



AGM: Golden Snowmobile Club

Date: 28 October 2021
Time: 7:00 pm
Location: The Island Restaurant & Zoom

Present

Tim Grey	Aaron Bernasconi	Magi Scallion
Riley Suhan	Anisa Barnes	Caimin Roycroft
Brad Lorriman	Colin Wallace	Mitch Stagg (Zoom)
Marilyn Lacasse (Zoom)	Kurt Penno	Ben Nowell (Zoom)
Kelly Cytko		

1. Call to Order

Meeting called to order at 7:15pm

2. Approval of Agenda

Motion to accept the agenda as presented
(Aaron Bernasconi)

3. Review of Minutes / Business Arising

Motion to accept the minutes as presented
(Tim Grey)

4. Executive Director's Report

(Attached)

5. Financial Report

Review of 2020-21 financial statements - Magi Scallion
Motion to accept the financial statements as presented
(Brad Lorriman)

Review of 2021-22 budget - Magi Scallion
Motion to accept the budget as presented
(Tim Grey)

6. Membership Fees

Motion to increase membership fees (effective October 1, 2021) to:
\$225 + gst for adults
\$200 + gst (for 2nd adult in same household)
\$175 + gst for seniors
\$75 + gst for youth
(Aaron Bernasconi)



Discussion: We are still considerably lower than Revelstoke which makes sense. We believe we are improving our grooming significantly to catch up to the programs. VARDA gooms significantly more but they don't rely as much on their membership base. Overall, members were in agreement with increasing the fees to assist with future capital projects (ie. groomer purchases).

(Motion Passed)

7. Other Business - Grooming Operations

I move that within the 21/22 season the club pursues targeted funding to make, as a priority, 4 operational snowcats; 3 area designates, plus 1 relief cat.

(Murray Toft)

Discussion: This isn't new news, it's a big thing to focus on and work towards in the next few years. It makes a lot of sense to move in this direction to make the grooming program more sustainable.

(Motion Passed)

8. Election of Directors

President: Aaron Bernasconi (by acclamation)
Vice President: Colin Wallace (by acclamation)
Treasurer: Magi Scallion (by acclamation)
Secretary: Murray Toft (by acclamation)
Member at Large: Riley Suhan (by acclamation)
Member at Large: Anissa Barnes (by acclamation)
Member at Large: Mitch Stagg (by acclamation)
Member at Large: Kurt Penno (by acclamation)
Member at Large: Chris Soper (by acclamation)
Member at Large: Andy Commons (by acclamation)
Member at Large: Luke Burley PENDING MEMBERSHIP RENEWAL
(by acclamation)

8. Adjournment

Motion to adjourn the meeting at 7:50pm

(Magi Scallion)



Executive Director Report

The winter of 2020-21 was one for the record books. Similar to many recreation clubs, the Golden Snowmobile Club saw an unprecedented boost in numbers this winter. Everything from gate revenues, membership numbers, to average days ridden per member and average riders per day were at record highs. All of the hard work by directors and staff over the past years positioned the club well to absorb this bump and we ended the season with a better reputation and well positioned to maintain this level of activity in the future.

This year was not without its challenges and major changes, however. After our early end to the 2019-20 winter season we were forced to take a hard look at our cash flow and stability. This resulted in big changes to our grooming program: a rejected offer by our contractor meant that we had to purchase equipment and bring grooming “in house.” With limited cash reserves and the acquisition of what we could afford – machines in poor repair - this made for a very challenging start to the winter season.

The COVID recreation boom, however, was a blessing to the club. An early snowfall led to an early season membership boom, which provided desperately needed cash flow at start-up. Despite our delayed start with the grooming program we were seeing strong and stable numbers throughout the season.

While COVID brought us more riders, it also presented us with challenges as we had to modify our gate kiosks, spend additional funds on PPE and cleaning supplies, do additional training with our staff, implement more signage at our Quartz Cabin and the list goes on... We were unable to move our Sea-Cabin into place at Gorman due to our concern regarding the COVID capacity limits and potential violations (the cabin can only hold a maximum of 2 people with COVID restrictions).

To say the least, we’re not out of the woods yet. Our cash flow concerns stemming from last season’s early end and our necessary investment in grooming infrastructure meant that we were unable to complete some critical repairs to the Quartz Cabin prior to the season. Thankfully, grant money came through and we were able to make some much needed repairs to Quartz Cabin this past Spring/Summer/Fall to provide us with a great start for the upcoming season.

