



Wostawea Cross-Country Ski Club

Annual General Meeting

Centre Communautaire Ste-Anne, 715 Priestman Street, Fredericton
7:00 pm, 10 April 2019

MINUTES

Executive

John Ball – President
Don Wright – Vice President
Milda Markauskas – Past President
Chris Carson – Treasurer
Peta Fussell – Secretary
Michel Poirier – Jackrabbit Coordinator
Nick Russon – Trails Coordinator
Barb Ramsay – Communications Coordinator

Members at Large

David Cameron; Margaret Wicken; Nadya Ladouceur; Leon Vietinghoff;
Andrew McNair; Rob Hughes; Susan Gavin; Fran Robinson;
Toon Pronk; Shelley Pronk; Felix Schwarz

1. Welcoming remarks – John Ball

2. Review of minutes of the last annual general meeting, 11 April 2018

- Andrew McNair motioned to approve the minutes, Milda Markauskas seconded. Motion passed.

3. President's report – John Ball

- John gave an overview of his President's report and thanked all of the volunteers, partners, and stakeholders.
- John emphasized that the club experienced a record year, with record participation in learn-to-ski programs, new clinics, and successful events including the Maritime Cup and the Loppet, and a new event – Ski Orienteering. The racing

- team also had a banner year with membership at an all time high and lots of podium finishes throughout the season.
- Improvements at Killarney continued into a second season, building on the success of the previous years.
 - The club won the Maritime Cup, a new trophy as well as the overall NB club awarded by Cross Country NB.
 - John noted the great work that Barb Ramsay has done on a new approach for the Wostawea weekly newsletter.
 - Liz Smith was recognized as the 2019 Wostawea Volunteer of the Year with the Nancy Hamilton award for her years of service as a Jackrabbit coach and contributions to the club.
 - The club had over 120 volunteers assist throughout the season who were all invited to and recognized by the Volunteer Appreciation event.
 - John highlighted the continuation of the MCAF program and thanked Barb Ramsay, Mary Luiker and Toon Pronk and the many others who helped to bring that program to fruition.

4. Membership report – Chris Carson

- Chris gave an overview of the Membership Report.
- Considerable membership growth: 9.5% more than last year and 20% more than 2 years ago.
- 40% of membership are in the 50+ year category.
- Record turnout in Jackrabbit program – jump by 15% to 118 learners since last year.
- Record turnout in the adult classic lessons, with 59 adults signing up.
- Record number of race team members at 26 individuals.
- Record turnout for the loppet with 182 registrants, compared to 88 two years ago.
- Similar numbers to previous years for the Maritime Cup compared to the last years – this might have been affected by the fact that the races had to be pushed out a week with short notice due to the weather.

5. Treasurer's report – Chris Carson

- Surplus of revenue over expenditure of \$7600, thanks to all of the additional participants in the learn-to-ski programs and race/loppet events, as well increased memberships and membership rates.
- General expenses: a couple of things were not budgeted for including 10 new pairs of skis/boots/poles for the outreach program as well as the Maritime Cup trophy. The club also invested in coach training.
- Trail expenses were down thanks to previous investments in equipment which resulted in very low maintenance costs this year.
- The racing team has to raise its own funds and is responsible for its own budget, excepting that the club provides a bursary of \$1000 each year.

- Despite being a very successful event, the Maritime Cup event lost \$500 so the Executive will need to look at how to cost it appropriately next year in order to break even.
- The Loppet was quite profitable with revenue exceeding expenditures by \$1500, thanks to a large increase in participation.
- Chris gave an overview of the club's physical assets (totalling \$105,000 at purchase value) and advised that \$24,000 worth of assets were added this fiscal.
- Trails for Life - \$30,000 remaining, designated for a ski terrain park and a storage facility, both at Killarney Lake.
- Chris explained how the capital equipment reserve account works and showed how operating funds have increased year-over-year.
- Question regarding whether zone4.ca is revenue neutral for the club. Answer is mostly, as the registrant pays the fees. The Club pays the fees for the 14% of members who register via a pay form.
- The club will phase out the use of paper form registration next season due to the labour intensiveness and complications of uploading paper forms into the zone4.ca system which is unsustainable for volunteers.
- Member question regarding the cost of zone4.ca with the perspective that it's quite high. Chris explained that zone4.ca has to pay the fees to the credit card companies, build the system, provide the information etc so needs to charge a fee to cover all those costs.
- Member request to please take into consideration the cost of the zone4.ca when setting the price for events, lessons, and membership.

6. Youth Programs report – Michel Poirier

- Michel reflected on the fantastic year with 118 children and 59 adults learning to ski. The program was supported by 22 instructors in the Jackrabbit program and 11 instructors for the adult programs – Michel thanked them all for their dedication and commitment to the 8 week program. Ratio of 1:5 for coaches to learners ensured quality instruction for all learners.
- Fun Day on March 2 went very well with the weather cooperating.
- Jackrabbit learners were encouraged to participate in the Maritime Cup, with 27 children racing on the day.
- Participation was also strong in the Loppet with families skiing together.
- A big highlight this year was the creation of a new learn-to-ski group comprised of older children/teenagers – the Development Group coached by Nathalie Comeau. Twenty learners participated and as the season went on, were able to move back into age-appropriate groups.
- The creation of a snow hill was a big asset for the program and greatly enjoyed by the learners. Its success emphasized the need for a permanent ski terrain park.
- With such high numbers, there is a need to rethink how the hot chocolate and snacks are distributed and catered for. Consumption was a lot higher than previous years.

