

Cariboo Ski-Touring Club
Meeting Agenda – 7pm, APRIL 10, 2018
Community Futures Boardroom

Attendance: Greg Strebel, Evi Black, Brian Kennelly, Brian Black, Chris Elden, Elaine Watteyne, Ron Watteyne, Jaimie Cappan, Jim Cappan, Chris Hyde, Tania Gruene, Bruce Self, Shannon Coffey

Regrets: Charlotte Kurta, Jim Crellin, Sunshine Borsato, Taylor Mastre, Peter and Marilyn van Leusden

Adoption of agenda: motioned by Brian K., 2nd by Ron W. Approved.

Adoption of MAR 13, 2018 minutes: motioned by Ron W. 2nd by Brian B.

Correspondence

1. Mail from Revelstoke Paddlesport Association. Info to be passed on to members.
2. Bruce S. has received email from Chinese ski team looking for a place to train.

Treasurer's Report

Treasurer's Report. Jaimie C.

Motion made to approve Budget for the year ending September 30, 2019. Moved by Bruce S., 2nd Jim Cappan. Carried.

New Business

1. Marijuana Legalization – Bruce S.

It is not felt that CSTC needs a policy regarding marijuana use at this time.

2. Marketing – Ron Watteyne/Tania Gruene

Ron W. has suggested the CSTC hire a marketing person with the objective of increasing the club's membership. Discussion occurred on this and many suggestions were made including:

- including membership #s in the 5 year plan
- showing more films (including high profile older films)
- targeting backcountry memberships
- putting a float in the Billy Barker Days parade
- talking to CCBC about improving zone 4 sign-up

Greg S, Shannon C, Tania G, and Ron W will form a committee to make a plan before next season. Greg will also look at revising the fee structure for the members and a general meeting will be held to approve any changes.

3. 5-Year Plan. All items in the 5-Year Plan were reviewed and updated.

Old Business

1. Water well repair and drilling update. Bruce S.

The drilled well depth was increased by 100 feet and there is no water. The surface well will be improved.

2. Snowmaking: Greg is looking at water options will share specifics with the snow making committee.

Committee Reports – see below.

Next Meeting Date

June 12, 2018.

Important dates

April 7 - QCF Gala Fundraiser event. Brian Black has tickets. \$40 each.

Meeting adjourned. Time: 8:55 PM

Snack schedule

Committee Reports

- 1. Lodge Management / Gaming / Youth Ski School / Rental Shop – Tania Gruene**
- 2. Snowshoeing – Evi Black.**
- 3. Club History – Evi Black**
- 4. Backcountry – Taylor Mastre**
- 5. Coaching – Peter van Leusden/Tania Gruene**
- 6. Elementary Ski Races – Sunshine Borsato**
- 7. Equipment – Jim Cappan**
- 8. Fundraising – Marilyn van Leusden, Brian Black**

Motion made for the club to allocate up to \$10, 415 for the snow making project. Moved by Brian Black. 2nd Jim Cappan. Motion carried.

9. Loppet Report – Don Olson

Don confirmed that Elaine W. would have the most information for the 2018 Loppett, as she was the coordinator on the day of the race. Don is not able to take on the Loppett coordinating next year.

10. Memberships – Greg Strebel

- Signage comments from out-of-town skiers
- Poop scoops on the trails

11. Nordics/Biathlon – Chris Elden/Jim Crellin

- The range will be taken down and equipment put away when vehicle access is possible.
- A summer practice schedule will be decided on later in the spring.
- A meeting is scheduled for April 9 with the Ministry of Forests regarding getting year round use of the biathlon range area.
- A funding request of approximately \$1000 for a new Bear adult sized rifle stock has been included in this year's grant applications. This will provide more adjustability to improve the fit for longer and bigger bodies.
- Ryan Elden won a silver medal in the pursuit and a bronze in the Youth relay at Nationals. He plans to continue his training at the Whistler Nordic Development Centre.
- Expressions of interest for clubs interested in hosting a BC Cup are due by April 30th. We can propose preferred dates in our application.

12. Publicity/Adult Lessons – Ron Watteyne

13. Signs & Trails – Brian Kennelly

14. Ski the Gold Rush Trail – Ron Watteyne

15. Skill Development Program: Jackrabbit/Track Attack– Sunshine Borsato

16. Social –Elaine Watteyne

St. Patrick's Day Pub Night Sat. March 17th, 2018

We had 35 people attend with dinner by Jean's Catering of Irish Stew, Potato Pancakes and dessert. Tickets \$35 each. Limerick Contest, Trivia Contest, Sing-A-Long with Dougal and the Campfire Singers.

36 people attended. 35 dinners. (4 at cost, 2 non-members)

Revenue:		\$543.00
Expenses:	Dinner	\$420.00
	Advertising:	\$ 28.71
	Decorating	\$ 48.10

Profit: \$47.00

Thanks to Denise Wellband and Holly Nelson on the social committee.

Lots of feedback after the event.

Suggestions:

Call it Cabin Fever and have a film night. ie: Banff Film Festival Films.

Have an early Sign Up with reduced membership fees, BBQ, and Gear Swap.

Combine Wind-up with the Biathlon and Jackrabbits Wind-ups.

Have an earlier event with treasure hunt at 5, music at 6 to include more families.

Kids pricing for dinner and events.

Well received comments from Taylor:

As a "young person", I'll throw a few suggestions out there that may or may not attract some additional members to our social events.

To be honest, young people are incredibly fickle. We demand to be entertained. Seriously, we have the entire entertainment industry on our smart phones and we want the real world to stimulate us just as much. This is why young members will flock to Wells for film festivals with an option for drinks at the bar. Wells offers something special...different...obscure....

I would propose that we attach training, films, or food/drinks to each of our events.

Obviously having a Meltdown event on St Patricks Day was destined to be poorly attended by younger members, but that is **not** the fault of the events coordinator. That was just the last good day of skiing this year.

I do believe that if we build it, they will come. I feel that if we attempt large events, we will reach more members. Instead of a single slideshow event, I feel we should combine it with a few good films, (an acoustic show?), a goofy emcee, a snack bar/bbq and somebody with a Serving It Right certification. Call it a Festival. Wording is important. I think we would not only attract "younger" members but new or interested members. Open it to the community, widely, proudly and loudly. I sincerely feel that if we coordinate efforts, our events will see a higher attendance rate. Combine a snowshoe tour with a slideshow and film and bbq. Combine a slideshow with a training event, film

and drinks. "Blue Moon Festival". "Red Moon Festival". "Backcountry, Boardgames and Brews".anything is possible if we cater to our target demographic.

Notes:

Young people will shy away from events advertised as "slideshow" or "socials". These words make us think of our grandparents.

Personally I love slideshows but having the knowledge that a well-edited film will follow, perhaps with a surly bartender to entertain me... I feel I would be more likely to attend.

17. Website. Shannon C.