

Bulkley Valley Cross Country Ski Club - Board Meeting

April 5, 2018 – Forestry office board room, Smithers

Board members

Present: Daryl Wilson, James Cuell, Steve Osborn, Kara Przeczek, Anne Harfenist, Ben Forsyth , Jill Krause

Meeting started at approximately 6:35 pm

1) Minutes of Last Meeting

- Minutes from March 1, 2018 meeting reviewed.

MOTION: Daryl moved that the minutes from the March 1, 2018 meeting be accepted and posted on the bvnordic.ca website. Anne seconded. All in favour.

2) Directors Reports

a) **Membership** – Jill by April 3 email

2016-17

- Members 533
- Ticket booth income for the season \$10185.40
- Payment to NSDP for manning the ticket booth for the season 57 (half days) x \$30.00 = \$1710.00
- Store sales \$4920.00

2017-18

- Members 556
- Ticket booth income for the season \$9316.85
- Payment owed to NSDP for manning the ticket booth for the season 84 (half days) x \$30.00 = \$2520.00
- Store sales \$5296.00
- Overall this year we had more Season pass holders and less day tickets. The cold weather around Christmas was the main factor in decreased day ticket sales.
- I have done some research into day ticket and season pass rates for other Clubs and hope to have a compilation out to the Board tomorrow along with a few pros and cons.

b) **President** – Daryl by April 4 email

- I have been in discussion with Wally and Steve on the design and material list for wood shed.
- I am in talk with PIR in donations for materials for our wood shed.
- Rental agreement changes by all of you incorporated.
- Quotes for rentals this summer.
- I have an idea for season pass I will bring to board.

Discussion: Received roofing \$ from Rec. Sites & Trails;

Action: Need mop and doormats for lodge before summer rentals – Daryl to take care of.

Minutes approved at 2018May29 board meeting.

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- c) **NSDP & Events** – James by April 3 email
NSDP

Jack Rabbits

- Done
- 75 kids enrolled in bunnies, rabbits and extended rabbits this year
- Coordinators for next year are Helene Fleury and Dawn Hanson. Will be working with the team to increase outreach and participation.
- Many thanks to Jocelyn for coordinating the last two years

School Program

- Coordinator search is underway. Many thanks to Kathy Fraser for supporting the program for 6 years.
- 1856 student visits, 5 elementary schools, 9 coaches

Biathlon

- Claire, Leah-Marie and Callie represented Bulkley Valley at Nationals. Miller also qualified to attend.
- Buy Syrup!

ADP

- 4 BV athletes participated in nationals in Thunderbay.
- joint team/shared costs with Caledonia Nordic. All reports are that this collaboration was very successful. Many thanks to Geoff Recknell for leading the BV contingent.
- athletes entering into rest month, before stepping into summer training schedule.

Events

Race Committee

- Wetzin'kwa Loppet was held March 3rd. 138 participants, of which 26 were in the 3 km event.

Masters (drop-in)

- Finished for the season. report to come

Discussion: Those involved are having conversation about sustainability of NSDP; funding comes from grants, fees, fundraising; head coach is main expense (~75% of total)

- d) **Volunteer** – Anne by April 4 email

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- members' survey
- putting together volunteer plan for next season
- club brochure (finding volunteer to take it on)

- e) **Communications** – Ben by April 3 email

- Items of Note
 - a) Sent out request for Ski S'Kool coordinator volunteer
- To Do
 - a) Make ski s'kool coordinator help wanted posters and distribute to schools
 - b) end of season newsletter
 - c) coordinate distribution of membership survey
- Website Stats For March
 - a) average daily active users: 83
 - b) average weekly active users: 324
- Announce mailing list group
 - a) members as of April 3: 458
 - b) Messages sent in March: 4
- Social Media Stats
 - a) Facebook
 - Followers
 - (1) Apr 3: 556
 - (2) Feb 27: 554
 - (3) +2
 - b) Instagram
 - Followers
 - (1) Apr 3: 25

- f) **Finance** – Kara by April 2 email
 - Attached financial report

Discussion:

- Over budget on building maintenance (~ 2 x); over budget on equipment (~ \$600); over budget on tracksetter (~ \$1800); over budget on wages (~ \$1800 before March); but total operations under budget.
- E transfer great for receiving funds. For e transfer payments, must be careful to include paper trail; 2nd signer should take screen shot and send to Kara

Action: Recruit treasurer – all board members

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g) **Secretary and Nordic Trails** – Steve by April 2 email

Admin

Nothing new in admin to report. I am liking the rotating minute-taking.

Machine Strategies

I circulated the document from Steve Howard and me on machine use and replacement strategies. That information will be useful for Nordic Centre Directions discussion at our April 5 meeting.

