

Please note: These minutes are *provisional and subject to the approval of the 2012 AGM.*

SENIORS ALPINE SKI CLUB

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MINUTES OF THE ANNUAL GENERAL MEETING HELD AT 10:25 A.M.

ON FRIDAY, MAY 27, 2011, IN THE THORNCLIFFE ROOM

AT THORNCLIFFE-GREENVIEW COMMUNITY CENTRE

CHAIRMAN AND SECRETARY: Club President, Rick Madsen, acted as Chairman of the meeting with Richard Koslowski, Secretary, recording the Minutes.

1. NOTICE OF QUORUM

Sixty-four members were in attendance. Notice of the meeting having been given in issues of the *Ski Chatter* and the *Bulletin* and a quorum being present, the Chairman declared the meeting to be duly constituted to conduct Club business.

2. ADOPTION OF AGENDA

The agenda was accepted unanimously as presented.

3. APPROVAL OF MINUTES OF THE 2010 ANNUAL GENERAL MEETING

No errors or omissions pertaining to the Minutes of the Annual General Meeting held on May 27th, 2010, were noted by the members in attendance.

Motion: Moved by John Eliuk and seconded by Jackie Morgan that the Minutes of the 2010 Annual General Meeting be adopted as presented. CARRIED nem. con.

4. BUSINESS ARISING FROM THE MINUTES OF 2010 ANNUAL GENERAL MEETING

Ski with the Kids – Tom Swaddle: No response has been received from the William Roper School with regard to the continuation of this program. The Club takes the position that the School no longer wishes to include the SASC as a partner in this activity at this time. If requested, a return to future participation in this program could be considered.

5. PRESIDENT'S REPORT – Rick Madsen

Last year was a very good year for the Seniors Alpine Ski Club. All of the events were very well attended with nearly full attendance at all events and functions.

No rain was experienced at the Summer Barbeque which was attended by 73 members. A good day was had by all in attendance.

The potluck dinners were one of the most popular gatherings and booked to capacity for all dates.

The golf day was well attended. It was a fun day with friends and acquaintances with no rain during play.

The Registration Days and Let's Get Acquainted Day at Canada Olympic Park were very successful and well attended

Both the Christmas and Spring Dinner/Dances were huge successes. One had a live band and the other a DJ which proved to be extremely popular.

Nakiska ski days were extremely popular with average attendance 70 plus members. The social atmosphere was every bit as popular as the skiing itself.

Club ski trips were very well attended with only a few "glitches" along the way. No trips had to be cancelled for poor attendance. Sun Peaks 1 provided an additional two days waiting out avalanche control with a major rerouting to get home. It is now officially known as "REVELSTUCK".

Volunteers also arranged exercise sessions to aid members with ski conditioning programs.

There are volunteers who conduct racing clinics leading to member participation in the Alberta Winter +55 Games. The Club has been well represented by its members at these games. Congratulations are in order to those members who have reached the podium.

Participation by a number of social members who no longer ski but take part in many of the events as volunteers make the Club that much better.

It was a good year for the Club as evidenced by the above summary. A well deserved "thank you" to all the volunteers, helpers, organizers, and Club members who made this possible.

Lastly, a "thank you" to the Board of Directors who individually and collectively made my job so very easy and the Club a much better organization. Several of the directors have agreed to return in their same jobs and others have agreed to take on new assignments.

It has been a pleasure working with every person in the Club, and I salute the membership for making this all possible.

6. TREASURER'S REPORT – STU KINSEY

The Treasurer thanked Gary Davidge and John Price for providing Financial Review Committee services.

The Club has arranged for inter branch deposit capability.

The number of cheque authorization signatories has been reduced.

The Board has discontinued the use of the cancellation fund. The Club is no longer engaged in any form of cancellation coverage. Members now obtain their

own cancellation insurance for any Club functions. The closing balance from the prior year of \$5,611 was transferred to the operating reserve.

The Ski with the Kids program has been put on hold until further notice. This has resulted in a saving of \$1,800 for the current year.

The Board voted to terminate the Sports Accident Insurance coverage as the number of claims has dwindled to zero in recent years. This resulted in a saving of \$944 for the current year.

Mailing costs for the monthly news letter continue to be prohibitive compared to the use of circulation via the internet. Members are encouraged to use the internet rather than Canada Post to receive the monthly publication.