- A survey was sent out to parents of Jackrabbits and adult learners to assess the programs. The results were overwhelming positive.

7. Racing Team report – Andrew McNair for Eric Luiker

- Andrew spoke to the fact that the race team had a very successful year, as previously noted in the minutes.
- 26 racing team members trained from November to March. 13 members made it on the provincial team for 2019-2020.
- Andrew highlighted that the effort that Eric and others including Fran, Anna, Nadya have put into training the team.

8. Trails report – Nick Russon

- Nick advised that the club had a great year on the trails, with grooming commencing on November 17.
- The club purchased a new ginzu which creates a great surface and allows for two groomers to be out on the trails at the same time, which cuts down on the amount of time per individual groomer.
- Nick thanked members for helping with trail maintenance.
- The snowmobile access to the Raddison Hotel didn't prove to be a problem for skiers.
- Members were happy that the Lian Street access point was groomed and accessible this year.
- Nick advised that the City fixed some drainage issues and undertook trimming/grubbing of the trails at Killarney. There is a list of items that they are working to fix.
- The City is explore a new groomer access point on trail 7 at Killarney.
- The City is really pleased with how many people are using the Killarney Trails.
- David Cameron noted that the City didn't groom very much in November and December as there was insufficient snow to use the PistenBully. Nick noted that the City hadn't planned on having other equipment to roll the early snow.
- Discussion of the need to continue to improve information posted to the Killarney Trails blog.
- Discussion of the fact that the PistenBully has been observed driving very fast and could pose a danger to skiers – Nick committed to raise this concern with the City.
- Discussion of whether there has been any consideration of an app for the trails and agreement that it would be a good thing to look into. Nadya Ladouceur suggested this could be a good project for a computer science student in the Fall.

9. Communications report – Barb Ramsay

- Barb advised that communications activities went well this year including:

- Weekly news bulletins have been very well received – 20 bulletins to 504 units per week, and an average 260 unique opens and 676 total opens per week. Open rates much higher than comparable newsletters in recreational clubs.
- Facebook – Good engagement with 34% more followers and 23% more page likes.
- Website – 11,000 unique visitors (up 18%), 29,800 visits (up 14%). Most popular page on the website is the Kingswood/Woodlot trails blog.
- Daily Gleaner – four articles this season. Maritime Cup (Jan 28), Give Skiing A Try (Feb 13), MCAF (Mar 3) and the NB Cup (April 2).
- Barb thanked communications volunteers: Peta Fussell, Milda Markauskas, Ernie MacGillivray, Mary Luiker and Paul Jordan (photographer).

10. Maritime Cup Report – David Cameron

- David explained that the event operated at a loss because of the following:
 - changing the date of the event had some effect;
 - the committee didn't look for a sponsor because of the Trails For Life campaign and a concern about overloading sponsors;
 - Jackrabbit skiers fees were absorbed by the club;
 - a CCNB error regarding midgets needing licenses was not factored into planning; and
 - additional signage was needed this year.

11. Loppet Report – Milda Markauskus

- It was discussed that although the loppet was held two weeks later than usual this year, the timing worked well for Jackrabbit skiers and adults in lessons as it gave them time to develop their skills and their confidence to participate in the event.
- It was very positive that the pricing was changed this year so that registering early online was rewarded.
- Suggestion that the club should consider staggering the start times by two minutes to spread out skiers.

12. Para-nordic Update – John Ball

- John Ball reported that Charlotte Toner and Céline Kavanaugh earned 3 medals at the Canada Games and enjoyed success at other competitions as well. It was also noted that sit skiers were out on the trails this season with Terry.

13. Strategic Planning – John Ball

- John Ball reported that the club has enjoyed lots of success over the past several years and the Executive felt the need to move forward and grow in ways that are organized and strategic. An extensive planning process has been undertaken. The club reached beyond the nine-person executive and invited broader planning input from our members. Between 18-20 members have been involved in the planning process to date, offering different experiences and perspectives.
- John reviewed Wostawea's vision, mission, values and goals. A meeting is planned for next week to identify objectives for each of the strategic priorities and the executive will launch the strategy in the late fall to coincide with the start of next season. The plan will be ratified at next year's AGM.
- John thanked Dale Thibodeau and Donat Theriault for facilitating the process and all planning team members were thanked as well for their contributions to planning meetings and working group activities.

14. Election of new and returning Executive members

David Cameron was nominated and acclaimed to the Trails Coordinator position. Nick Russon was thanked for his many years of service in this position.

Nadya Ladouceur has accepted the club's invitation to take on a new role as Social Coordinator. Nadya will lead social initiatives old and new that foster skier engagement and community. This is a new position and not yet formally part of the club's constitution and by-laws. While Nadya is not a formal member of the Executive at this time, she'll be invited to participate fully in executive meetings which adopt a consensus-seeking approach.

2019-2020 Executive

John Ball, President

Don Wright, Vice President

Treasurer, Chris Carson

Peta Fussell, Secretary

Jackrabbit Coordinator, Michel Poirier

Trails Coordinator, David Cameron

Race Team Coordinator, Eric Luiker

Communications Coordinator, Barb Ramsay

Milda Markauskas, Past President

14: Closing Remarks – John Ball

John Ball thanked everyone for supporting the club throughout the year, for contributing to the club's success in many ways and for attending the AGM.