

Wasi Cross Country Ski Club Annual General Meeting April 11, 2023

Present: Board members: Kerry Somerville, Tim Collins, Emily-Ann Smylie, Scott Taylor, Terry Shakell, Martin Lachapelle, Doug Croskery, Auburn Larose, Susan Weiskopf, Elaine Oshell, Donna Taylor, new director-at-large Nancy Pilon and non-board member Steve Hart. Regrets Gerri Van Amelsfoort.

Welcome and Call to Order

- Susan called the meeting to order at 7.02 p.m.

Approval of the Agenda

- Moved by Kerry, seconded by Gerri.

Approval of the Minutes from 2021-22 Annual General Meeting, April 5, 2022.

- Moved by Kerry, seconded by Auburn.

Business Arising from the Minutes

- None.

Chair's Report:

- Susan expressed thanks to the trail maintenance and grooming teams who managed to keep our trails open and ready as much as possible in a challenging season, weather-wise. She is hopeful we can tap into the Trillium grant program to replace some of our aging equipment next season. See attached report.

Treasurer's Report:

- Tim reported on another successful year. Although annual memberships fell slightly from the previous year, day use is up. Snowplowing and sanding costs for the parking lot were up due to losing the previous contractor, who gave the club a good deal. However the new contractor is doing a good job.
- We end the season with approximately \$43,000 in the account to cover summer projects and begin next year. See attached report.

Webmaster's Report:

- Martin reported that the analytics widget installed on the website is giving him a much clearer picture of views and visitors throughout the season, which will allow him and Auburn to make the most of information and event promotion. The Covid page was removed and a volunteer opportunities page was included. Next season he will embed an Instagram Feed where members will be able to upload photos and videos. See attached report.

Registrar's Report:

- Emily-Ann reported a very busy but smooth year. Our membership reached a total of 391, down from the previous year's 506 although day passes were up. All registrations were done online through Zone 4. Day pass prices remained at \$10 for adults and \$5 for children.

Trails Report:

- Scott reported the ski trails closed March 23 after a bit of a challenging year weather-wise. Aging equipment also posed challenges. He recognized the grooming teams for their diligence and said the investment in insulation and heat for the garage was well worth it.

- After a two-year hiatus work parties and equipment will be needed again next fall to clear and improve trails.

Building Report:

- Doug reported the chalet and warm-up hut were well-used after being closed for the two years of the pandemic. The hand sanitizer stations continue to be well-used at the chalet and outhouses and recommends keeping them in place. Extra seating around the outdoor fire pit was appreciated. We will need more firewood for next season and maybe signs to help members start and maintain fires inside and out. He thanked all those who helped. See attached report.

Media Co-ordinator Report:

- Auburn reported our membership continues to grow on Facebook where we have 929 members and more likes and comments than any previous year. She reached surrounding communities through groups such as East Ferris Post It, What's Happening in Powassan and Callander Ontario Community Hub. All events are now posted online only and will continue. Next year she will move onto the Instagram platform. See attached report.

New Business

- Our slate of officers and board members at large for the 2023-24 season is as follows:
- President: Susan Weiskopf
- Vice-President: Terry Shakell
- Treasurer: Tim Collins
- Webmaster: Martin Lachapelle
- Media Co-ordinator: Auburn Larose
- Registrar: Emily-Ann Smylie
- Secretary: Elaine Oshell
- Groomers: Scott Taylor, Tim Collins and team
- Building: Doug Croskery and team
- Members at large: Gerri Van Amelsfoort, Kerry Somerville, Donna Taylor and Nancy Pilon.

Adjournment – meeting adjourned at 7.30 p.m. Moved by Scott, seconded by Emily-Ann.

As recorded by Elaine Oshell.

REPORTS

Wasi Cross Country Ski Club Treasurer's Report

Annual Financial Report – September 1, 2022 to April 1, 2023

The club is in very good financial shape for the 2022-23 ski season. We are in a similar financial position to last year. Our operational costs are roughly \$15 000 for the full year including all expenses.

Date	Balance (Chequing)	Balance (GIC)	Debit	Credit	Total	Comments
April 1, 2022	45 017.68	13 050.20			58 067.88	
April 1, 2023	47 743.02	13 058.24			60 801.26	
Sept. 1, 2022 – April 1, 2023			20 656.88	27 744.53 Zone 4 Membership 20 010.00 Day Use 7 734. 53		Member down (6 Day Use (997.70

Major Accounts	Amount	Comments
Chalet	3 449.88	Chalet Maintenance, Signage, Snowplowing, Outside Fire Pit, Building Appraisal Snowplowing (2 113.10) (2021-22 – 653.00) The Chalet and Garage were appraised by Morland's to get an accurate costing for insurance coverage. (565. 00)
Fuel	3 067.28	All Machines and Propane Propane 1622.60 (Heating Costs – 884.01)
Equipment & Maintenance	1 789.85	Snow Machine & Groomer Maintenance
Insurance	1 549.96	Snow Machines
Land Tax	283.35	
<i>Trail Improvements 2022</i>	805.25	Machine Rental from Home Depot to repair flooded main trail.