No costs for potlucks or other functions such as the Barbecue are included in the Club's financials. These are completely stand alone functions hosted and administered by Club members for the enjoyment of the membership at large.

Prior period adjustments were for advertising revenue of \$473 recorded in an incorrect period.

The Sunshine April tour is being accounted for in the next financial year for the Club. This is a change in procedure from prior years but better matches costs and revenue to the proper financial period.

Prepaid expenses total \$2,961.

Accounts receivable total \$5,755.

Accounts payable total \$14,261.

ING savings account tracks current interest rates making their interest payments on the Club's account competitive with more restrictive GICs.

Motion: Moved by Jim Shutiak and seconded by Peter Morgan that the Treasurer's Report for the Fiscal Year ended March 31, 2011, be accepted as presented. CARRIED nem. con.

7. COMMITTEE REPORTS

Membership – Jim Kinnaird: On May 26th, 2011, the Membership Director's records showed the following membership figures for the 2010-11 and 2009-10 membership years.

	2010-11	2009-10
Area Code 403		
Members	387	425
Life Members		7

	New	50	63
	Renewed	330	355
	Not Renewed	96	77
	Renewal Rate	79.1%	82.2%
Other Area Codes			
	Members	22	21
3	Life Members		3
	New	6	6
	Renewed	13	12
21	Not Renewed		8
	Renewal Rate	72.8%	36.4%
Totals			
	Members	409	446
10	Life Members		10
	New	56	69
	Renewed	343	367
98	Not Renewed		104
	Renewal Rate	76.7%	78.9%

The number of members in the Club is down year over year by 8%. One contributing factor is that new members aren't being retained very well. Only 43.5% of the 69 people who took out memberships for the first time in 2009-10 renewed their memberships in 2010-11. Members who have been in the Club for more than a year return at a much higher rate. For 2010-11, 85.3% renewed. Anybody who has a good idea for making new members feel welcome should share this with a member of the Board.

Thanks to everyone who brought in a new member this year. That includes Donna Michael, the Publicity Director, for the promotional events she organized,

and the articles that appeared in a variety of publications through her efforts. Also, a thank you is extended to the volunteers too numerous to mention by name who hosted a social event or a ski tour attended by new members. You are making a big contribution to keeping our numbers up.

Finally, thanks for the opportunity to be the Membership Director for a couple terms. I've enjoyed meeting and working with a lot of members I wouldn't have met otherwise. Their enthusiasm and volunteer effort have made my job a pleasure.

Newsletter/Website – Sirpa Torrence:

Newsletter: As before, the Ski Chatter was published monthly during the skiing season and three bimonthly issues appeared between April and October. Timely submissions of articles, notices, photos, tour reports, etc., by the ski tour hosts and the Board and other Club members made the Editor's tasks stress free.

Blaine Marler's (Eastway) layout and additional graphics helped make each issue interesting as well as informative. Special thanks are extended to the previous Editor, Donna Fallon, for providing excellent guidance and support during the change-over transition phase.

Due to the continuing campaign of getting more members to subscribe online, the number of hard copies delivered by Canada Post declined again this year. Special mention is in order for the services of Lynn and Art Torrens who continued to stuff and mail slightly over 100 envelopes with each issue.

Website: No changes to the appearance of the Club's homepage were made this year. After the publication of each issue of the Ski Chatter, Blaine updated the information on the relevant web pages. Following Blaine's announcement that he would be retiring within a year or so, the Board set a small committee (Marianne Flanagan, Jim Kinnaird, Donna Michael, Sirpa Torrence, and Bill Whittaker) to consider the options for replacing Blaine's services to the Club. At its April meeting, the Board followed the committee's recommendation that, as the first step, the Newsletter/Website Editor should immediately take over the maintenance of the Website. Many thanks to Jim Kinnaird for coordinating this change with Blaine, and for his patience and assistance in this regard.

Volunteers/Carpooling – Suzanne Gill:

A thank you to all the volunteers who have helped at Club functions: Many potlucks, two registration sessions, the AGM, carpooling, phoning new members, barbeque, golf tournament, and the phone out for those members who do not have e-mail. Google group use for carpooling continues to increase, and the phone volunteers are available for new members.