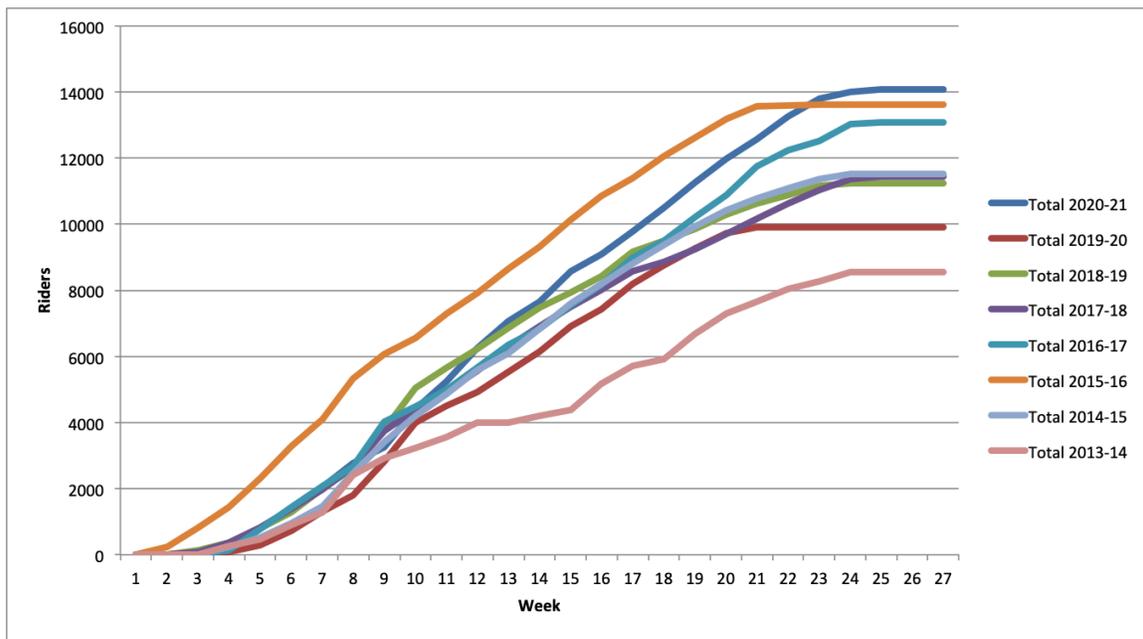
The newest financial concern involves the need to invest in a “new-to-us” groomer to bolster the fleet as one of our inherited machines is on its last legs. We also need to refresh our Economic Impact Study that was completed in 2017-18, invest in storage sheds for our grooming program, upgrade our gate kiosk at Silent Pass so staff over 6 ft tall can fit inside, and put aside funds for an eventual “Cat Shop” to house our fleet of grooming machines in the off-season. Whew!



Fast Facts

	Gorman	Quartz	Silent	Total
Open Date	17 Dec	14 Nov	28 Nov	
Close Date	11 Apr	11 Apr	11 Apr	
Total Riders	2445	8592	3037	14074
Av. Rider/Day	28.8	55.8	30.4	91.4
% day pass	63%	77%	81%	

Area	2020-21	2019-20	2018-19	2017-18	2016-17	2015-16	2014-15	2013-14
Quartz Creek	8592	6082	6896	7105	7243	7719	6445	5184
Gorman Lake	2445	2031	2678	2497	3427	3610	3317	1930
Silent Pass	3037	1794	1668	1846	2410	2298	1766	1442
Total	14074	9907	11242	11448	13080	13627	11528	8556





As shown by the graph above, our record numbers were mostly due to the longer season than 2015-16 (our prior record season).

Quartz Creek

Quartz Creek remains to be Sled Golden's busiest area. The cabin, ease of access on the TransCanada, larger parking lots and more frequent grooming all lead to Quartz's popularity.

We were able to do a "soft opening" at Quartz Creek on the weekend of November 14, 2020. We described it as a "soft opening" as conditions were good and we had staff at the gate selling memberships, but we were unable to groom due to ongoing repairs on the grooming equipment. As such, we recorded riders but didn't charge for day tickets.

In 2019, during a workday at the cabin, one of the telephone poles we were installing for the solar panels was dropped on the cabin roof. The repairs were done this past Summer and Fall, thanks to some Grant money that we were able to secure to subsidize the costs. A new window was put in the rear part of the cabin to brighten things up, along with a new window to replace the window which was broken during the telephone pole incident. Siding was repaired and the upstairs area was secured which will make heating the main area much easier. Hooks have been added and there is a plan to build a better glove drying option soon. Additional solar panels were installed as well as a new beacon basin. Lastly, we were able to sling an old broken down sled out of the Cirque drainage with Helicopter assistance which has been on our minds for a while.

Gorman Lake

Gorman Lake had a near record poor year. We were not able to start grooming at Gorman until just before Christmas. This was due to the inherited grooming machine which required a significant amount of repair work, despite a reasonable snow pack that would have supported a much earlier opening.

We were also not able to get our Sea-Cabin into the wild as the COVID capacity on it was 2 persons and we were concerned that we would just be creating violations by putting the temptation out there.

We completed an outstanding grant project over the summer, to hand brush the end of the trail past the summer parking lot and install a culvert. These actions were to ease early season grooming. This year we didn't get to appreciate it as much, however we anticipate it to make a big difference in future winters.

We had our routine alpine garbage collection which was a great success and something we hope to continue growing over time. As well, we supported GORMA with their Trail and Rec Site development near the Gorman parking lot!



Silent Pass

Silent Pass continued its upward trajectory, boasting an absolutely record season. The start to the season was fairly consistent with past years, but starting in January we started to see in excess of 150 riders at Silent on Saturdays. These numbers are more consistent with volumes at Quartz Creek so we were soon dealing with major parking and road issues.

