



## Presidents Report

### AGM President Report June 2019 – October 2020

#### Looking Back:

- Strategic Planning – Made lots of headway over the summer defining our mission/purpose and values and affirming our sense of identity. Survey was very effective in gaining feedback from membership and helped us develop a comprehensive draft. We will take this across the finish line this winter.
- Marketing and Communications – We continue to improve our marketing and communications. We worked with Christy Allan of Expand Group Marketing to help us develop a marketing plan this season. She implemented some great brainstorming sessions to help with our strategic planning and created a schedule for all communications. Megs/Chris/Kristin worked together this year to make sure the right information gets out on the right platforms on time. Improved social media and email communications as well as the website – always a work in progress and will continue to improve this year.
- Successful NTC Gala – Thanks so much to everyone who helped out to make this years Gala a huge success! So excited to finally have our home on the mountain! The clubs home base this year will be the new Gemini Freestyle Centre. Thanks so much to Gemini and Whistler Blackcomb Foundation and all the volunteers!
- Club Socials and Extra Workshops – We ran some great workshops and socials last season that we felt added value for athletes and parents. Parent Info night, Sports Psychology, Nutrition workshop, Mountain Safety meeting and more. Great feedback from the membership and thanks to all who volunteered and participated.
- Policies and Procedures Improved – Implementation of new policies and procedures, codes of conducts and more.
- BC Champs – Cancelled due to COVID. We didn't lose any money on planning but lost revenue due to cancellation. Lots of hours went into planning the event but valuable for hosting future events. The feedback from all other clubs in BC was super positive and FBC is hoping we will host this season. We were able to offer the most cost-effective Timber Tour by offering cheap rooms at the Hilton, half off lift tickets for spectators and lots of great deals around the resort. Thanks so much to Julien Owen-Mold for lining up all of the deals at the Hilton – cheap rooms, free room rental for race office, Ballroom for banquet and a deal on cost of banquet. Thanks to all other volunteers that put the time into planning!

- Season Shortened – Unfortunately our season was shortened due to COVID. It's been hard on everyone but it's nice to see the snow falling and to start to get back to business. We were able to pay out our coach contracts by utilizing some of our contingency from fundraising and our #1 Goal for the season ahead is to build our contingency fund and plan for the future.

#### Looking Ahead:

- Safe Return to Sport - #1 priority is to ensure a safe and healthy environment for all athletes, members, parents, coaches and volunteers this season. New R2S Policies are being worked on and will be approved by WB and our COVID Safety Policy is coming soon. Things will look different this year but we are excited to have the Gemini Freestyle Centre (GFC) as our home base!
- Opening of the Gemini Freestyle Centre (GFC) – Our Homebase! Everything will be run out of the GFC this year. We will meet there and have breaks and lunch there. We will only need the lodges for their bathroom facilities. COVID policies in place to ensure distancing and a clean, healthy, sanitary environment.
- Volunteering – New for 2020/2021 is a \$100 volunteer levy that will be applied to your registration fee with the ability to earn it back through volunteering for 5 hours this season. Club has been incurring extra costs each season for jobs/duties that volunteers could easily be doing. This levy is meant to encourage volunteerism. You can opt out of Volunteering by simply paying \$150 in lieu of volunteering to go towards paying our coaches for the extra hours that are needed to maintain our our airbag and mogul course etc. when not enough or no volunteers can make it.
- Planning of Safe Competition Season – As of now there will be competitions this season. Timber Tours should be announced early November. Travel outside of the province is still being discussed. FBC is doing everything they can to get feedback from members and plan for a safe competition season. We will monitor and have to move and adapt as needed with the ever-changing situation due to the pandemic.
- Maintaining Financial Sustainability – Priority #1 - ***Maintain financial sustainability by implementing*** new systems to better monitor and analyze our finances and plan for a sustainable financial future. Impacts of COVID - need for larger contingency fund.

#### Some Wins:

- Approved for Gaming Grant
- Applied for ViaSport Grant – Potential \$7500
- Approved NTC Grant from Freestyle BC - \$25,000
- Approved RMOW Community Enrichment Grant - \$1500
- Approved for ShePlays Sport Canada Grant

