

Bulkley Valley Cross Country Ski Club - Board Meeting

January 15, 2018 – Forestry office board room, Smithers

Board members

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

Absent: Jill Krause

Meeting started at approximately 6:30 pm

1) Minutes of last regular meeting

MOTION: Daryl moved, Anne seconded that the minutes from the December 19, 2017 meeting be accepted as written posted on the bvnordic.ca website. Passed.

2) Directors reports

a) **Membership** – Jill by Jan 13 email

2016-17

- Members 537
- Ticket booth to Jan 8, 2017 \$4080

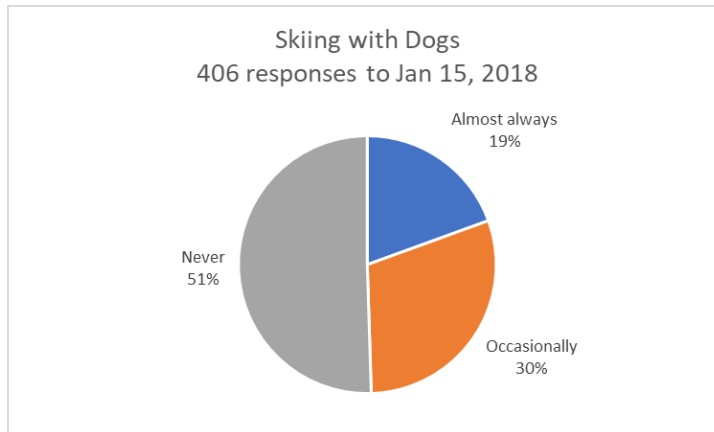
2017-18

- Members 552
- Ticket booth to Jan 8, 2018 \$2284

Ticket booth sales were severely adversely affected by the cold weather during Christmas break.

A few more numbers from the registration data:

- Total BC Punch Passes sold: 1
- Comfy Couch Fund: \$1095 from 48 contributors



b) **President** – Daryl by Jan 14 email

- I have been working on reports for Rec and Trails due tomorrow
- Meeting with Steve to discuss roles, responsibilities and direction of the board
- Reviewing lodge policy
- Dealing with rental requests

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c) **NSDP & Events** – James by Jan 15 email

Jack Rabbits

- First session was on January 13th
- Still require a coordinator for next year

School Program

- No update
- Still require a coordinator for next year

Biathlon

- No update

ADP

- Race season has begun. Eight racers to Norams in Vernon in December, seven racers to Whistler BC CUP 1 and seven heading to Westerns in Red Deer for this weekend.
- Regional Snow Camp was held December 16 and 17. Included participation from Smithers, Witset, Terrace/Kitimat, Burns Lake, PG, Quesnel and Williams Lake. 73 Participants (36 from out of town) and 19 coaches (5 from out of town)
- Head Coach is being more strategic on which races to attend in an effort to cut down on travel costs as well as being more available for the program back home
- Wellness Program with BVCU is on track for this year. Plan to hold the Wellness Sessions in February

Events Report

Race Committee

- Northern Teck Cup #2 and winter games trials had to be cancelled due to cold weather

Masters (drop-in)

- First of six sessions held January 10th.

Community Events

- Santa's workshop held December 17th with about 60 kids participating. Several families were not club members and were not familiar with the facility.
- Women's ski clinic underway on January 14th.
- Tour du Soup underway for January 21st

d) **Volunteer** – Anne by Jan 15 email

- I have been contacting other ski clubs to see how they engage volunteers
- volunteer input tracking system is work in progress
- gradually re-familiarizing myself with Volunteer Canada and Volunteer BC resources to see what might be useful
- plan to finish draft volunteer page for website before meeting

e) **Communications** – Ben by Jan 15 email

- Met with Lisa to discuss google groups and YouTube
- Acquired admin privileges for the club's facebook page from Sue Pearce

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- Coordinated club communications (web, facebook, email) for:
 - Masters drop in lessons
 - Women’s clinic
 - Tour de Soup
 - Cancellation of Teck Cup #2
- Created google groups for individual rabbits groups and learned about some G Suite automation tools to assist in this process. Some reports that not all parents received emails from these groups and I am currently investigating that.
- Cleaned up Jackrabbits pages on bvnordic.ca

Website stats:

Total “visits”

December 2016	8,443
December 2017	12,053
Difference	+3,610

A “visit” is website activity from a single ip address in a 30 minute window. This number is higher than reality because of how “bots” like google’s search engine bot scans websites. Looking into making more reliable metrics of website usage.

