



**MINUTES - EXECUTIVE MEETING
HOLLYBURN CROSS COUNTRY SKI CLUB
Monday, November 11, 2022, 7:30 to 10:30 p.m.**

Present: Dirk Rohde, Morna Fraser, Jennifer Williams, Andrea Hay, Shannon Harris, Jake Weaver, Birgit Weaver, Marieve Legrand, Joanne Fenwick, Jen Gow, Megan Sheffer, and Heidi Horlacher.

Guests: Anna Segelken, Sadie Sawatzky, Alexandra Samur and Sonia Strobel.

1. **Review of Agenda and Past Minutes** - Move to accept minutes from Sept.12, 2022. (Jen/Andrea). All approved.

2. **Guest Presentations**
 - POW Fundraiser – Anna Segelken and Sadie Sawatzky discussed an idea for a fundraiser for POW. Discussed organizing future activities such as better carpooling to practices and POW member sign up.
 - Club Communication – Newsletters, Social Media – Alex is taking the lead on establishing a social media presence for our club. Alex is new to Hollyburn and has a number of ideas to explore this year. Sonia is leading the newsletter production currently aimed at releasing four times a year; each newsletter takes 10-15 hours to create. She will continue to use a Google form to collect content to help streamline coordination of material. **ACTION:** Dirk will explore if the photo consent specifically mentions social media and newsletters. For this year the Communications group will assume that if a photo was submitted then consent was provided. **ACTION:** Heidi will share this approach with coaches at the coaches meeting. Communication team is seeking clarification on the goals of the website, newsletter, and social media. A communication strategy may need to be a part of the Strategic Plan. **ACTION:** Dirk will discuss need for communication strategy with Morna. **ACTION:** Joanne, Alex and Sonia will form subcommittee to discuss a communication strategy. **ACTION:** Alex will have submission form ready for coaches meeting for Heidi to share. **ACTION:** Dirk will get links to social media added to the website.

3. **Upcoming 2022/23 Season Planning**
 - Pre-season Prep, Final Notifications – **ACTION:** Dirk will send confirmation email for upcoming season. Cypress still needs to provide the link for the 10-day season pass. This pass is still valuable for new members of the club.
 - Coaches for Adult Masters Program – Nancy Hostetler developed a season plan for the program last year. The program will be offered on Wednesday and Thursday nights. Nancy and David Helliwell will be coaching on Thursday nights. A coach for Wednesday night coach is still required. Discussed different options to fill this role.

4. **Past/Upcoming Events**
 - Officials and Coaching Courses - 8 participants completed the Level 1 Officials course. The Level 2 did not have enough participants registered to run the course. Coaches training courses will be hosted by: Whistler Nordic on Nov. 12 (Community Coaching), Sea to Sky on Nov. 20 (L2T) and Hollyburn on Nov 27. (L2T On-Snow).
 - AGM – October 19 – The presentation by POW was well received. Attendance was average. Coast Outdoors suggested hosting AGM on a separate night from a buy night. Potential option for ski swap night and buy event early on a weekend morning.

- Ski Swap – October 22 – More structure was offered this year which worked well. Some families mentioned that they did not like extra trip to Cypress.
- Coast Cup #1 – December 18 – Hollyburn is hosting this race and volunteers are needed. It will be a classic race and potentially a mass start. All skiers are encouraged to attend.
- BC Cup #1 – January 7-8 – Many ski clubs from around BC will travel to attend this race. This is another great opportunity for our skiers to race just after the holidays. All athletes are encouraged to attend as there is no session planned at Cypress for this weekend.
- World Jr/U23 Ski Championships – January 27 to February 5 – A number of Executive members are key volunteers for this race, but volunteer recruitment is ongoing. We encourage families to attend to view high level racing. This is also a rare opportunity to view ski jumping at WOP.
- Payak – February 25 – Children’s Program Support – Last year Hollyburn provided a donation to support prizes for the children’s program. **ACTION:** Dirk will request Financials from previous Payak events.

5. Financials

- Budget Update – Hollyburn has received a Gaming grant of 45K. We are projected to run a 40K deficit in this budget. Next year we may consider running Operation Snowball and may look at increasing Race Team fees back to historical levels. Executive discussed if Hollyburn should provide donations to organizations who do not support skier development or ski races. Several ideas were identified on how Hollyburn can support the POW initiative. **ACTION:** Heidi will review these ideas with Anna and Sadie. **MOTION:** Accept the budget as presented by Jen (Dirk/Morna) Motion carried.
- Club Support for Events and Clothing; Zone4 fees – A 50% discount will be offered for clothing. **MOTION:** Hollyburn skiers under 18 years old will be offered a 50% discount subsidy for the Coast Cup #1 and BC Cup #1 for this ski season (Birgit/Morna) All Approved.

6. Ongoing Business (Current Club Issues)

- Club Clothing – Orders are currently open.
- Long Term Strategic Plan – An individual has volunteered to contribute to the development of a new Strategic Plan. This committee will begin development of the plan in April after the race season.

7. New Business

- Replacement for Corinne – Corinne will stay on until a new individual is found. **ACTION:** Dirk will work with Corinne to develop a job description.
- Insurance Incident Procedures – CCBC sent a reminder that procedures are necessary for incident reporting. **ACTION:** Heidi will share this information with coaches at the coaches meeting.
- Groomers Safety Audit Request from DJ – **ACTION:** Dave will discuss concerns and potential solutions with Cypress.

8. Next Meeting – Monday, December 12, 2022, at 6 pm.