



## AGM Manager's Report 2020/21

Opening Day was Nov 28th 2020.

I would like to thank all of the members and staff for helping the club through a full season of COVID-19. Even with a surprise covid inspection from WorkSafeBC, we still came out on top. In fact we increased our membership by over 40% to get to 748 members!

It was disappointing to have the lodge closed but with the relatively warm winter, the outdoor fires were well received. In fact, we will be continuing the practice into the future. If you ever arrive and the fire is not set, please come and grab some tools and help us get it going.

## The office

Below is a chart I created from our point of sale system, Square payments. This is not total revenue and does not include memberships or our skill development program, and these numbers are unaudited. The numbers represent what the office rings in throughout the season, and I have highlighted some of the bigger categories for reference. An interesting note is that we were close to matching last year's office revenue even though we did not run a school program. Our amazing staff worked so hard to make this happen.

2019/2020			2020/21	
	Items	Total	Item	Total
Passes	4222	\$66,199.16	4630	\$57,665
Rentals	1405	\$24,174.00	1486	\$24,194
Lessons	103	\$7,395.00	132	\$12,115
Retail	400	\$4,075.92	67	\$1,733.49
Total Revenue from Office	7942	\$130,914.29	6315	\$124,076.11

## Office and Staff

Office staff stayed the same as the previous year, with Kevin as our full time person and Sheila and Rick part time. We also welcomed our first paid coach, Jessica. I worked with the racing team board to hire her, and she coached and worked in the office so we could offer her full time hours.

## Covid-19

There aren't enough adjectives to describe what it was like trying to plan for the season. With constantly changing health orders we went through several iterations of response plans, but finally published them to our website. With the help of Jafa Signs (who generously gave us discounts) we printed signs detailing the new operating processes. Using duct tape to organize the traffic flow in the day lodge was entertaining, but upon receiving dramatically reduced occupancy number recommendations from Recreation Sites and Trails BC, the final decision was to keep the day lodge closed for the season.

At one point in the season on a day off, Kevin and I planned a secretive ski up at the centre but I forgot a piece of gear in the office when packing the day before. When I snuck in to grab it an employee of WorksafeBC showed up at the window for a surprise Covid inspection. The timing was good or bad, depending on your perspective. But to be honest, I've developed an incredibly helpful relationship with her, and consult with her often regarding Covid operations and responses.

## Grants

The club applied for a number of grants, many of which were successful bids:

RDOS Grant-in-Aid: \$2,000.00

Canadian Tire Jumpstart Covid Relief Grant- \$10,000.00

Community Foundations - \$5,000.00

Kaltire SDP Video Contest (Ben Johnson compiled the video): \$500.00

Cross Country BC - \$1,500.00

## Rentals

The operation of the rental shed was modified, restricting access only to staff. It worked pretty well except on very snowy days when it became a bit challenging. But we did our best to keep everyone's boots dry while they went out for their activity.

I sold over ½ of the adult fleet and a few kids packages to the tune of \$16,255. To replace the gear our Fischer rental order was \$18,715. So, \$2,460 was spent to upgrade the majority of the adult rental program (skis and snowshoes).

We were able to send SDP rentals home with families because the school program was canceled, this made Saturday mornings a breeze. We took deposits from families (CC imprint) to ensure we got all of our gear back at the end of the season.

## Retail

Didn't order much, it was sad that we didn't have those fun Nickel Plate hats to sell. They are coming back this year though with super cool patterns and designs. They should be in stock before Christmas.

We will be expanding our retail this winter with more ski accessories including drink belts and skin ski care products. (Yes, you have to take care of your skins!) We even have merino wool socks in 2 colours.

## Programs

SDP was full with a wait list, not a good feeling. Some of this was due to a lack of coaches, some due to COVID restrictions.

In January we had to cancel all adult programming. Many participants still wanted instructions so we transferred group registration into semi private lessons, which certainly kept us busy.

Thank you to all the participants who stuck with us and we made it work!

We also cancelled the school program (early January), due to too many safety concerns building up. We just weren't convinced we would be able to execute a fun and safe program.

