

## Bulkley Valley Cross Country Ski Club - Board Meeting

December 6, 2018 – Roadhouse Restaurant, Smithers

Minutes approved by the board by email.

### Board members

Present: Ben Forsyth, Barb Guillon, Anne Harfenist, Jill Krause, Kevin Kriese, Eerik Lilies, Eamon Mauer, Steve Osborn,

Unable to Attend: James Cuell, Irene Ronalds, Daryl Wilson

Meeting started at 18:35

### 1) Minutes of Last Meeting

- Minutes from November 1 meeting were not reviewed
- Will seek approval by email

### 2) Directors Reports

Ben: Chair

- Coordinated new board meeting dates for 2019
- Getting a handle on all the new emails coming my way via chair@bvnordic.ca
- Transitioned chair@bvnordic.ca from Daryl to myself
- Agreed to be the person responsible for criminal record check storage

Daryl: Past President

- No report

Steve: Interim Treasurer\_ (Steve emailed monthly budget Dec. 6)

- **New treasurer:** Barb Guillon has agreed to join the board and be our new treasurer. Barb met with Kara and is ready to take on the role right after our board meeting.
- Kara has gone above and beyond in carrying on with treasuring duties long after she officially stepped down at the AGM. Thanks Kara.
- Kara is still providing advice while Barb learns the position. Email sent to Treasurer@bvnordic.ca will be delivered to Barb and, for awhile, a copy will be sent to Kara.
- **Streamlining accounts:** Eamon, Kara and I met on Nov 5 to discuss streamlining our account coding process. Eamon was going to draft a proposed approach and the assist with getting our volunteers and vendors to use the new approach. It will take a bit of work to set up but has potential to save a lot of time for the Treasurer.
- **Regional District Support for Recreation:** RSTBC is coordinating a meeting in mid-December for recreation clubs to meet with Mark Fischer, a director with Regional District of Bulkley-Nechako. Mark will give a presentation on:
  - How RDBN works & support available through RDBN (grant in aid and Gas Tax)
  - Plans for creating a Rural Recreation Service Area

The meeting will be after work on one of the following days: Dec 12, 14 or 17-20. We can send as many people as we want but need to let Brandy Hughes know soon. I will attend. Anyone else?

Steve: Nordic Centre (emailed report Dec. 4)

- **Opening:** You all know that we almost opened Dec 1 with a gently groomed shallow snowpack but had to postpone due to rain and warm temperatures. With this cold weather,

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we will be in pretty good shape on recently improved trails when we get 15 cm of new snow. ADP and keeners are skiing Broadway, Down & Out and Logging Roads. Opening days the previous 5 years: Dec 2, Dec 21, Dec 9, Nov 24, Nov 25.

- **Logging:** New trails are done. Remaining log decks in the lower parking lot will be removed when it can be taken to the new pellet plant. Salvage logging on Pine Creek trails between 5 km and 7.5 km was expected to be done by end of November but still active for another 2 to 3 weeks. All of the targeted dead pine patches have been felled. Processing and hauling had to wait for the ground to freeze. The 5 km cut-off will be given priority to allow earlier skiing. The trails between 5 and 7.5 loops have swampy sections that always required a fair bit of snow so there might not be any extra delay from the salvage logging.
- **Wetzin'kwa AGM:** Brant and I went to Wetzin'kwa Community Forest's AGM. Presentations about harvesting and grants mentioned the Nordic Centre several times and about how they try to work cooperatively with our club. I gave them kudos for their efforts to address the dead pine hazards and the financial support we received from grants and logging profit-sharing. I will bring their annual report to our board meeting for other directors to share.
- **Grooming:** I attended a meeting of the tracksetting team where they discussed scheduling, safety, use of new radio-phone and trail rationalization. We also discussed grooming priorities and how and when to best use the snowmobile/Ginzu versus the PistenBully. Brant is still the head tracksetter but Patrick Dumais has taken over scheduling. Steve Howard is working on a map of best grooming routes and I will help write up an initial grooming policy with priorities. Patrick and I will meet with some of the Ginzu volunteers to explore how best to collaborate.
- **Maps:** Tom Christian, Gen Perkins and Jack Howard-Stratton are putting finishing touches on a digital map and related info for a new brochure. A draft will hopefully be available next week for review before printing. Shall I circulate it to the board? Once the brochure has been ordered, we will produce a wall map for the lodge and lower parking lot and you-are-here maps.
- **Signs:** Almost all the trail names and most of the junction letters are up. Still need to ensure all junctions have junction letters and direction home signs and then post you-are-here maps for key junctions. Outstanding Action: compile costs-to-date, compare to previous funding from RSTBNC and Rural Dividend. Then provide a report to RSTBC with a request for up to \$2000 for this fiscal and possible extra club funds.
- Discussion about idea of new ticket booth for lower parking lot – Steve brought photos of possibilities. One question is rate of non-compliance: ask ticket checkers who ski trails. The possibility of new ticket booth should be considered in management plan.

