



**Canadian Ski Council
Board of Directors Conference Call
Meeting Minutes**

**Monday January 11th, 2016
1:00 p.m. to 2:30 p.m. EST**

Attendance:

Claude Peloquin, Chair
Chris Robinson, 1st Vice Chair
Bruce Haynes, Treasurer
Colin Saravanamuttoo, Director
Steve Paccagnan, Director
David O'Brien, Director
Yves Juneau, Director
David Lynn, Director
John Ball, Director
Jim Peever, Director
Paul Pinchbeck, President and CEO

Regrets:

Dan Genge, Director
Michael J. Ballingall, Director
Leslie Wilson, Director
Darcy Alexander, Director

Minutes:

1) Call to Order, Approval of Agenda, Chair's Opening Remarks

- ☐ The Chair welcomed all participants and wished everyone a Happy New Year. Paul Pinchbeck updated the group on the death of the father of Natalie Dalzell, Operations Manager at the CSC. The Board wished to express its sympathies to Natalie on her loss.

2) Time and place of next Board of Directors meeting - March 29, 2016, Panorama Mountain Resort

- ☐ The proposed agenda for the March Board of Directors meeting and subsequent planning day was presented and approved by the Board.
 - ☐ The CSC President was authorized to engage a facilitator to aid with the March 30, 2016 long range planning session.
 - ☐ Bruce Haynes and David Lynn indicated that any facilitator engaged should be fully briefed on the situation at the CSC and have background information given to him/her in advance.
 - ☐ CSC President will ensure that appropriate documentation and pre-meeting phone interviews take place with the facilitator.
 - ☐ Chris Robinson suggested that it would be appropriate to start the briefing process with the 2011 document entitled "The Future of the CSC".
 - ☐ CSC staff will circulate the above document with the minutes of this meeting.
- ACTION: CSC staff to circulate the 2011 document "The Future of the CSC" to the Board along with the meeting minutes.**

3) Review and Approval of Previous Meeting Minutes

- ☐ The minutes of the October 16th meeting were reviewed by the Board. Upon the motion made by Yves Juneau, seconded by John Ball, an unanimously carried, it was duly resolved to approve the October 16th, 2016 Board of Directors meeting minutes.

4) 2015/16 Skier-Rider Development Programs

- ☐ CSC President reviewed the current status of the Grade 4/5 SnowPass and the Canadian Lift Pass program (CLP), and also provided an update on the Never Ever Days program.
- ☐ Grade 4/5 sales are close to within units of last year's sales at this time. Strong sales in BC and Alberta have made up for deficits in Quebec and Ontario.
- ☐ The CLP has achieved its objective of increasing early season sales and growing yield returned to the ski areas. That said the product is likely to fall short of the \$944,000 budget by approximately \$30,000.
- ☐ In regards to the Never Ever Days program, the CSC President will be meeting with the regional ski area operator associations and resorts in the East and West of the country over the next few weeks with the aim of formulating a plan that allows for the promotion of Never Ever Days without compromising existing programs like those in Quebec.

5) CSC Research Program Update

- ☐ CSC President reviewed the current status of the CSC National Research program, the Micrometrics Trial program, the Facts and Stats document and the Economic Report.
- ☐ The National Consumer research program is underway across the country. RRC appears to have been a solid supplier at this time. That said, the CSC office team will continue to monitor performance. CSC President will meet with Nate Fristoe in Denver to discuss options for next year. It should be noted that the currency exchange between Canada and the US has added \$15,000 in cost to this program for the 2015/16 season.

- The Micrometrics test program with tablet based surveys is now out and performing well. Initially, this program was delayed due to lack of snow at the 5 participating Ontario areas. Surveys are now being conducted. John Ball requested that a report on survey volumes be sent out to him to aid on positioning the unit for greatest effect.
- The Facts and Stats document has been circulated to the Board for comment prior to its release. David Lynn commented that the PMB data used to report on participation rates is clearly flawed and it would be better to not publish this data. Others agreed and CSC operations will remove the participation rates until other sources of data can be found. In addition, it was suggested that helmet use statistics be added to the report. The group agreed that this should be done. **ACTION: CSC will make the abovementioned revisions to the Facts and Stats.**
- Chris Robinson suggested that data on the competitive side of skiing and snowboarding is missing and, therefore, the document is an incomplete picture of the industry. It was agreed that the CSC office staff shall attempt to get additional stats from all member associations for the 2015/16 document.
- The overdue Economic Report was discussed. President updated the group on the decision to have Michel Archambault provide the ASSQ data grouped into segments that match the Ecosign numbers provided by CWSAA and ORSA. This will not be a complete solution, but will allow for a report to be published and then refined in later editions.

6) Financial Review

- CSC President reviewed the new format of the financial report and forecast to November 30, 2015.
- No questions were raised by the Board.

7) Other Business

- Chris Robinson reported on the recent CSA Board meeting and an action item directly pertaining to the CSC. The members of the CSA would like to schedule a meeting with the CSC Board to discuss issues of importance to the competitive side of snowsports. The emphasis would be on communication with the ski resort portion of the CSC. Chris Robinson and the CSC President are directed to meet and formulate a proposal for timing and content of these meetings. This is to be reviewed at the March Board meeting.
- David Lynn updated the group on the strong start to the year in Western Canada. He encouraged everyone to read the President's message located on the CWSAA website for details.
- Bruce Haynes elaborated on the slow start in Ontario. John Ball concurred and stated that resorts are behind by 20%.
- Yves Juneau also discussed the slow start and gave a figure of 20% decline in business as well. Yves also noted that ski lessons are up 4%.
- Jim Peever reported that CSIA programs are strong out West and weaker in the snow challenged East. Membership overall is consistent with previous years. Jim also discussed the selection process for the new Executive Director of the CSIA and that part of the mandate would be to grow relationships in the industry.

- Chris Robinson reported a good start to the competitive season. Notably Larisa Yurkiw, Mikael Kingsbury, Alex Harvey and the Ski Cross team have posted excellent results.
- Colin Saravanamuttoo stated that the CSP is still moving through the process of change and renewal. New uniforms have been distributed to 70% of members with a notable increase in the team spirit as a happy side effect. CSP is celebrating 100 years on February 6 with Ski Patrol Day and an attempt to put a world record 15,000 snow angels onto Canadian hills during that day. The record will be monitored by Guinness as a possible world record.
- The Board thanked David Lynn for his participation and contribution to the CSC Board of Directors over the past few years and wished him the best in his future endeavours.

8) Adjournment

- Upon the motion made by Chris Robinson, seconded by Steve Paccagnan and unanimously carried, it was duly resolved to adjourn the meeting at 2:22 p.m. EST.