



Agenda BOD Meeting

Dec 15th, 2018 @ 1:30pm

Attendance: Full board - Meredith

Location: Hilton, Whistler, BC

Agenda:

1. Minutes of previous Meeting
 - i. Minutes of previous meeting accepted
2. Welcome party tonight
3. Marketing committee
 - i. Chance to get parents involved
 - ii. Coaches have access to Instagram and are putting up videos
 - iii. website updates, Chris had Fritz do proper photos so that we can get it all updated and get profiles.
 - iv.
4. Advertising
 - i. we maybe got one kid, but feel that it helped spread awareness in the community
 - i. jury out on if we will do this again next year.
5. strategic planning
 - i. how do we ensure that we will be profitable this year (or break even)?
 - i. we need to look at fundraising to ensure we will be there.
 - ii. revenue 112, expenses 129
 1. if we include spring programming, we are looking to be short about \$6k
 2. There are also expenses for the airbag
 3. NTC has money to help with a generator and fans (5k watt)
 4. Discussion around airbag pricing.
 5. Getting the NTC funded needs to be part of the 3-5 year plan for club as it can become a great source of revenue
6. Whistler Youth Games April 6,7,8
 - i. \$40 whistler club kids, \$70 visitors
 - ii. Concept of a Freestyle "Winter Cup"
 - iii. Club needs to organize a fundraiser to cover our revenue shortfall for the year.
7. Program update
 - i. Coaches updates should start coming in this weekend.
 - ii. Tree well safety this weekend for club
 - iii. Jill from extremely Canadian talking to us about a kids big mountain awareness
 - iv. Spring and summer programming open house - Chris to present



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- v. Discussion around an open board meeting (invite all members) and Include freestylers parents
- 8. Freestyle Whistler Programming
 - i. Early Season Out of Towner Camp
 - i. Update at next meeting