My job is very easy when I have so many willing helpers. Unfortunately, time does not permit me to name all individually.

Ski Hills – Derek Reid:

The 2010-11 ski season was one of the best snow years according to area resort representatives; unfortunately extreme cold accompanied the snow.

All resort contacts are very appreciative of the business and services required by the Seniors Alpine Ski Club. For possible improvements, members should contact a Board member.

Nakiska continues to be the Club's favourite with 70 plus members turnouts on every Wednesday, great member interaction in the Lodge and varied group skiing on the hill, followed by "Happy Hours" in the lounge. This area is the best combination of variety of ski terrain, lodge service and distance when you consider membership participation.

Lake Louise introduced a \$100 discount card last season, which included the first two days pre-paid, followed up by a daily rate of \$40 for seniors and \$50 for adults. They attempted to get a weekly seniors ski bus going last year with a \$70 bus and day ski pass, but the extreme cold weather forecast appeared to work against them. They are attempting to make their resort attractive enough on a cost basis for the time it takes to travel the further distance.

Sunshine has the natural snow, the variety of terrain and long season, and they are confident in the service they provide is well priced. They continue to improve their on hill accommodation. There is talk of opening on Canada Day.

Norquay continues to be a cost effective resort, but their great runs are more suited to advanced skiers.

Canada Olympic Park's ease of access is their trump as you can wait until you know the snow and temperatures has complied and still get out skiing for a few hours.

I would like to thank the Club for the opportunity to represent the Club for the last two years.

Advertising – Bill Whittaker:

As a non-profit Club, it is suggested a name change to *SUPPORTING PARTNERS DIRECTOR*.

The year 2010-11 was successful as noted in the budget with the contributions exceeding the budget amount of \$800.

The Board is in the process of redesigning our Website/Ski Chatter. This would allow business card size advertising and include or replace it with "tag/link" advertising on our website home page. This would allow visitors to the Club's home page direct access to the supporting partners' logos for access to "their website" for up to date information.

Social – Marianne Flanagan:

The November 26th Christmas Dinner Dance was a joyous event with good Austrian food and a full dance floor; music was provided by the Sentimental Journey Big Band under the direction of our own Drew Smith. The wine selection was by Ken Stevenson.

Our Let's Get Acquainted afternoon and evening at Canada Olympic Park on December 7th was very popular with over 100 members attending.

The "Fly with us to Paradise" Spring Dinner/Dance at the ATCO Centre on April 2nd was a tropical gathering of nearly 100 people. We ate tropical food and danced to all our favourite tunes played by a DJ. The awards for tackiest tourists went to Shirley Tacjnar and Tom Whittaker.

All events were made possible by the work of my creative and hard working committee: Donna Cornea, Fran Koenders, Sharron Isaak, Maureen O'Keefe-West, Lois Henderson, Jan Geggie, Dorothy Tyler and Carla Wearmouth. And by other members of the Ski Club such as Ken Stevenson who give their help unstintingly. Others who should be mentioned include Jim Bell (photos), Jim Park and Sirpa Torrence (Ski Chatter).

Tours – Budge Burrows:

Last year, the Board of Directors voted to discontinue reimbursing members for medical cancellations on tours. We would endeavour to recover payments from hotels and ski areas, however, if that failed, then the Club member would have to accept the loss. It was suggested that people arrange their own travel insurance if they wished to guarantee their costs recovery. Our contracts with each of our tour hotels contain a clause allowing for some late cancellations prior to our arrival in the area.

This winter, based on recommendations from my predecessor, Peter Morgan, we operated seven tours. Snow conditions at all areas were outstanding. Verbal feedback from participants indicates that all tours were very successful.

In past years, the Club began and finished the season with tours to Sunshine Village in December and April. After reviewing the contract prices and incentives offered to us for December and comparing them to those given the previous April, it was decided to cancel Sunshine, and switch to Lake Louise for December. Lise Hubbard hosted 32 Club members for three days of skiing at Lake Louise with two night's accommodations at the Lake Louise Inn. Participants had to arrange their own transportation for this tour.

