



**Canadian Ski Council (CSC)  
Executive Committee Conference Call Meeting  
Monday November 23, 2015  
1:00 p.m. to 3:00 p.m. EST**

**Meeting minutes:**

**Attendance:**

Claude Pélouin, Chairman  
Chris Robinson, 1<sup>st</sup> Vice Chair  
Bruce Haynes, Secretary/Treasurer  
Darcy Alexander, Past Chairman  
Paul Pinchbeck, President and CEO  
Natalie Dalzell, CSC staff

- 1. Welcome and approval of meeting agenda** **Claude Pélouin, Chairman**
  - The Chairman, Claude Pélouin welcomed everyone to the CSC Executive Committee to the conference call meeting. The Chairman noted that this is the new CSC President and CEO, Paul Pinchbeck's, first official day with the CSC and Paul's first teleconference meeting. Everyone welcomed Paul to the CSC team and noted that they are excited to have him at the helm of the CSC.
  - Upon the motion made by Chris Robinson, seconded by Bruce Haynes, and unanimously carried, it was duly resolved to approve the meeting agenda.
  
- 2. Spring Board meeting – Confirmation of date** **Claude Pélouin, Chairman**
  - The Executive Committee discussed the date of the upcoming CSC full (in person) Board of Directors spring meeting. The spring board meeting will take place on Wednesday March 30<sup>th</sup>, 2016 at Panorama Resort. Natalie will touch base with Steve Paccagnan and begin organizing the meeting. More details will follow in the coming months.
  - The Executive noted that a full Board of Directors teleconference is scheduled for Thursday January 14<sup>th</sup>, 2016. The notice of meeting will be sent out shortly.
  
- 3. Toronto Snow Show** **Paul Pinchbeck, President and CEO**
  - a) Results**
    - Paul discussed the results of the 2015 Toronto Snow Show. It was noted that the Show saw strong attendance by exhibitors but that overall exhibitor revenues were down to budget by 4%. Revenues for attendees were down by \$50,000. Despite cost timing efforts, overall show profit was down \$43,000 from 2014.
    - Paul noted that the CSC will receive show funds from CNSS but the amount has not been confirmed yet. It was noted that the CSC should expect a slight shortfall to budget.
    - The Executive Committee discussed Snow Show attendance numbers. Paul noted that we are trying to move away from focusing strictly on attendance numbers (due to pre-sale and discounted tickets) but that there were a total of 17,500 full priced Show tickets sold but we actually had closer to 20,000 to 21,000 in attendance.
    - Paul noted that there is some concern about a snowboard retailer returning to the Show next year, due to weak sales. This retailer has noted that they may not return to the Show or if they do, will not use as large an exhibit space to save some costs.
  - b) Update on agreement with CNSS**
    - Paul noted that the CSC has an agreement with CNSS until the end of the 2016 Show. The

terms of the agreement are the same as the 2015 agreement. Saj Rahman is the new Show Manager while Tara Diazyck is on maternity leave.

- Paul noted that after the conclusion of the 2016 Show, the CSC will go out with RFPs to possible Snow Show Event management companies and may also consider moving the Show management in-house. Paul noted that the RFP will be ready for the spring Board of Directors meeting.
- The CSC, in conjunction with the CNSS, will be focusing on selling 2016 Show sponsorship much earlier this year.
- Paul noted to the Executive Committee that the CSC has also received the 2016 Toronto Snow Show exhibitor space agreement from the International Centre. There is a 3.4% increase in floor rental fees from 2015 but the agreement does include more complimentary space than the 2015 agreement. The overall cost is \$120,000 in 2016 compared to \$116,000 in 2015. With the 3.4% increase in cost for floor space, the CSC will be considering increasing the cost of floor space rates by same rate. Admission ticket rates are not under consideration for a price increase at this time. A full model of pre and onsite ticket sales and the respective discount levels will be undertaken.
- The Executive discussed the cost of the CSP Ski Swap show space (Aviation ballroom). It was noted that the cost to rent the Aviation ballroom is \$18,000, which has currently been "comped" to the CSP. The Executive suggested that Paul meet with Don Rivers, CSP to discuss the Ski Swap space. **ACTION: Paul to meet with Don Rivers, CSP to discuss Ski Swap space at Toronto Snow Show.**
- The Executive also discussed the CSIA and CASI booths and possibly charging them for their booth space. It was noted that the CSC may want to develop a cost per square footage pricing model for booth space for all CSC members exhibiting at the Snow Show.

#### **4. Economic Report – update**

**Paul Pinchbeck, President and CEO**

- The Executive Committee discussed the CSC National Economic Report.
- The CSC has run into some obstacles compiling the data for the National Economic report due to the differences in the way each of the regional ski area operator associations reports their respective provincial/regional data.
- The CSC will contact Ecosign and the ASSQ/Michel Archambault, in regards to obtaining similar data sets so that we are able to merge the data into a national report. **ACTION: CSC to contact Ecosign and the ASSQ/Michel Archambault in regards to obtaining the data set for the information we are trying to report.**
- It was noted that the CSC will have a draft report (i.e. one to two pager) ready for the January 2016 CSC Board of Directors conference call meeting.

