



BOARD OF DIRECTORS MEETING

Date: April 29, 2019

Sutton Realty 6:30 pm

Present: P Pearce, LAgra, SEcclestone, GSadesky, BRee, BWills, MNichiporuk, THudson (GM), GMorazain, Eric DeNys (Program Director)

1. **Agenda and Minutes of Last Meeting-** Reviewed and approved. All in favour

2. **Treasurers Report-** Sandra

- Balance sheet looks good. Operating account has \$494K, \$122K increase from this time last year
- Statement of operations- Net profit of \$247K, up \$45k from last season
- Some income from schools will be coming in. Additional expense of \$30K for salaries/wages will accrue before year end of May 31st.
- March income down \$25K but total revenue up \$145K compared to last season
- Cost of Sales up by \$21K mostly from Programs
- Total expenses up \$602K, up \$78K from previous season
- 20% of expenses come from building and trails repair & maintenance
- Wages and Salaries are up \$33k from last year
- Small decrease in advertising/marketing
- Donations- \$43K in personal donations + \$230K from Gaming + \$25K from RDNO. In addition to these amounts, SLNC will need to put \$170K towards the New PB400
- **Motion 1:** That the SLNC Board requests a loan from VantageOne for the new PB400 and that the total amount of the outstanding loans for Grooming equipment not be greater than \$100 K. Approved and Carried.
- **Motion 2:** That the SLNC Board authorize moving \$100K from our Operating Account #462101 to our Capital Fund Account #462119 before May 31, 2019. Approved and Carried.
- **Motion 3:** That the SLNC Board authorize a change to the Accountant, Mike Pennocks' rate to be increased to \$40/hr at end of May 2019. Approved and Carried.
- HR Committee will review wages and salaries portion of annual budget before sending it to Finance Committee for review and recommendation to the Board.

Operations Report- Troy

- It's been a very busy and successful season- reached goal of over 2,000 memberships
- Ticket sales- record breaking. Except for lessons. Every program saw an increase in numbers
- Looking at dropping prices for lessons and offering membership incentives
- Some HR issues and challenges. Very thankful for HR support and new procedures put in place
- Bulk of staff will be returning next year. A good group with great energy and enthusiasm. Exit interviews completed with non returning staff. New Org Chart under review by HR Committee
- Don offered to help out in the Fall with some volunteer grooming as well as summer trail maintenance
- A team of 3-4 Volunteers will help with brushing and maintenance of trails during the summer.
- Revenues- Growth in all areas: 22% day tickets, 4% season pass, 8% Programs, 32% increase in membership fees and 15% growth in Rentals. After outstanding invoices are collected and Spring Fling revenue, SLNC should hit the \$1 million revenue mark.
- Park Use Permit- at a stand still with Parks - as it stands, SLNC is lumped in with SSMR and waiting for the Bands to give input before final approval
- Very thankful to all the fantastic volunteers that stepped in to help out with the NorAm, the Midget Championships and the Special Olympics

- Thanks to the Gaming Grant, NORD support and membership donations, we are on track to invest in a new PB400 snowcat
- It appears that programs expenses are higher due to growth in biathlon program. Some range upgrades such as lighting falls under R&M Trail and infrastructure. \$5000 of the expenses will move from Programs to Infrastructure.
- Upcoming expenses- prep for nationals and mold inspection in GM office and rental shop. Okanagan Restoration coming to do an assessment to determine seriousness of issue. GM will update Board on findings.

New Business: Program Summary & Planning for New Year- Eric DeNys

- Lots of successes on podium finishes but also in individual improvements and Personal Bests
- There has been growth in revenue each year - Eric will email out summary projections
- Desire to start a post secondary stream for athletes that would like to continue to train here FT
- Between Academy and Post Secondary Program, there will be 22-25 athletes in the new year
- Winterfit will have a new component called WinterFun for graduating Track Attack athletes that do not want to compete. Due to Track Attack 1 athletes only training 1x/week they were struggling to keep with the athletes that were showing up 2x/week
- Biathlon- will include a Track Attack add on option
- 3 Academy athletes will be training with biathlon this coming season in hopes to qualify for Youth Olympic Games in Switzerland
- Biathlon have also updated their fee structure to give more flexibility
- Eric submitted grant to help with hiring an assistant coach on contract.
- Bunnies next year- drop price to \$50 which will include trail pass and rentals. Philosophy is to make XC accessible to the public and grow the younger group to then feed into the other programs
- Success breeds Success- great results at XC and Biathlon Nationals and Masters HP athletes at Masters World Championships in Norway
- Eric has been approached by CCBC to coach the provincial team summer camps. Request Board to approve about 30 days away between May to Sept. When away, Eric has arranged for parent coaches to step in with coaching. Good reasons to coach at these camps are to better develop the athletes and to improve the relationship between SLNC and CCBC. Board will discuss and make decision asap.