**Action Item: Steve** – ask checkers about rates of non-compliance.

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- **Key Contacts** in the Nordic Centre: I will be away from about Dec 22 to Jan 22. Directors can contact the following people directly:
  - Past President: Daryl Wilson
  - Tracksetting: Patrick Dumais ([patrickdumais1@hotmail.com](mailto:patrickdumais1@hotmail.com) 250-643-2524) and/or Brant Dahlie 250-847-5046
  - Buildings Manager: Eerik Lilles
  - Trails Coordinator (and Ginzu guy): Kevin Kriese
  - Caretakers and Lodge Rental: Gen Perkins and Michel Poulin 250-847-5952

Jill: Membership (emailed report Dec. 5)

- 2017-18 membership to Dec 04/18 midnight 362
- 2016-17 membership to Dec 04/17 midnight 418
- I would think that membership is down from last year because of the lack of snow. No ticket booth sales because we aren't open yet

Anne: Volunteer

- No report

Irene: NSDP (emailed report Dec. 5)

- Track Attack on-snow sessions are starting this Saturday, Dec. 8 community Coach Training will take place in the waxing hut this weekend.
- Snow Camp is rescheduled to Dec 15 weekend - which is likely to be the same weekend as official trails opening. We will have some out of town skiers staying overnight at the lodge.
- Ski 'Skool coordinator Jane Vetch is off to a great start. The coaches have met to fill out a schedule for the season. Programming starts in December and is already mostly booked through to March. Jane is interested in seeking funding for a pulk to facilitate access for kids with disabilities. To that end, she is also interested in the question re tax receipts for donations. I sent her the link re Viasport but there may be other opportunities. Caledonia has received a substantial grant to improve access through Alta Gas.
- We will be advertising for a new Head Coach in the next few weeks, and considering a range of options depending on level of interest. Separating out ADP program coordination from coaching may be an option.
- The Rabbit program is slowly getting booked up. The late booking is not unusual with busy young families. Helene will be scrambling to find enough coaches. She may have to put out a bit of an ultimatum to parents, as has been done with soccer, to recruit enough coaches. The first level of coach training, Intro to Community Coaching, is now available online - which will help.

James: Events

- Santa's Workshop will take place Dec. 15; organiser is Lea-Marie

Ben: Communications (emailed report Oct. 30)

- Collected information for fall newsletter, now need to write my own parts (new president introduction), put it together and send it out.
  - Installed a web cam and uninterruptible power supply (UPS) at nordic centre. Web cam managed to get some moisture in lens somehow, investigating if defective unit or

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just not as weather proof as advertised. Seems to be dry now but waiting to hear back from manufacturer before installing again. Need to do a bit more work to get images uploading to website/weather underground.

- Adjusted weather station and weather computer to hopefully upload data more reliably
  - Lots of GSuite email configuration supporting new board members and changes in roles. Attempting to document configuration details in a document in google drive to point out pain points I've run into in the past.
  - Adding people from zone4 registration lists to groups such as the announce list and extendos. Process was more cumbersome than I would have liked but I have found a few tricks to make it a bit smoother in the future.
  - “Boosted” the rabbits recruitment facebook post to try to encourage more people to register. Has approximately doubled the “reach” on that post to 1200
  - Investigating options for athletes to help post content on social media platforms such as Instagram. Have concerns about minors posting on behalf of the club but have identified potential ways to address that.
  - Sent out notice about early bird fee deadline and increased day pass rates.
  - Facebook posts about opening plans and trail updates
  - Created a Facebook discussion group that is linked to the club. Intended use is for club members to communicate amongst themselves for things such as lost and found, looking for ski partners etc.
  - Stats:
    - 507 members in the announce@bvnordic.ca group as of Dec 4. Five posts sent to list in November.
    - **Website stats via Google Analytics:**  
October: 521 Users, 2947 Page views; November: 1004 Users, 5117 Page views.
    - **Facebook Stats:**  
**Total “followers”** : 2018-10-30: 571; 2018-12-04: 592. **Difference +21**
- Metrics over the past 28 days:**
- Oct 30** – Page views 141; “Reach” (The number of people your posts were served to) 6773; “Post engagement” (The number of times people have engaged with your posts through likes, comments and shares and more) 1536.
- Dec 4 – Page views 226; Reach 1982; Post engagement 835
- Reach and engagement down because no grizzly picture
  - **Instagram:** 111 followers; +7 from last month

### 3) Appointment of Barb Guillon to board

**MOTION:** Eerik moved to appoint Barb Guillon to the board of directors; Kevin seconded. Motion approved.

### 4) Directors' Roles (Steve circulated draft table & solicited comments)

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**MOTION:** Kevin moved to revise Director responsibilities to incorporate edits sent to Steve and add Barb Guillon as treasurer and Eerik Lilles as grants & sponsors director; Anne seconded. Motion approved.