2022 Wasi Ski Chair's Report

We continue to be grateful to our great trails team – always there to clear up after wind storms and keep the ski trails groomed for all to enjoy!

This past season was again very busy on the personal side, so I did not get to the constitution review I intended to do. There may be a new director at large who has a good background in this area joining us, so I am excited that this may be the year we refresh our administration to ensure we don't let anything fall through the gaps and keep up-to-date with any changes required for non-for-profit groups.

Our next big project is to have a committee of eager participants who will look at equipment upgrades to continue providing the best trail grooming opportunities for our members. Leveraging the Trillium grant program will help us achieve that goal.

It is so wonderful to have in-person meetings again, knowing that we can fall back on virtual, if necessary, if weather conditions make it challenging in the meeting.

Wishing you all a wonderful summer and looking forward to seeing everyone again in the fall!

Susan Weiskopf,
Chair

Annual Media Coordinator Report – April 11, 2023

- This year was a great year on the media and advertising front.
- We made new partnerships with North Bay Tourism to continue to promote our events and connected with other Facebook groups like East Ferris Post It , What's Happening in Powassan, and Callander Ontario Community Hub
- Our membership continues to grow on Facebook. We now have 929 members with more views and engagements (likes and comments) than any previous year.
- Promotion of events through online posters seems to be working well. We did not promote any events through print media this year.
- We did promote the club again through the East Ferris Edition with a 1/3 page ad and should continue to do this in future years since it's distributed to all homes in the area.
- Looking forward to next year, we will continue to grow our Facebook presence and move into the world of Instagram to reach even more people.

2023 End of Season Webmaster's Report

This year it was nice to finally load up our Events page and calendar with events! Auburn's infographics advertising all our events look wonderful on our website.

It was also nice to remove the "Covid" page, and announce that the chalet was open, and update our "Current Volunteer Opportunities" page to include a description on becoming a chalet host.

By request from neighbouring clubs and the Canadian Ski Marathon, I've added an "Events Near By" to advertise some of their events.

I started making use of the analytics tool from a widget I've installed back in November 2021. With that, I'm getting a much clearer picture as to how many views and visitors we get, where they come from, which pages are the most frequented, and which websites referred us.

A few quick stats...

- January is the peak month. Both Jan 2022 and Jan 2023 averaged over 5K views with about 1,200 visitors*
- December and February average about 2.5K views with about 800 visitors.*
- The landing page and the conditions page were the most frequented.*

This information is useful – in particular to determine if our advertisements for our events are as effective as possible, and to determine what can be improved.

Going forward, I plan to embed an Instagram Feed on our website where pictures and videos can be uploaded – similar to the club's Facebook account. I'll also continue to look for ways to continuously improve our website. Please send me your feedback!

Building Report

Wasi Ski Club AGM 2022-23

- After a two-year shutdown, the doors of the chalet and the warm-up hut were once again OPEN FOR BUSINESS! The buildings were well received by longtime and new members alike with a steady number able to enjoy a hot beverage once again and warm up by the welcoming fire.
- The outdoor sign-in stand and window-less metal door and a slot for day passes were used once again but with pandemic protocols easing up this year, we should consider going back to previous processes.
- We also maintained cleaning protocols this past year and kept the hand sanitizer stations at the building and outhouses. Recommending that these remain at the Chalet moving forward as they worked well and were well used by members.
- The outdoor fire pit was also well used, and members appreciated having the extra seating around the fire with the newly installed benches.
- We will once again review current supplies in the off-season and add or replace stock as necessary. Firewood supply has been drawn down the past few years during the pandemic and will need to be re-stocked, as will fire starter.
- A few points on the use of the indoor and outdoor firepit/fireplace at the chalet:
 - It was noticed at times this past season that members who were stoking the interior stove were using mostly kindling and not placing a full log in the stove instead. This added to the workload of volunteers and generally increase the amount of wood being used.
 - It was also noticed that members seemed reluctant to start a fire in the outdoor firepit, waiting instead for volunteers to do so at some point during the day.
 - It might be worthwhile to either put signs up at the chalet, or messaging in social media to members, advising to only use kindling to start the fire, and to remind members that, if comfortable to do so, that they are welcome to start the fire in the outdoor firepit, as well as to stoke the stove in the warm- up hut.
- Overall, another great season of skiing! Thanks as always to Kerry whose hard work and guidance was once again appreciated, and to Gerri, Terry, Liz and all