



Pass Powderkeg Ski Society Annual General Meeting Minutes
Thursday, September 20, 2018 – 6:00 pm
Pass Powderkeg Ski Lodge

1.0 Call to Order

- 1.1 The Annual General Meeting was called to order at 6:03 pm.**
- 1.2 In attendance – Marty Neumeier, Wendy Catonio, Casey Morris, Derek Medland, Kean Mitchell, Doreen Glavin, Joey O'Brien, Katherine Seleski, Jon Burgman, Jeff Sangwin, Ben Johnstone, Alejandro Verdi**
- 1.3 Unable to attend – Lisa Sygutek**

2.0 Adoption of the Agenda

- 2.1 Derek Medland moved to adopt the agenda as circulated, seconded by Casey Morris, carried.**

3.0 Pass Powderkeg Ski Society Chairperson's Report

- 3.1 Almost doubled our season pass base (~650 to CNP Residents)**
- 3.2 Return of families (almost half of all passes sold were adult passes)**
- 3.3 15,000 Skier visits (19K in year 2, 23K by year 3...23K is considered sustainable, not as ambitious as I would hve thought 1 year ago)**
- 3.4 Estimated 5,000 skier visits from outside the Crowsnest Pass (more including summer operations), introducing Albertans to the Crowsnest Pass**
- 3.5 Anecdotal Tourist draw (secondary economic impact to local businesses)**
- 3.6 All done without capital investment**
- 3.7 Overall Revenues doubled**
- 3.8 NPS Scores 6.3 to 9.0**
- 3.9 Longest Season Ever/earliest open**
- 3.10 New runs**
- 3.11 Food and Beverage changes that were celebrated by our skier base**
- 3.12 Corrected the decline of the hill at best possible time ahead of min wage**
- 3.13 Local Pride/Feel Good Story/Changed perception of what we can be and our ability to deliver**
- 3.14 2 out of 3 of local kids aged 7-15 had a season pass (estimated 15,000 hours of outdoor activity provided)**
- 3.15 Far and away the most utilized municipal facility**
- 3.16 Grants - \$31,000 received by Society so far this calendar year with more applications pending**
- 3.17 Social programs (LFS, Kidsport, CNP40, Adaptive Sports Slide & Ride, Parent Link, Local Schools Free Bunny Hill)**
- 3.18 Digital presence that never existed before (website/online payments/messaging systems)**



- 3.19 Strong Branding/Social Media Growth, using it to drive traffic to gocrowsnest, pass pool, KRA Rodeo to help grow tourism market
- 3.20 Effective, innovative marketing plan which is low cost
- 3.21 4 season activity to drive revenue/momentum, including New Hiking Festival
- 3.22 Strong Leadership team centered around experience
- 3.23 Documentation of Processes
- 3.24 Corporate/Government connections (Travel Alberta as example)
- 3.25 Liability Mitigation plan and significant progress
- 3.26 Introduced workflow efficiencies
- 3.27 Huge learnings from year one about the business and the operations
- 3.28 Challenges-Cost/Infrastructure
- 3.29 Manager of Community Services
 - 3.29.1 Management team has clear understanding of PPK mission focus
 - 3.29.2 Good exposure through mention of PPK and Castle in recent Ken Read blog
 - 3.29.3 Board involvement very positive
 - 3.29.4 Council supports PPK vision and plan
 - 3.29.5 Operational goals include;
 - 3.29.5.1 Significant increases in skier visits
 - 3.29.5.2 Increased capacities and revenues in all departments
 - 3.29.5.3 Developing plans for building capacity
 - 3.29.5.4 Build on staff and visitor safety accomplishments

4.0 Pass Powderkeg Ski Society Financial Report

4.1 Financial Report at December 31, 2017

- 4.1.1 Started the year with \$34,065.60
- 4.1.2 Revenues included;
 - 4.1.2.1 Ski swap \$469.85
 - 4.1.2.2 Interest \$ 10.33
 - 4.1.2.3 Dividends (Servus) \$ 0.04
- 4.1.3 Expenses included the transfer of the CIP Grant to the Municipality in the amount of \$32,154.00
- 4.1.4 Ended the year with \$2391.88
- 4.1.5 Assets include;
 - 4.1.5.1 Funds in savings account \$ 5.44
 - 4.1.5.2 Funds in chequeing account \$2,385.23
 - 4.1.5.3 Common shares (Servus) \$ 1.21
- 4.1.6 The year end financial statement was sent to Alberta Registries with the Pass Powderkeg Ski Society Annual Return
- 4.1.7 Derek Medland moved to approve the financial report, seconded by Doreen Glavin, carried.

5.0 Pass Powderkeg Ski Society Bylaws

5.1 Proposed changes to the bylaws



5.1.1 Marty Neumeier provided a synopsis of the proposed changes.

5.2 Resolution to amend the bylaws

5.2.1 A resolution to adopt the amended bylaws was passed unanimously.

6.0 Board Resignation

6.1 The Chairperson acknowledged resigning board member Derek Medland's contributions to the Pass Powderkey Ski Society Board and thanked him for his service.

7.0 Election of Pass Powderkeg Ski Society Directors

7.1 Nominations

7.1.1 Chairperson

7.1.1.1 There was one nomination – Marty Neumeier

7.1.1.2 Single vote in favor, elected.

7.1.2 Vice Chairperson

7.1.2.1 There was one nomination – Casey Morris

7.1.2.2 Single vote in favor, elected.

7.1.3 Treasurer

7.1.3.1 There were no nominations.

7.1.3.2 A nomination will be sought at a future Board meeting.

7.1.4 Secretary

7.1.4.1 There was one nomination – Kean Mitchell

7.1.4.2 Single vote in favor, elected.

8.0 Adjournment

8.1 Derek Medland moved to adjourn the Annual General meeting at 6:55 pm, seconded by Wendy Catonio, carried.