The club is in discussions with LP and RST-BC about getting a more permanent parking location near the South Fork Branch Road. This would allow us to install a semi-permanent shed for grooming supplies, create a parking solution to host the volumes of riders and provide better planning and communications to riders planning to visit Silent Pass.

Membership

2021	2020	2019	2018	2017
402	240	366	419	316

Average visits per member: 7.9

Median visits per member: 6

% Local members: 59.4%

Operations and Maintenance

Staff

This season saw a fairly large turnover in staff, plus the addition of a grooming team. Executive Director, Magi Scallion, remained at the helm of the organization, despite a contract renegotiation tying her salary to club revenues to accommodate for the major cash shortfalls in 2019-20.

Our gate staff was a relatively small contingent of four, two of whom had experience from the 2019-20 season, and two of whom were new. All gate staff found the season quite challenging with COVID guidelines and members of the public who were not interested in observing said guidelines.

Jon Simpson returned as the Avalanche Technician, providing recommendations to our grooming team.

Our grooming team was brought in house. Caimin Roycroft came on board as the Operations Manager, overseeing all grooming and maintenance issues. He had his plate more than full when he started in early November, getting the machines ready for the season. Three additional groomers were hired to support Caimin; James



Banks, who had previous experience with our program, returned, while two new and relatively inexperienced groomers were brought on board.

In the past, our wages have been generous but with Golden's increased cost of living and rising wages, we will be looking at increasing our base wage in future years.

Grooming

Bringing the grooming in house was a tough decision but turned out to be the right decision, likely because of the excellent team we had running the show. For the first time in recent history, we had multiple different and unassociated people reach out to tell us how great the grooming was. This came from locals and visitors alike.

Further, our costs associated with the grooming program were significantly less than in prior years, despite the extremely heavy maintenance schedule to bring the machines up to standard. We anticipate our grooming program will be much more efficient in future years.

We were able to use our InReach technology to provide "live" grooming on our conditions reports. While few people pay much attention to this, it certainly looks good on the website!

Finally, the Golden Golf Club has been a great partner of the Golden Snowmobile Club, providing storage space for our groomers, sea-cabin and other equipment associated with our grooming program this past Summer. Without their support our costs of storage and transportation would be much higher.

Parking

All of our parking lots (except for Gorman) were put under strain this year. While our gate numbers on the daily were not out of line with previous years, more people were driving in separate vehicles so the parking lots were fuller than we've ever seen them in the past. This is a concern that we will look at addressing over the next few years.

Finances

While we had a record year for gate revenue and membership, we are facing a significant loss due to the acquisition of the grooming program. Profit and loss aside, cash flow will remain an ongoing concern for a number of years until we see steady profits and are able to bolster our cash reserves once again.

Sponsorship

With the travel and COVID restrictions, 2020-21 was a rough year for tourism and our sponsorship program. We ended the year with 40 sponsors providing \$27,200 in cash and \$7,300 in value in kind sponsorship. As our sponsors have supported us



over the years, we took the opportunity to “give back” in 2020-21, maintaining sponsorships and adding additional value where we could.

We are back on track for the 2021-22 season with 48 sponsors, \$33,500 in cash and \$7,000 in value in kind sponsorship confirmed so far.

Grants

Quartz Cabin Repairs - We received \$20,000 from Columbia Basin Trust’s Trail Enhancement grants to revitalize the Quartz Cabin over the spring/summer and most of the work has been completed.

Economic Impact Study – we completed a significant Economic Impact Study on snowmobiling in Golden in 2017-18, which supported the club in applying for grants for many years. It is time to refresh this study. We received \$4000 from the CSRD and a commitment of \$3000 from Tourism Golden to pursue this study over the next 18 months (fall/winter 2021 to spring 2023).

Video Project – We received a few website & video grants in 2019-20 that were completed over the last fiscal year. The website was completed in September 2020, and the final video edits were received in early October 2021. They will be launching in early November.

Marketing and Events

Events in 2021 were cancelled due to COVID restrictions in the spring. We hope to reintroduce these events in 2021-22.

Operational Improvements Planned for 2021-22

We are dedicated to growing the sport of snowmobiling in Golden in 2021-22 and into the future.

Our strategic priorities for the next 5 years include:

1. Development of asset management plan, detailing replacement values and years of major capital equipment and infrastructure.
 - a. New grooming machinery (fall 2021, spring 2022)
 - b. Storage facility for grooming equipment (summer 2023)
2. Economic Impact Study
3. Tenure expansion
 - a. Trails not exposed to Avalanche Terrain
 - i. Blaeberry FSR
 - ii. Mt 7 FSR
 - iii. Susan Lake
 - iv. Westbench Trail (KHMR to Gorman)



- b. Trails into new riding areas
 - i. Hope
 - ii. Bachelor
 - iii. Gorman Sled Ski
 - iv. Hobo
 - c. Emergency Shelter @ Silent (partnership with Columbia Valley Hut Society)
 - i. Extension of Silent Pass trail
4. Wildlife Displacement Study