



## Agenda BOD Meeting

### Webinar, September 23 2019 @ 7:00pm

Tialen, Meg, Antoinette, Chris, Kambiz, Natasha, Andrew

**Location:** Webinar, Whistler, BC

#### Agenda:

1. Minutes of previous Meeting
2. 2019/2020 Winter Programming Update - Chris
  - i. Parent Info Night – What do we want to include?
    - i. Oct - uni's ordered and 30% skis and boots at freeriders so kids can try on, etc
    - ii. Might have some swag - few hoodies from last year and hats
    - iii. Hoping to get a sample patch for club logo that we can have sewn on
    - iv. Code of conduct and intro/NTC update
    - v. Maybe get Jenn Dunn to give us an update on the NTC
    - vi. Volunteer callout
    - vii. Chris to have a handout of club program provide
  - ii. Coach Hires – Cam Smith
    - i. Few more interviews this week
    - ii. Cam is a former national halfpipe skier, works on athlete mental performance also
      1. worked a couple weekends with us last season and had great feedback
  - iii. Away TT's
    - i. Booked accommodations for both TT on mountain for the coaches
  - iv. Coach Uniforms
    - i. Got them ordered - full gortex under budget
  - v. FW Stickers
    - i. Mat turner - Squamish - produce stickers for us for club.
    - ii. purchase stickers motion - approved show of hands
  - vi. Mental Performance Psychologist
    - i. Lauren McBride - will come is separately from Brandie and do a evening goal settings workshop with our coaches. Provide templates on how to do staged goal setting with our kids, she works with the national teams currently with this. Money will come from the coach development fund.
    - ii. Nutritionist scheduled for Jan to work with Athletes
    - iii.
3. 2019/2020 Planning
  - i. Strategic Plan - Chris



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- i. How do we get our strategic plan to look similar to BC's
      - ii. Currently our plan is in draft form, goal for the year is to finalize this so that it can be published.
    - ii. Financial Plan – Chris/Andrew
      - i. Andrew and Chris audited our financial drivers
      - ii. Chris to ensure quickbooks is up to date
      - iii. Andrew will get this put into a monthly plan for board to review.
        - 1. This will allow us to only cover monthly outliers vs full review.
      - iv. To keep financials healthy, athletes need to be paying on time. to address at next meeting.
    - iii. Marketing Plan - Natasha
      - i. How do we elevate comms in the club through marketing - social media, etc.
      - ii. Natasha engaged Kristy Allen to help her understand the local market and for general direction.
      - iii. Best way forward would be to create a single plan that would meet our objectives that freestyle would own year over year. Easy to use and understand that can be easily handed off.
        - 1. Branding - get clear and detailed.
          - a. Fonts,
          - b. Images
          - c. Etc
        - 2. Create marketing plan (Annual)
          - a. Month by month with events and comms
            - i. Step by step Instructions, and direction
        - 3. Living document that we could tweak and modify
      - iv. From here, we are looking at a scoping document of the deliverables.
        - 1. Quote - \$2k +GST
        - 2. Doesn't include the actual postings, but this is for the outline and framework which provides us with the direction forward.
      - v. This approach should help us to marry the strat plan with the marketing plan
      - vi. As we saved \$4700 on our coaches uni's, the idea is that some of those savings can be allocated for this marketing plan work.
      - vii. Motion on marketing plan approved.
4. Committees
  - i. Timber Tour - Chris
    - i. Lee-Anne and Jenn both expressed the ability to help with running TT event.
  - ii. Volunteer - Natasha



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- i. Recruitment
  - ii. go through list of membership to try to pick out some candidates and then approach individually as well as do an email blast (for gala help)
    - 1. prior to parent night
- 5. NTC Update
  - i. Airbag Liability Insurance
    - i. Could liability insurance come out of airbag funds.
    - ii. Need to budget for repairs for airbag
      - 1. Chris has a meeting with the manufacturer about the bag.
  - ii. Airbag Topsheet Warranty
    - i. warranty has finished it was only a 1 yr
- 6. Ullr Gala – Antoinette/Natasha
  - i. Event/fund Allocation
  - ii. Meeting Recap
    - i. Nov 30th of Dec 7th - need to research a decision on this based on venue and cost
    - ii. Will Mountain give us a venue?
    - iii. \$620k raised towards the project, Gemini has signed a letter of intent.
    - iv. Pending BC grant that has been applied to (\$250k)
    - v. We need to work towards raising \$35k towards the mogul course
      - 1. Gala/Friends and Fam campaign
    - vi.
- 7. Professional Development - Chris
  - i. ED doing NCCP Manage a Sport Program & Coaching and Leading Effectively Modules
    - i. Chris is working on this
  - ii. Brandon Fritz just completed Air Doubles course
  - iii. Chris is working on board governance course
    - i. he says it isn't very long and would encourage board members to look into this.
    - ii. Chris to send out the links
    - iii.
- 8. BC AGM - Kambiz
  - i. Review of agenda
  - ii. Kambiz was impressed with level of focus areas
    - i. Groups have come to the same focus for the next year about building strength and off snow conditioning
    - ii. Athletes are doing great, but there might be some plateauing due to off season training.



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WHISTLER\***

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- iii. 2020 St John's games were canceled
  - i. Now 2022 games