Wetzinkwa to deactivate the roads?
- Potential funding for machine shed.
 - If funding did show up for a shed do we build two bay or one? Daryl suggests to build for future and plan to have two bays.

6) Trail grooming strategy: Steve will brief the board on opportunities and challenges and the need for board direction on:

- cost control (reduction?)
- grooming objectives
- trail optimization
- machines needed
- new machine shed

Discussion

- Should we draft a policy on acceptable/expected grooming expenses?
 - How much does pisten bully cost to operate per km?
 - How much does the ginzu cost to operate per km?
- Survey membership to get feelings on grooming expectations and how it relates to fees.

7) Long-term trails strategy for RSTBC

- Documenting the club's long term facilities (trails) strategy that could possibly open up capital funding from RSTBC
- **Action item:** brainstorm guiding principles for this strategy document.

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- What are reasonable expenses for maintaining grooming
- Expected grooming frequency/quality
- further trail expansion?
- trail decommissioning?

8) Misc Discussion Items:

- Member suggestion to put sign in lower parking lot reminding users that their day use fees pay for grooming of trails.

Dates for next meetings

- Thursday March 1
- Thursday April 5
- Thursday May 3

Meeting adjourned approximately 8:25 pm