

## **Caledonia Nordic Ski Club AGM 2021**

### **President's report:**

Firstly, I want to start to again say I feel very fortunate to be part of the Board over the last 3 years and have felt very inspired working with this team. The hours contributed, the significant efforts, both individually and collectively, are evidence of your passion for our Club – thank you.

Secondly, I hope you will see through tonight's reports that through the Club's exceptional and collective efforts, we have successfully managed our operations, while providing positive membership offerings, through a season with numerous PHO orders and subsequent restrictions.

We have had a good year.

Let's start with the growth in the Club's membership. In 2019 we were at 1662 members, in 2021 we are reporting 2816 as our membership over the last year. Now a COVID environment contributed to that surge, however without purposeful and urgent efforts to stay safe and stay open, we simply would not have seen the growth. I am hopeful the new members experience helps us see many of them return this year.

We have seen positive results in our membership surveys with 91% of members responding as Satisfied or Very Satisfied with their club experience, and we know there is always more work for us to do as we aspire to deliver even better experiences to members.

It was an impacted competitions year for all club's but here saw some creative ways to deliver a competition experience including our Caledonia Tour that was so well received by members.

We have advanced work on priorities like Snow Making and Trail Development, as well as work to improve our facilities.

We continue to have a robust grooming plan that has our groomers working hard to meet the expectations of all users.



We have embarked on more Strategic Planning this year, and it is an exercise that is building on the success of previous Strategic plans. Thanks to all who joined our open houses where we introduced our working document and thank you for the suggestions. For those who haven't seen it can do so by visiting our website. Please take a minute to review it, and through our feedback link, please offer up any suggestions to help us with our planning as we work to finalize the plan over the coming months.

Looking ahead we have so much more to do and look forward to working to rise to that challenge.

We are looking at including a Communications portfolio role on the Board in the next year and so far have had requests to look at how we could include TRC recommendations, as well as looking at how we include more land stewardship as we go forward.

I want to thank our General Manager Angela, who has worked with her team to deliver on the membership experience every day while managing a sound operation through dynamic conditions and competing priorities. She is leaving us for a new and exciting opportunity. I want to personally thank you Angela, your passion for the Club has been foundational to our success. I have been privileged to work with you, and you know how much I am cheering you on in your future endeavor. With that we have a posting open for the position of General Manager at our Club that can be found on the website.

I want to again thank our Board, again you are so committed, and you work so hard to not only visualize the potential of our Club, but you are so active in evolving toward realizing that potential. It is not easy every day, and it is not every day you hear the appreciation for all your effort, but please accept my sincerest appreciation, you are amazing.

I also want to thank those standing for election to another term, and to all those who have come forward to join our board, it looks to be a very positive team and I am very excited with the promise that offers the Club in the year ahead.



Special thank those who have completed their respective terms on the Board – Tony and Wendy have put countless hours into the Club while balancing an active family and work – our club is better with you part of it, thanks for all you have done.

Thank you to our staff, we have some of the province’s best coaches and groomers, and our office staff are not only good at what they do, they are a lot of fun.

Finally thank you to our athlete’s for working so hard and for doing so well, thank you to our volunteers, without you we just wouldn’t be able to do what we do, and thank you to our members, for coming out, for spreading the word, and for getting involved – this club is a big beautiful family that pitches in when we need and celebrates when we can – who can ask for more than that?

Lance MacDonald  
President

