

Sovereign Lake Nordic Club

Annual General Meeting

November 27th, 2024

Vernon, BC

**In attendance:** Board of Directors, new Board members, General Manager, Biathlon Coach, Nordic Coach, and approximately 20 members.

**1. Call to Order/ Approval of Agenda:**

The meeting was called to order by Cyndy Flores, Board of Directors Chair, at 6:40 PM. The proposed agenda was approved.

**2. Approval of Minutes from 2023 AGM.**

Presenter: T. Klaschka

Outcome: Approved

**3. General Manager's Report**

Presenter: W. Shannon

SLNC has had a strong start with opening early this year on November 9, 2024. Camps and courses are going well. Program registration is a bit behind but some programs do not start until after the new year and so we expect this.

Wendy reported she was very proud of the improvements in our First Aid Protocols over the past 4 years. The staff is well trained and have responded to all First Aid calls appropriately.

Our new Point of Sales (POS) System - Aluvii is off to a positive start. As expected some bumps in the start up process, and our Operations Manager, Gareth, has been handling these well. This new system will be more efficient and will save the Club money.

We've had increased Community Engagement with many businesses, not-for-profits and charities which strengthens the Club's presence in the Community.

SLNC will be starting a new volunteer Trail Ambassador program this year for volunteers to greet visitors, help with trail directions, and to ensure people have a valid pass to ski.

There are numerous club events and competitions planned this year and SLNC is happy to be able to host these for our athletes and support the non-competitive fun events on the schedule.

Thanks to our Volunteers, their work and dedication make them the “heart of SLNC”.

A special thank you to all our donors and sponsors as we would not be able to exist without them.

#### 4. Strategic Plan 2023-2028

**Presenter: D. Dennier**

Since the release of the latest 5-year strategic plan at the 2023 AGM, the focus has been on achieving the plan’s objectives through work on relevant committees. The committees have developed terms of reference, “mini” strategic plans that identify a committee’s tasks to be completed within the coming year, and progress reporting. New webpages have been developed to post these materials for member information and can be found at the bottom of each SLNC webpage by clicking on the “SLNC Committees and Task Forces” link. The presentation also presented highlights from each committee as they work on accomplishing the 5-year strategic objectives.

The **Lodge Renewal Committee** provided detailed updates during the AGM. The **Paved Multi-Use Trail Task Force** compiled comprehensive route options, potential operating models, and a draft phased development plan for discussion with BC Parks. The **Finance Committee** adopted a zero-based budgeting approach and developed comprehensive spreadsheet models to evaluate revenue and expense impacts effectively. The **Programs Committee** created a mini strategic plan aligned with the club's overall strategic goals and addressed survey feedback to improve their offerings. The **Fund Development Committee** established a centralized tracking system for grant opportunities. The **Volunteers Committee** approved and filled the Volunteer Coordinator position for the 2024-25 season, ensuring better management of volunteer activities.

The **Competitions Committee** successfully increased the number of qualified officials and purchased new timing equipment to enhance event accuracy. The **Events Committee** developed a mini-strategic plan and engaged with the community by scheduling board member attendance at monthly chamber of commerce meetings. The **Communications Task Force** contributed to a local article highlighting SLNC’s economic benefits and maintained regular communication with members through bi-weekly emails. The **Joint Health & Safety Committee** ensured all WorkSafe requirements were met, promoting a safe environment for all. The **Human Resources Committee** verified that all operational policies conform to BC Employment standards and conducted regular staff performance reviews.

The **Governance Committee** gathered updates from board members and has nearly completed an update to the entire policy and procedures manual. The **Elections Committee** established a new chair and terms of reference, ensuring effective governance. By moving certain scope into other committees, the **Stakeholder Committee** sharpened its focus on identifying and developing strategic partnerships that align with the club’s mission. Finally, the **Environmental**

**Sustainability Committee** released an annual emissions report and implemented measures that significantly reduced electricity usage, reflecting SLNC's commitment to environmental leadership.

## 5. Lodge Renewal Update

The lodge committee provided a recap of the progress made on their 2023-24 mini strategic plan, and an overview of objectives for 2025. Highlights from 2024 include the development of schematics for the renewed lodge based on member and staff input, and the launch of a public fundraising campaign in October. Work in 2025 will include further refinements of the design, cost estimate updates, finalizing a memorandum of understanding with BC Parks on project execution, and continued fundraising efforts. Over \$200k of funds had been raised from members since the launch of the campaign, and momentum was building.

## 6. Financial Report

### SLNC Finance Committee Members:

**Treasurer & Chair** – Alex Klein, CPA, CGA, MBA. **Board of Director** – William Miller, BBA, PFP, **General Manager** – Wendy Shannon. **Accountant** – Jacqueline Kent, CPA

### 2023/24 Financial Results:

- Operating deficiency of \$21.4k before non-cash amortization due to lower than expected revenues.
- Revenues: 13% below 2022/23 due to lower ticket sales, season pass sales, and program participation.
- Expenses: 8.5% below 2022/23 but insufficient to cover revenue shortfall.
- Cash Position: Ending cash balance of \$549.8k with \$241.3k restricted for specific purposes.

### 2024/25 Operations Budget:

- BOD approved operating budget shows a surplus of \$6.9k.
- Focus on realistic budgeting and highlighting the need for increased membership and ticket sales.

### 2024/25 Capital Budget:

- Suspended all but necessary spending until the end of December.
- Lodge renewal will not be impacted.

### Discussion:

An analysis of membership numbers showed that the large increase in memberships during COVID years had now subsided, and memberships numbers last year were in line with 2019-20 (i.e., Pre-COVID). The 4-year slide in memberships since COVID has put pressure on revenues. The operating deficiency for 2023-24 is primarily explained by an expense structure that is relatively unchanged from the 2022-23 fiscal period offset by total income that declined by 13%.

Board members acknowledged that they were not satisfied with the financial results and that the current operating results are not sustainable in the long term. Similar concerns were expressed by members. The finance committee identified several actions underway to reduce expenses as well as others aimed at raising revenues, while other operational reviews are underway to move the club back to an operating margin to support long term viability.

## **7. Board of Directors Elections**

Presenter: D. Embleton

- Five positions were available, and four candidates came forward. These four candidates were elected by acclimation:
  - New Board member: Laura Bot
  - Returning Board members: David Dennier, Cyndy Flores, Bill Miller

Continuing Board members: Tara Fulop Conner, Dianna Embleton, Taschi Klaschka, Alexander Klein, Leif Lennie

**Meeting Adjourned. 9:05pm**