Committee Reports:

Advertising + Marketing- Efforts focused on social media content and trail map publication in CCBC Magazine. Update to website and creation of calendar increased viewership. Some \$ left in budget.

Biathlon- A very successful end of the season. Ethan nominated to Biathlon Canada's U20 National Development Team and Camille made Biathlon BC's Talent Squad. Lynn to email out summary of report

Competitions- Competitions Schedule for 2019/20 season, and Nationals Update

- Competition Committee decided no NorAM due to lack of Chiefs in place to commit to this level of competition. Instead will host a Sovereign Lake Open Nov 30/Dec 1st to be a practice for officials and good race experiences for athletes.
- Request that future decisions that have revenue attached be brought to the board for discussion before final decision is made by competition committee, especially when declining to host.
- Review of working 2020 Nationals Budget and estimate of confidence level. The Sponsorship estimate of \$48,500 is deemed to be low.
- Stussi Sport will be the Presenting Sponsor- \$15K
- Google Docs have Sponsorship Brochure- break down of Nationals sponsorship level and benefits at each tier. There is also a spreadsheet of potential sponsors and possible name of person who may have a connection and would be good to approach these sponsors. Rick and Jeff are leading the charge on Sponsorships but is urgently needing help to approach possible

sponsors.

- Sproing Printing to donate printing services for Sponsorship Brochure
- Big expense is waxing facility- Peter Algra- Chief of Venue is looking at having sea cans to be placed between lower and upper parking as wax huts. Idea is to have a sponsor pay for each hut with their signage on outside for certain length of time. Legacy for programs to use and revenue as wax hut rentals in future.
- Board would like to see budget and site plan to consider. Not sure if Park approval for sea cans are needed. Brent will meet with Dave Richmond to discuss options.

Finance- awaiting HR and Programs Committees to finalize their budgets/proposals and then Finance will review.

Fundraising- Programs fundraising went really well. BBQ in a box has been a success. Greg will get breakdown of income vs expenses to update at next meeting

HR- Committee meeting Apr 30th to review new staffing model and wage/salary proposals

Information Management- nothing to report at this time

Internal Communications- nothing to report at this time

Liaison SSMR- nothing to report at this time

Liaison Parks - Brent will meet with Surveyor again to discuss numbers.

Lodge- nothing to report at this time

Policies- Guy

- **Motion:** That review of 3.0 Strategic Planning Policy as circulated be approved. Approved & Carried
- **Motion:** That review of 3.2 Standards of Conduct Policy as circulated be approved. Approved & Carried

Programs Management Team- Greg

- Goal for this season is growth in programs- we saw enrollment of 36% increase
- Revenue across all programs up \$87K
- Continue to grow the programs. Jack Rabbit has been identified as the target group to focus on to expose the sport and increase numbers
- Growth in the youth and influx of post secondary athletes wanting to train here FT
- Discussed Eric's CCBC camp request. Board approves his request to coach CCBC's 5 camps
- As Programs grow, Eric spends more as a Programs Director to oversee and support coaches in order to ensure quality coaching and technique. As such an assistant coach will be needed especially with an increase of athletes in the JD/academy/post secondary group. Programs Committee will flush out total hours/ cost for new assistant coach role and to provide update

Safety- nothing to report at this time

Social/Recreation- nothing to report at this time

Sponsorship

- As more projects come up, there needs to be a balance of sponsorship solicitation and coordination so there's no overlap. Avoid different SLNC programs approaching same sponsor
- On the positive side, once sponsors come on board, they tend to continue as a sponsor

Strategic Plan- nothing to report at this time

Volunteers- nothing to report at this time

Old Business resulting from the last meeting - Equipment purchase update- with approval of motion to take out loan for grooming equipment, the PB400 purchase is ready to be finalized.

Next Meeting: May 27th @ 6:30pm Sutton Realty