- Ben shouldn't keep record of his own criminal check - Steve will keep Ben's criminal check.

### **5) Key Positions**

**MOTION:** Anne moved to accept Kevin Kriese as Trails Coordinator, Eerik Lilles as Buildings Manager, Helene Fleury and Dawn Hanson as Rabbit Program Coordinators, Jane Vetch as Ski S'Kool Program Coordinator, Tamara Gillis and Paula B as Ski Booster coordinator; Steve seconded. Motion approved.

### **6) Eerik's role on board**

We acknowledge that although director Eerik Lilles is a professional engineer, in his volunteer activities with the club, Eerik will not be providing the club with any professional services unless Eerik (Bulkley Valley Engineering Services, Ltd.) and the club enter into a contract for specific professional services.

### **7) Management Plan for the Nordic Centre (Kevin emailed backgrounder Dec. 3)**

- Rec Sites & Trails capital fund (intake Feb) and Gaming capital fund (intake Sept) require management plan
- Although strategic plan should eventually be updated, management plan can be developed based on existing strategic plan (2012 was last approved strategic plan; draft strategic plan developed in 2016 but never completed/approved)
- In order to meet funding deadlines, preferable to complete management plan within next 6 weeks; can be updated.
- Kevin, Eamon & Steve = management plan sub-committee

**Action Item: Kevin, Eamon & Steve** to prepare preliminary management plan and circulate to board for comments.

**Action item: board** to updated strategic plan – timing to be discussed further at future board meeting

### **8) Board Communications**

- Ben reviewed some of the ways that one can filter & organise emails in gmail
- Presentation on Google docs/drive difficult due to our meeting location
- Ben willing to do presentation in conjunction with presentation to other club users of system

**Action Item: Steve** to change default on board email so when click on "reply" the message goes only to the original sender and not to full board.

### **9) Meeting dates**

- 4<sup>th</sup> Monday of each month through May @ 6:30 @ Eerik's office

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### **10) Outstanding items from previous meetings**

#### **a. Cheque signing authority**

**MOTION:** Eerik moved that Barb, Jill, James and Anne be given cheque signing authority for the Bulkley Valley Cross Country Ski Club and that authority be removed from Daryl and Kara; Steve seconded. Motion approved.

**Action item: Anne** to send draft minutes to board and request comments and approval by email with quick turnaround time.

**Action item: Barb or Jill** to take copy of approved minutes to BV Credit Union.

#### **b. Outstanding from AGM**

- Suggestion to keep track of tracksetter hours (piston bully and ginzu)
- Suggestion to track some trails as single track using snowmobile (to save money)
- Suggestion to put sign up at tunnel reminding skiers that need pass to ski

**Action item: Steve** to discuss recording tracksetter hours with tracksetters

**Action item: Kevin** to consider suggestion of tracking trails as single track as part of trail grooming strategy

**Action item: Steve** to consider sign on both sides of tunnel

**Note** that idea of tracking some trails as single track (winding through woods) to enhance user enjoyment is a discussion of trail expansion and should be considered as part of process updating strategic plan.

#### **c. Youth day passes**

- Decided not to change price of day passes for youth

### **11) New Business**

#### **a. Fat tire bikes**

- Position of club is that fat bikes are not allowed on trails because they are not covered by our insurance. If an individual or group wants to pursue use of bikes on our trails then they should submit a costed proposal to the board.

#### **b. Exclusive lodge use requests (by club organisations for fundraising)**

- During ski season, programs can schedule to use the upstairs to have an event but not exclusive use. This can work for all concerned with some discussion.

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**c. Standard Operation Procedure for Cost Control and Tracking** (Eamon distributed hard copies of draft at meeting)

- Draft outlines objectives, definitions and procedure
- Involves assigning reference codes to accounts to be used for all purchases
- Codes would be listed on laminated business cards
- New cards each year

**Action item: all directors** to review draft and send comments to Eamon

**Action item: all directors with responsibility for programs** to write out chart of accounts that would require separate codes within their program(s)

**d. Trail changes**

- Eamon provided maps with some potential changes that would increase circle routes with the intention of decreasing the need for out and back skiing.
- This is a discussion to be considered in the trail strategy.

**e. Fee Amalgamation**

- RSTBC expressed concern about our apparent increased season's pass price. Steve explained that we didn't raise fees, rather we amalgamated season's pass + zone4 handling cost + CCBC membership cost into price.

**12) Tabled for future meeting:**

- Updated strategic plan (including approach to dealing with changing weather; future of piston bully – e.g. to continue to set aside \$ for replacement each year or assume successful grant application, e.g. to continue to depend on piston bully or plan for transition to alternative grooming methods; need to align trails strategy, track setting strategy and machine strategy; potential to ski earlier in season/when less snow)
- Membership (including but not confined to membership drives, late openings)

Meeting adjourned 21:30

Next meeting January 28 at Eerik's office