In January, there were two tours, the first hosted by Donna Cornea to Sun Peaks (48 people); and the second, hosted by Louise Nielsen to Schweitzer Mountain Resort (53 people). These two areas were ideal for the month of January, with more reasonable temperatures and better snow than any of our Banff ski areas. Both of these trips entailed two days of bus travel, four nights' accommodations and three days of skiing. Actually, they were both supposed to have had two days of bus travel; however, the Sun Peaks tour (renamed "RevelSTUCK" by the participants), required two extra nights of accommodations in Revelstoke and a long detour on the return journey, because of avalanches and highway closures.

February's tour was to Kimberley Alpine Resort, hosted by Lois Henderson (46 people). This trip involved three skiing days and three night's accommodations, with Monday being a bus day, while the return bus trip was taken immediately after skiing on the Thursday.

The beginning of March saw us returning to Sun Peaks, with Tour Host Judy Creed (55 people). There were again two days of bus travel, four nights of accommodations and three days of skiing.

Our final bused tour for this season was to Marmot Basin in March, with John Price as Tour Host (50 people). Like Kimberley, this trip involved three skiing days and three night's accommodations, with Monday being a bus day, and the return bus trip was taken immediately after skiing on the Thursday.

My experience with ski bus tours prior to this season was to Sun Peaks during January 2009. I, and several others, helped load and unload the bus, only to be frustrated by some of our members who as soon as they had dropped off or retrieved their own luggage, would disappear and leave fewer and fewer of us to complete the chore. This year seemed to work so much smoother with more helpers, both male and female, staying until everything was loaded or unloaded. Thank you to all.

In January 2011, I was approached by the Sales Manager from Sunshine Village to revisit our cancelled contract for April. President Rick Madsen and I met with Jason Tamagi from Sunshine for several hours, working out clarifications and new terms of agreement for an April tour. This was ultimately successful and included an arrival reception, and a group dinner, neither of which has been available in the previous few years. The host was Laren Rendle, with 33 participants.

For next season, it is hoped to repeat most of the same tours as they have been successful and popular. In addition, It is hoped to add one more tour, this time to Nelson, BC to ski at White Water and/or Red Mountain.

As Tour Director, it has been my responsibility to set up the tours, contacting the ski areas, hotels and transportation companies, and arranging the contracts. The Tour Hosts are responsible for receiving and processing members' applications for their tours, communicating the appropriate information to the ski areas, hotels and tour members, and confirming bookings.

Tour Hosts are also expected to arrange for a reception (usually a Wine and Cheese event) for the first night of their tour; most of the time that involves working with the hotel in setting this up. Provincial regulations require that most of our hotels provide alcoholic beverages at their prices. At present, only the Cahilty Lodge at Sun Peaks allows us to provide both food and beverages. A budget is provided for the Tour Host to arrange for this event.

The Tour Host is also required to arrange for a group dinner on one evening of the stay. This is an optional event, and participants are charged for it, although in some cases the Club subsidizes the meal.

I would like to publicly thank the tour hosts for this season. They all worked very hard on behalf of the members.

To date, six volunteers have submitted their names to act as tour hosts. As there will be eight tours, two more volunteers are required with that hope that a couple of experienced people submit names to act as 'stand-bys' in the event of the non-availability of an assigned tour host.

In response to a member's query, the President explained the Club's position on rebates for tours that may result in a surplus cash situation. This occurs as the current contract with Brewster has the Club paying transportation costs only for the first 42 seats with the surplus monies being deposited to the operating revenue. At the present time, budget calculations for tours take into consideration a 2% loss factor. Surpluses are used to offset this factor. The Board has also determined that it would be too cumbersome to provide rebates which would be nominal. This is subject to review.

A somewhat related query—this being the loss incurred by the Marmot Basin Jasper tour—was put forward by another member. This loss was in large part due to confusion over the National Parks entry pass costs. In previous years, this cost was an included part of the Brewster transportation contract. The confusion in this area stems from an inquiry to a local Member of Parliament who advised that an additional entry fee would not be levied if a person has a current National Parks entry pass. Nevertheless, contact with the National Parks office in Jasper resulted in a levy of \$548 to the Club for participants without Parks passes. Future tours to this location will have members include their having a current National Parks entry pass with pass number and expiry date on registration forms to alleviate this situation. Those not having such a pass will be required to include this cost separately as part of their registration fees. In addition to the foregoing, a medical situation involving a member contributed to this loss as there was the necessity for an additional hotel room, the cost being borne by the Club.