In April I conducted a CANSI Level 1 course to certify 7 new Nickel Plate instructors. I had planned to run a second course this fall but had to cancel due to enrollment numbers.

We developed a Private Contractors policy in order to regulate the privatization of instruction on our trails.

I hired Jessica to extend the racing program into the summer, and had good registration. I enlisted Jafa Signs once again to make sandwich boards warning motorists to the presence of the team while roller skiing on roads.

## Facilities

Weyerhaeuser delivered some new logs for firewood, with 4-5 cords already bucked at no charge.

In January it became obvious that the contractor hired to plow the parking lot was not working out, so in February we had a leased bobcat from Inland Equipment. This worked out really well so we will continue the practice this season.

We did have some issues with the septic system throughout the season, likely due to the significant increase in visitation to the centre. On one busy weekend there was a significant issue when all the toilets were plugged and the system was backing up onto the floor of the women's bathroom.

With Covid it was challenging to organize group volunteer days but we were able to still cut firewood and clean the lodge.

## Grooming

With Ray's consultation and the cooperation of Weyerhaeuser (for Buzikievich Blvd), we created two new ski trails: Mumby's Loop and Buzikievich Boulevard. Both trails are named to honour the tireless dedication that Ray Mumby and Steve and Carolyn Buzikievich have put towards Nickel Plate. Ray did not name his trail, I surprised him with it. Along with these 2 new trails we also continued to groom Winter's creek rd but this season we had more signage and cooperation with the local snowmobile club. Winter's Creek Road is an absolutely beautiful ski, and sharing it with snowmobiles - although not perfect - isn't likely to stop. With continued education and awareness, our grooming will stand the test.

I revised our ski trail map, turning Motherlode, Reimers and Silverside into Black Diamond trails. Given their distances from the lodge and the terrain that they cover, I wanted to make sure every skier had an idea of what they are getting into on these trails.

All of our ski and snowshoe trails are now on TrailForks. Trail Forks is an app you can download and once you choose your activity it will show you where you are on the map.

Weyerhaeuser allowed me to place a 4'x8' trail map and sign at the beginning of Winter's Creek Road. The wording of the sign attempts to educate backcountry users entering NPNC at the beginning of Winter's Creek Road as to the club's area of tenure, and that snowmobiling on any groomed trail other than the road itself is restricted.

As you might recall, the grooming machine broke down over the Christmas holidays Husky hiccup over Christmas- good things that came of it- Prinoth gave us a brand new machine to use for months not because ours was broken for that long but it just worked out that way- meant we put just over 1000 hours on their machine. The other impressive part about Prinoth is that they were able to build, trailer and deliver that brand new machine in under 3 days. Apex helped us receive the new machine which was another huge favor on top of grooming for us. On Boxing day they were able to rearrange their grooming schedule to help us. This neighbourly act was invaluable to me and the club, I can't thank them enough for their kindness.

they matted and Ray put down track behind them, they never charged us for that service.

## Marketing

Recognizing the need to further digitize the rental office, we contracted Jens Peterson at Scarlet Creative Inc. (formally ThinkTechnica) to help us develop a new website. This included a move to e-commerce with online rentals and sales. Jens was kind enough to provide the club with a significant discount for the service, and continues to work with us to make changes and updates to the site.

We wrapped our family car with NPNC branding in order to help increase awareness of the centre while we're driving around (really it was so Kevin and I could identify our car in a parking lot, do you know how many white SUV's there are?). It also helps give the club a "grown up" appearance, so the general public knows that we are a modern facility and centre. Again, Jafa provided a 50% discount.

I updated the pricing sign in front of the rental shed. My friend Daniella applied her incredible artistic flair.

## Fun Facts

**Jessica Roach** - our head coach skied 75km on her 23rd birthday, it turned a few heads.

Weeks later she skied 100km. That really got people talking and thinking.....can I?

This inspired other folks to do the same

- Janka Menger skied 100km (over 4 days)
- Matt and John from the jr racing team also skied 100km in one day, they did this on closing day