Facebook Stats:

Total “followers”

2017-01-15	457
2018-01-15	527
Difference	+70

Metrics over the past 28 days

Page views	250
“Reach” (The number of people your posts were served to)	1,902
“Post engagement” (The number of times people have engaged with your posts through likes, comments and shares and more.)	972

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f) **Secretary** – Steve by Jan 15 email

Activities since last meeting

Secretary:

- Posted on our website certified copies of the new bylaws and revised constitution (Action item in Dec 19 minutes).
- Posted Dec 19 board minutes
- Met with Daryl to strategize on responsibilities and meetings. Daryl and I will split Nordic Centre. I'll cover trails and Daryl buildings.
- Agenda and documents distributed for Jan 15 meeting

Financial:

- With a correction from James, finalized Edmison-Mehr financial review of FY2017 with Steve & Kara signing.
- Revised and distributed FY 2018 budget to reflect E-M financial review's format and FY2017 data

Projects:

- Submitted Dec 19 Progress report for Gas Tax Grant (Roof, Ventilation, Ceiling and Lights)
- Started writing final report for Gas Tax Grant
- Comfy couch fund has \$1095 but no one to lead the project. Made card for awesome new Help Wanted board.
ACTION: Steve will recruit Comfy Couch project leader
- Working with Peter Tweedie on maps and signs project.
ACTION: Steve will recruit a new project leader for Phase 2 of the maps and signs project.
- Installing trail signs a few at a time with help from Steve Howard, Peter Tweedie, Peter Krause, Seton Kriese.

3) **Actions for the board arising from the AGM minutes**

- changes to constitution and bylaws (submitted to Societies Online and [posted on our website](#))
- fee increase discussion
 - Need to decide before spring so that it is ready for fall registration
 - Need to get OK from Rec Sites and Trails for any user fee increase. Nordic Center accounts are funded largely from user fees.
 - Most people appear to want processing fees to be embedded rather than add-ons
 - Liz (Club Registrar) made a case for doing away with Family Ski Pass and instead consider reduced youth pass price and/or offer a student pass at a price similar to youth pass.
 - NSDP Program fees are decided by NSDP, not part of the membership & pass decision
 - Fee change decision need to address 3 components:
 1. Zone 4 processing fees, CCBC membership and SDP fees
ACTION: Anne will look at processing fees/CCBC fees to determine average increase
 2. Trail user fees (Season pass & day pass). Need to consider:
 - Nordic Centre income vs historic costs
 - Expectations and strategies for operating and maintenance

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- Opportunities for short or long-term cost-savings
 - Capital plan for tracksetter replacement
 - Capital plan for machine shed replacement
 - Develop options and seek input from Rec Sites & Trails
- ACTION: Steve** will analyze for Board discussion by March meeting

3. Fee structure

- Whether and how to embed processing and CCBC fees
- Whether to offer family pass, student pass, multi-pass
- Day passes vs ski pass prices

ACTION: Board discussion after analysis of 1 & 2.

4) Lodge Rental Policy review

- Discussed potential changes to policy
- **ACTION: Anne** will revise draft policy per our discussion and circulate to board for approval.

5) Directors Responsibilities Table

- Discussed revised table. Work in progress
- **ACTION: Steve** will revise as discussed and post on website. (Done Jan 16)
- **ACTION: Directors** identify priorities for their area of responsibility and put in next meeting's directors reports for discussion if needed at next meeting

6) Skiing with dogs on Pine Creek trails

Discussed current status of grooming. All previously designated dog trails now open. No expansion at this time.

7) Update on Edmision-Mehr's Financial Review of FY 2017

Steve briefly described format of ordinary income and expenses followed by other income and expenses (primarily reserve transfers).

8) Confirm each program's budget and spending authorities

- Circulated budget with final numbers from FY2017 for comparison. Also includes Rural Div grant.
- After any adjustments, budget needs to be transferred into QuickBooks for end of January financials
- **ACTION: Steve and Kara** will discuss budget and changes needed to QuickBooks. Kara will work with Brenda to have budget numbers in FY2018 financials in time for Feb 1 meeting.
- **ACTION: Kara** is checking names on store charge accounts

9) Dates for next meetings

- Thursday February 1 (Ben will do minutes)
- Thursday March 1
- Thursday April 5
- Thursday May 3

Meeting adjourned approximately 8:45 pm

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