Publicity – Donna Michael:

Many thanks to all the members who wore their white buttons on the ski hills spreading goodwill about the Club throughout their travels. These actions give us the most publicity.

Other avenues for publicity were the monthly edition of Neighbours in "Seniors' Corner", featured photos and write ups in Alberta Senior and, of course, the Notice Board at Nakiska which is regularly updated by members.

Outlying areas published specific notices of upcoming Registration Days and Get Acquainted Days.

Online links to Nakiska, Alberta Retired Teacher's Association and CAOC have also featured notices about the Club.

Brochures were again distributed to many ski shops, fitness centres and favourite haunts of the 55+, thanks to our membership.

It is hoped to have an article included in Zoomers in the not too distant future with Kaye Madsen being the contributor.

Club business type cards have been placed on tables in the meeting room. Members are encouraged to take one or two to be used for publicity purposes.

In conclusion, members having suggestions to enhance Club publicity are encouraged to submit such to the Publicity Director or any member of the Board.

Past President - Tom Swaddle:

Once again this year, no claims were made against the Club's Sports Accident Insurance Policy with Industrial Alliance Pacific. It appears that members are receiving sufficient coverage from other medical insurance sources. As the premium for this policy was quite high (\$943.75), the Board agreed to allow it to lapse on its expiry in December, 2010.

Liability insurance for Directors and Volunteers continues at an annual premium of \$650.

The required annual reports for both 2010 and 2011 were submitted to the Corporate Registry of Alberta Societies on January 21, 2011, as the Registry had no record of having received the 2010 report. Following discussions with the Registry, the Club's annual reporting deadline was moved forward from June to the end of February, as the Club was registered in February, 1993. This means that the submitted annual financial statement, as accepted by the Club's Annual General Meeting, will henceforth be that of the previous year.

No changes to the Club's By Laws have been deemed necessary since the major revision in 2007. Changes of a "housekeeping" nature to the Handbook for the Board of Directors will be considered at the Board changeover meeting in June, 2011.

8. ELECTION OF DIRECTORS – TOM SWADDLE

The following members have agreed to let their names stand for Board positions:

Ken Boughton

Suzanne Gill

Stu Kinsey

Donna Michael

Patricia Remmers

Barb Stevenson (not in attendance)

The President twice solicited nominations from the floor.

Motion: Moved by John Price and seconded by Peter Morgan that nominations cease. Carried unanimously

As there were no further nominations from the floor for upcoming vacant positions on the Board, the President declared those listed above elected.

9. VOLUNTEER RECOGNITION AWARD 2011 – DIANE TRIMMING:

Louise Nielsen is this year's recipient of the Volunteer Recognition Award. She has served on the Board as News Letter Editor, President and Past President. She was the incumbent President during the lengthy and somewhat difficult negotiations leading to the departure of the Northern Branch as a separate Club.

Louise has acted as Tour Host for both regular and exotic tours on four occasions always arranging excellent social events and dinners. Her presence at any and most Club activities including registration days, dinner/dances, potlucks, barbeques, and golf days is most noteworthy. Her contributions to these events are endless. The \$200 charity donation that is included with this award is to be donated to the Food Bank at Louise's request.

10. NEW BUSINESS

Snowshoeing – Jackie Morgan

Jackie believes there is a need for alternative activities such as snowshoeing for those non-skiing participants on Club tours. She is willing to coordinate this activity for the benefit of those with an interest in this area.

It was suggested by members from the floor that the Board could look at this activity and others as possible advertised organized activities for tours.

11. ANY OTHER BUSINESS

During REVELSTUCK, it was suggested that a memento such as a Tee shirt could be in order for those involved. Initial costing of such an item is in the area of \$40 per issue and considered too expensive. If a reasonably priced memento can be found, provision of such an item will be further pursued.

12. ADJOURNMENT: There being no further business the following motion was introduced: **MOTION: Moved by Nancy Geisler and seconded by Lise Hubbard that the meeting**

be adjourned. CARRIED nem. con.

The meeting adjourned at 11:25 a.m. with members being invited to attend the Volunteer Appreciation Luncheon so graciously arranged by Suzanne Gill and volunteers.

Richard Koslowski

Secretary

Rick Madsen

President

May 28, 2011