#### **5. CSC Program Update**

**Paul Pinchbeck, President and CEO**

##### **a) Grade 4 & 5 SnowPass**

- Paul updated the Executive Committee on the SnowPass program. To-date, the CSC is posting a 8.2% increase in applications over the previous season (2014/15) but it was noted that last year at this time, the CSC was behind on entering mailed-in applications so this increase may be inflated slightly. BC is slightly down in applications and we attribute this decrease to consumer's hesitation to purchase passes due to the poor ski season last year.
- Bruce noted that OSRA has been faced with some challenges in regards to having brochures distributed by certain school boards. The process to get approval to distribute to some school boards is quite onerous. Bruce will send the CSC a copy of the forms that OSRA has been required to fill out. **ACTION: Bruce to send school board approval form to CSC.**
- Darcy noted that CWSAA has faced similar challenges with school boards in British Columbia, with some boards refusing to distribute any skiing/snowboard type brochures. As well, teachers in BC have been hesitant to plan school ski trips due to possible liability issues. Darcy stated that teachers have begun to be named in lawsuits where children have been injured while on a school ski trip.
- The Executive noted that it may be helpful for the CSC to meet with the regional ski area operator associations in regards to developing a plan to address some of the issues in regards to the Grade 4 & 5 SnowPass program and gaining support of the program from the school

boards. **ACTION: CSC to meet with regional ski area operator associations in regards to school board support of SnowPass program.**

**b) CSC Lift Pass program and revenues**

- Paul updated the Executive Committee on CLP sales to-date (\$849,000), with budget at \$944,526. Sales were strong over the summer months, and steady into early fall, but have tapered off significantly with November pricing.
- It was noted that the CSC plans on a special Black Friday and Cyber Monday sale (with September pricing), to try and boost sales for November, and get us closer to meeting budget.
- Paul also noted to the Executive that the CSC's merchant fees have increased significantly with the implementation of an e-commerce program for purchasing CLPs online. The CSC will look into how we can decrease these costs for 2016/17.
- Paul also noted that there may be future opportunities to promote the sale of CSC lift passes to large corporations as employee incentives. Paul will investigate this more and report back to the Executive.

**c) Never-Ever Day – discussion**

- Paul discussed a possible new CSC initiative, "Never Ever Day", which would build from Whistler-Blackcomb's "Never Ever Days" concept where a new skier/snowboarder pre-purchases a lift, lesson and rental package for a specified day for \$25 but also receives a \$25 gift card that can be used in the future at Whistler-Blackcomb. A limited number of these packages are sold and are for specific days. Purchasers are also tracked for follow up marketing purposes, retention etc.
- Paul noted to the Executive Committee that Whistler-Blackcomb is willing to share all of their program's assets with the CSC as long as we build a national program website that could be provided to the industry.
- The Executive Committee agreed that the program concept is a great idea but that there may be some program overlap with what the regional ski area operator associations are already doing. Claude suggested that Paul discuss the program concept with Yves Juneau at the ASSQ to gain his input and provide an update to the full CSC Board at the next Board of Directors meeting. **ACTION: Paul to meet with Yves Juneau, ASSQ to discuss "Never Ever Day" program concept and provide an update to the Board after the meeting.**

**6. Other Business**

**a) Helmet discussion**

- Bruce updated the committee on the helmet issue in Ontario and noted that the push for mandatory helmets in Ontario is still an ongoing issue.
- Darcy stated that things seem to have calmed down slightly in the West, and the Minister of Tourism has stated that implementing mandatory helmets do not seem to be on the current legislative agenda.
- Bruce noted that ThinkFirst has joined with Parachute, who is now comprised of ThinkFirst, Safe Kids Canada and Safe Communities Canada to make one national organization. Bruce stated that Parachute's mandate is injury prevention programming and advocacy efforts that are designed to help Canadians reduce their risks of injury.
- Bruce stated that it is beneficial for OSRA to work with Parachute so that they can stay on top of the mandatory helmet debate.
- Bruce noted that Parachute has requested financial assistance of \$85,000 to help reproduce their safety on the slopes video. Bruce noted that a formal proposal will be submitted to OSRA short. Bruce will keep the Executive Committee informed of this proposal.
- The Executive also noted that Bruce and Paul may want to meet with Parachute to discuss this proposal and possible CSC funding.
- The Executive stated that possibly the regional ski area operators could assist with some of the funding, with the CSC adding a larger contribution. This can be discussed in more detail once a formal proposal has been submitted to OSRA.

**7. Adjournment**

- Upon the motion made by Bruce Haynes, seconded by Chris Robinson and unanimously carried, it was duly resolved to adjourn the meeting at 3 p.m. EST.