Nordic Centre Cost Analysis

No new analysis yet. If you are interested, I attached the spreadsheet with the numbers that I compiled for the preliminary analysis in my report for the March 1 meeting. I need to check some of those numbers and try to add the missing years. I would also like to use the end-of-March numbers from this season. Until I (and/or someone?) does all of that, I don't feel confident enough in the results of the preliminary analysis of the 5 available years:

- Nordic Centre costs are, on average higher than revenues from user fees.
- Our contributions and withdrawals to the tracksetter reserve fund averages only \$3,040 per year

If those numbers are accurate, how we have been able to sustain that level of loss? I tried to exclude project costs and revenue but part of the problem may come from some project costs being mixed into the numbers. Clearly, we need a more detailed look before relying on these numbers. However, I still expect that at some level, **Nordic Centre costs are averaging higher than income from user fees.**

Grooming Policy and Trail Optimization

Using Whitehorse and Caledonia (PG) grooming policies as a base, I compiled potential clauses for adoption/adaptation for the BV Nordic Centre. I also started a list of potential changes to sections of our trail system that should be considered from the perspective of grooming efficiency. In mid-April, I will meet with some of the groomers plus Kevin Kriese and Peter Tweedie to review and take next steps on the grooming policy and trail optimization. Any significant changes from the trail optimization discussion (e.g. trail closures) may warrant Board review and may have an impact on the Rural Dividend trail works this summer and completing the maps and signs project.

Rural Dividend Trail Works project

Approval of the additional trails (new dog trail loop, biathlon access and Wetzin'Kwa extension) is still pending and the timing now precludes logging the trails on snow this spring. The Rural Dividend funding (\$78,000) needs to be spent before November 2018. Kevin is confident we can still get it done.

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Maps & Signs project

Peter Tweedie and I will complete the maps and signs project once we get confirmation on new trail sections and any trail closures. We do not expect to find a new project for phase 2. Rec Sites and Trails BC expects to have some more funding for the final phase. Peter and I will attempt to have a plan and budget later this spring.

Firewood Shed project

After the board approved by email a budget of up to \$10,000 for firewood shed and splitter, Daryl and I met with Wally Lesawich to discuss plans and next steps. Wally agreed to lead the project and work with others who have expressed interest and to involve volunteers if and when it can be most effective. The main project manager (initially Wally but possibly taken over by someone else) will be paid, as was done on last summer's projects. Wally has consulted with others and plans to build a detached (and potentially moveable) open-walled shed behind the current enclosed firewood shed. It will have enough capacity for a full year's supply so even if we don't cut firewood until the fall, it will have a full year to dry. For this first year, we just need to get it filled as soon as it is built this year with as dry as possible wood. Other news about this project:

- we decided that it would not be worthwhile to buy a splitter. We just need to plan ahead and book a rental before firewood work bees
- Rec Sites and Trails BC offered new funding to pay for some improvements at the Nordic Centre. Wally produced a materials list for approximately \$2000 of roofing supplies and treated timbers. That material was invoiced to Rec Sites and Trails. RSTBC also paid for about \$2000 of road mix grass seed for the trail works this summer.
- Wally will supply Daryl with a list of lumber needed for the shed and Daryl will investigate whether a lumber donation is possible. Wally will also produce a budget for other materials and labour. The overall cost is expected to be well under the \$10,000 budget.

Discussion:

- Nordic Centre revenue/cost analysis okay as is – no need for further work on it at this time. Not enough money being set aside each year; infrastructure outdated
- Grooming policy must consider groomer safety; look into communications systems; policy will prioritize trails, make grooming more efficient, adapt Whitehorse policy to our conditions. No need to return to board with questions about individual trail closures or re-alignments.
- Machine shed replacement – looking for grants; need ability to heat; metal is okay.

Action: Board expresses gratitude to groomers – both Piston Bully groomers and ad hoc ginzo groomer group – Steve to convey.

MOTION: James moved that given the information and analysis that we have at this time, the club is not in a position to consider buying a second Piston Bully because we have insufficient funds. Anne seconded. All in favour.

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3) Rates:

- Jill circulated list of day pass and season pass rates from other BC ski clubs.
- Jill also circulated list of pros and cons of raising rates incrementally vs. all at once.

Discussion:

- If raise cost of day pass, will it lead to less day use? More cheating? More people opting for season's pass? Is there a way to encourage people to buy club membership even if they buy day passes rather than season's pass?
- It has been a long time since club has engaged in a big outreach effort. Welcome Day is too late in the season to encourage people to buy a membership & season's pass (but is still highly worthwhile doing). Can we do this via social media?
- Need to ensure that members and potential new members understand that we are combining fees + season's pass and not raising cost of pass.
- Support for raising day pass to \$13. Maybe sell books of 5 passes to make it easier for people (and maybe cut down on failures to buy pass). Consider possibility of one or two day passes going toward cost of season's pass.

Action: Daryl will look further into idea of corporate passes

4) Membership Poll questions:

- Anne circulated draft questions; written feedback circulated

Discussion: How detailed should poll questions about costs vs. services be? Less detailed than in draft, but more extensive introduction explaining situation.

Action: Anne to rewrite poll and set up Survey Monkey.

5) Comfy Couch fund:

- No one has come forward to take on the buying of a couch

Action: James will look after this.

Dates for next meetings

- Thursday May 24
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Meeting adjourned approximately ___ pm