

# Directors Reports for the 2018 Annual General Meeting

## Bulkley Valley Cross Country Ski Club

### **President**

To start off, I would like to thank all the directors for their endless effort to make our club great. Your efforts have made it a great year for the club.

The club did amazing things this past year, from logging, name changes to trails, clearing trails, cleaning danger trees and firewood shed to name a few.

Board changes as well, new members in Ben and Anne, thank you for stepping up and giving the board some new views and experience. Kara, Brenda and Steve have worked tirelessly at getting the finances clear and understandable for the rest of the board.

Nordic Centre was rented out a few times this year. In June a grad class from Vanderhoof used the lodge as base while they enjoyed our valley. Province of BC used the lodge for meetings in June and July. Now that ski season is coming, the lodge will not be rented out so our members can enjoy our lodge.

I myself have been busy with new job in Houston and have been on the road a lot so I have missed a few events this year. I have been able to look after insurance for the facility, started interviews for the caretaker and then Steve stepped up and finished getting the club a great couple to continue the awesome work Andrea and Robbie have done. I would like to thank Andrea and Robbie for their great work as caretakers and members of our club.

I have had a great four years as President of the club but with heavy heart I will not be running this year for the board as my job takes me away and I can not give the 100 per cent to the club. I want to thank all the people that have helped me along the way.

Thank you very much everyone

Daryl Wilson

# Directors Reports for the 2018 Annual General Meeting

## Bulkley Valley Cross Country Ski Club

### Communications Director

This past year was my first year as a director. I helped the club accomplish a number of initiatives both internally and externally. There are a number of items I hope to improve upon for the upcoming season.

Even before joining the board I was helping administer the club's IT operations. A big change last year was moving the club to use Google's G Suite – primarily for email but also mailing groups, document sharing, etc. You may have noticed this via the new email groups with an @bvnordic.ca address. Having gone through a whole season on G Suite I hope to be more efficient in on-boarding new coaches and coordinators on how to use it most effectively.

Another behind the scenes accomplishment last year was extending an internet connection to the timing hut to allow the timing team to use Zone4's latest results tracking infrastructure which requires an internet connection.

On the more publicly visible side of things I created an Instagram account for the club and tried to post interesting things on it. You can find it here <http://instagram.com/bvnordic> . I became an administrator of the club's Facebook page and have been trying to make sure there are Facebook events for all of our club events as well as answer questions there in a timely fashion. We had our first paid Facebook ad for last year's Welcome Day and will continue to experiment with advertising via Facebook this year. I hope to install a webcam at the Nordic Centre soon to help keep an eye on conditions.

Regularly publishing a club newsletter is something that did not happen last year and is high on my priority list to make happen this year. If you have anything you'd like to see appear in a newsletter send it my way! I will also aim to promote our social and race events well before they happen to hopefully increase community participation.

I always welcome constructive feedback (both positive and negative) which can be sent to me at [communications@bvnordic.ca](mailto:communications@bvnordic.ca). Unfortunately, family obligations prevent me from attending this year's AGM, but you will be able to find me at the Nordic Centre every Saturday afternoon for jack rabbits and on random weekday nights in the dark on the dog trails with my furry friend Andy.

Respectfully,

Ben Forsyth  
Communications Director  
Bulkley Valley Cross Country Ski Club  
[communications@bvnordic.ca](mailto:communications@bvnordic.ca)

# Directors Reports for the 2018 Annual General Meeting

## Bulkley Valley Cross Country Ski Club

### Membership Director

2016-2017

Members 533

Ticket booth \$10185.40

Store sales \$4920.00

2017-2018

Members 556

Ticket booth \$9316.85

Store sales \$5296.00

Season pass sales were up 23 over last year. I believe this was due to the early plentiful snow in November. Day ticket sales would have been higher than last year, but the cold weather over Christmas holidays hit us hard. At the lodge ticket booth over the period of Dec 26 to Jan 01 in 2017 we sold \$2360.00 (in good weather). In the cold snap this year over the same time period the ticket booth sold only \$585.00.

Hopefully we get snow early again this year!

Jill Krause

### Volunteer Director

This was my first year on the board and I spent much of it learning about club finances and re-learning about aspects of the ski club that I haven't been involved with for a long time (for the last decade, I have been one of those members who primarily skis the dog trails). I offered to be the "volunteer" director and had to find out what was being done by the club to acknowledge the contributions of volunteers and also talk to a range of volunteers to find out if and how they want to be acknowledged.

So, this report will focus on what I hope to do in the upcoming season. Some of the ideas being floated are starting an annual volunteer appreciation day toward the end of the ski season, including items on club volunteers in the newsletters, and setting up a volunteer photo board in the lodge. A number of volunteers have mentioned that a thank-you email after an event would be appreciated and sufficient acknowledgement. I also plan to keep more reliable track of volunteer numbers and hours contributed, data which are often important for funding applications.

In addition to thinking about volunteers, I created a club brochure for distribution at events like Welcome Day and the ski swap and to have available at the outdoor stores in town.

Anne Harfenist