

Bulkley Valley Cross Country Ski Club - Board Meeting

November 1, 2018 – Roadhouse Restaurant, Smithers

Minutes approved at the Jan 28 board meeting

Board members

Present: James Cuell, Ben Forsyth, Anne Harfenist, Jill Krause, Kevin Kriese, Eerik Lilies, Eamon Mauer, Steve Osborn, Irene Ronalds, Daryl Wilson

Meeting started at 18:15

1) Minutes of Last Meeting

- Minutes from October 4, 2018 meeting reviewed

MOTION: Steve moved that the minutes from the October 4, 2018 board meeting be accepted and posted on the bvnordic.ca website; Anne seconded. Motion approved.

Action Item: Unassigned - post minutes on website.

2) Directors Reports

Daryl: Past President

- Dealt with insurance renewal – coverage includes new outbuildings
- Has criminal record checks and other papers from past presidents to be turned over to new president

Treasurer (Kara emailed monthly budget Oct. 30)

Steve: Secretary & Nordic Centre (emailed report Oct. 30)

- Request to increase day use fees approved by Rec Sites & Trails (request and determination letters attached to email). RS&T would like better estimate of user-days because changes to fees to be determined by formula costs/user days
- Will submit annual report with new directors to Societies Online
- Will upload his files onto Google Drive so accessible for all board members; will keep present file structure
- CCBC emails will be circulated at discretion of president
- Latest workbee: dry firewood stacked, drying shed re-filled, trail cleanup and brushing
- New caretakers start November 1
- Trails for Tomorrow project led by Kevin with supervision by Brant and Steve H – trail improvements will allow better grooming in low snow conditions; new trails will be ready for skiing this year
- Most trail signs checked and fixed; you-are-here maps and large info signs not yet up
- Basic GIS map completed by Tyhee Forestry under contract; 3 club members volunteered to take over updates and produce map products that we need
- Auto-update system for ski trails on hold

Action Item: Steve to send latest trail strategy to new directors

Side discussion during Steve's presentation about the number of participants in the Winter Games – if not enough xc skiers then CCBC could lose funding

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Jill: Membership (emailed 2 reports Oct 31)

- The reciprocal agreement with Hudson Bay Mountain is in place again for this year. The agreement is: HBM season pass holder can show his pass at BV Nordic and receive \$1 off their day pass. A BV Nordic season pass holder can show their season pass at HBM and receive 10% off their day pass.
- Calderwood has agreed to sponsor our season pass laminating again this year. In exchange for their advertising sticker being on the back of our season passes they provide us with a cheque for \$300.00 and their advertising stickers. This will be the last year of this offer.
- Currently 131 season passes sold

MOTION: Anne moved to accept McBike's offer to sponsor pass lamination next year with McBike advertising on back of pass; James seconded. Motion approved (Jill abstained).

Anne: Volunteer

- No report

Irene: NSDP (emailed report Oct 31)

- Dryland camp was held in Smithers, instead of PG this year, a great success. Eric DeNys, former National Development Team Coach, led the camp. Eric has moved to Vernon recently to lead the Sovereign Lake Cross country Ski Academy.
- Snowcamp is in the planning stages.
- Oct. 30, Ski Boosters and Lisa hosted a Parent Info Night to inform parents of Extendo age (9) and up about the programs; volunteer expectations that help run the program, keep fees low, and support the club; and CCC's Long Term Athlete Development Model (LTAD). Great turn out. New Ski Boosters Tamara Gillis and Paula Bartemucci will be boon to program. Lots of new families coming in, with about 27 Extendos and 20 Track Attackers, 6 Juniors.
- V boards being purchased
- New on-line volunteer sign-up
- Fall Dryland is a busy time for Juniors, with 3 practices/ week, led by Lisa. Extendos and Track Attackers also get some fall dryland training.
- Coach training - Sandra Nash applied and received a grant that will help pay some of the training fees.
- CCBC has moved to an online format for Intro to Community Coaching 10 hour theory course, which will help time-crunched parents.
- Lisa will be attending CCBC facilitator training in November, paid for by CCBC.
- New Ski S'kool Coordinator is Jane Vetch.
- Masters Coordinator is Cobey Oliemans.
- Biathlon has only 3 kids registered

Action Item: *Ben* ski boosters account working.

James: Events

- Ski Swap this weekend

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Ben: Communications (emailed report Oct. 30)

- Consulting with Taylor Bachrach to refresh club logo and to create poster templates for club events; also looking at banner 3' x 8' @ ~\$300
- Publicized request for new board members
- Paid to boost the AGM event on facebook
- Had brief interview with a reporter from the Moose about ski swap
- Met with head coach a number of times to discuss mailing group organization, embedding google drive documents into the website, embedding google calendar more seamlessly
- Plan to get newsletter out pre-Christmas
- Tourism Smithers wants information about club
- Stats:
 - 452 members in the announce@bvnordic.ca group as of Oct 30
 - **Website stats via Google Analytics:**
Over past 30 days as of Oct 30: Users 521; Page views 2047
 - **Facebook Stats:**

Total “followers” : 2018-02-27: 554; 2018-10-30: 571; **Difference** +17

Metrics over the past 28 days: 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.
 - Reach and engagement high because of picture & warning of grizzly near nordic centre
 - **Instagram:** 104 followers

3) Directors' Roles

Note: Positions listed in Part 6 of by-laws are president, secretary and treasurer.

- Most of discussion about role of treasurer. Need to make the position less onerous.
- One step is to move grants & sponsorship out of list of responsibilities.
- Directors in charge of programs get budgets up front and would appreciate more frequent updates so know where are in budget. New treasurer could explore read-only book-keeping reports to provide more timely reports.
- One of time-consuming chores of treasurer has been to figure out what invoices should be charged to what programs. Suggestion that cards with program areas/codes for invoicing be distributed to those with spending authority as simple way to encourage spenders to correctly assign costs.
- Some of tasks being covered by Communications director can be split off and passed over to a non-board member(s).
- Projects that could be addressed by interested board or non-board members include: adult ski lessons during rabbits which, in the past, helped recruit rabbit coaches; carpooling; more community engagement; more community sponsorship like credit union (pay and employees can go up to Masters)

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MOTION: Anne moved to accept Ben as president, Anne as secretary and Steve as treasurer. Kevin amended motion to add Irene as director for NSDP (with help from James), Kevin as director for Trails, Ben as director for Communications, James as director for Events, Daryl as past president. Daryl seconded amended motion. Motion approved.

Action Item: Eamon to work on setting up system to reduce amount of work being done by treasurer

Action Item: Anne to prepare message to canvas for treasurer. As separate canvas, solicit interest in Building Manager, Grants & Sponsorship overseer as off board positions.

4) Board Operations

- Board meetings 1st Thursday of month (note that post-meeting email from Ben requests that we revisit this at next meeting) at 6:30.
- Insurance requirement that all directors, coaches, officers and key volunteers are registered members (in rare cases, club pays cost)
- Financial Management policy, other policies, by-laws are on website
- Board training course Nov. 16 – emailed circulated with details

Action Item: Ben to set up bvnordic.ca email addresses for new directors

Action Item: Anne to reserve meeting room at Roadhouse for next year

Meeting adjourned 20:45

Next meeting Dec. 6 - *****location to be determined*****