



## **FREESTYLE WHISTLER**

aka Whistler Blackcomb Freestyle Club

### **Board of Directors Meeting July 8, 2018 @ 4:00pm**

**Location:** 1-1050 Millar Creek Road, Whistler, BC and remote.

**Attendance:** Tialen Kelley, Jennifer Raffler, Craig Ross, Antoinette Ridout, Meredith Gardner, Chris Muir

#### **Agenda:**

**Minutes of previous Meeting** – Tialen to send out to board for review and approval.

#### **Planning**

Committee for Ethics, Policies and Procedures

**Chris and Meredith will create by Aug 1 draft master code of conduct policy** (based on Freestyle Canada), and also draft more simple codes (based on other best practice docs) for:

Athlete

Parents

Coaches

BOD

Building Future Relationships around Freestyle Communities

Chris is meeting with Vancouver Freestyle around building closer ties to support programming, including Girlstylerz programs and how these may work in Whistler - Chris will include in program planning docs.

#### **Marketing**

Jen Raffler would like to have a coordinated roll out on social media and local media

Proposed that Chris set up interview with the Pique for a season launch interview.

Jen requested that photo collateral is gathered at summer camps



Tialen suggested that Chris connect with Omar on flowing information to snow school participants

Craig suggested Chris set up Instagram

Tialen is going to reach out to sort out social media accounts with Chris support - July 13 Tialen will have updated current info to Chris, and will target to track down all previous accounts by July 20<sup>th</sup>

Chris Wong - has updated website and Chris Muir has implemented a calendar. Tialen will share volunteer contacts with Chris, and Chris will reach out to ask Sharon if she would be willing to support web content

### **Whistler Youth Games**

WYG - Meredith shared that current concept is in the works to have snowboard and ski athletes 13-16 participate in a 4-day event with 3 days of jams around April 6 prior to ski and snowboard festival

### **Executive Director Updates**

- BC Slopestyle Team - Most of the invited BC Park and Pipe team declined their spots (majority Whistler athletes) and Freestyle Whistler has had 5 younger athletes recruited from club to team. Chris wants to ensure the club has strong enough programming and opportunity to enable younger athletes to feel they can stay in club longer.
- **Coaching Update**  
Chris gave a breakdown of how is planning to use staff to make programming better and meet the needs of a wider variety of athletes as follows:
  - Mike Richards will oversee mogul course (goal is to look great and help promote NTC) and will lead multi-discipline program.
  - Mike Apps will run Slopestyle
  - Devon mogul coach - but needs mentoring on his leadership skills - he is a very strong air coach.
  - Sarah had successful surgery and will be back
  - Dexter Butterworth has been signed for a contract - he did a great job with kids to date (new local kids)
  - Chase Schroeder is keen to coach, and Chris is giving him a trial at Slope camp.



- Chris wants to start a CIT program - throwing young new coaches into leadership role has not worked well the past few years. BOD present agreed great idea.
- **Facilities** - Chris is talking to WSL about putting airbag and rail garden and starting Oct 26- start date Dec 1. Chris is also looking at renting the Hub.
  - Air Bag - the operating plan and split of fees from the airbag needs to be resolved. Julia Smart is available to set up an NTC meeting in late July. **Antoinette will reach out to set up a meeting and understand the operating agreement.** There needs to be clarity on future plans for NTC and freestyle community needs to be onside.
- In discussion with Chris, BOD present agreed not to raise \$1,800 program pricing.
- Athletes who declined BC team spots are asking to return to club - they are a talented 16/17 athletes who came from the BFCS. Chris has proposed that club will support offering a program for these athletes. The club will hire a coach and that coach will report to Chris Muir, and Chris will oversee the program. Chris will look at having a parent manager to support travel. **The BOD approved the concept. Chris will create a high performance team contract for these athletes that supports the ethos of Freestyle Whistlers.**

### **Treasurer Report**

- Gaming Funds: This funding has been scared \$16k - this must be used for coach wages. RMOW - CEP funds of \$1,700 achieved.
- Budget and Calendar will be shared through Google Drive - BOD members need to download app and have access for next meeting. Timber Tour is a key generator of profits. Dec 1st is NTC Gala. This opening day of winter programming

### **General discussion**

WBFSC/Chris will lead the conversation with BC Freestyle to offer a refreshed stage appropriate format for Superyouth based on Freestyle Canada Competition Restructuring

Club will host a Social and Splashdown Aug 25th and ideally in conjunction with Vancouver Freestyle Ski Club.



Club needs a branded tent and flags/banners signage - Chris will work with BOD members to budget and source