

General Managers Report

October 24th, 2019

Annual General Meeting

My first year as general manager has been nothing short of amazing. From the start it is clear the love and commitment that members, volunteers, and staff have for the Caledonia Nordic Ski Club is strong. I strive to match the passion I see in the people around me. It is this positive energy and hard work that has made this club a world class facility. A review of key goals shows we are on target with the Strategic Plan:

- Grow community Nordic support and summer recreational participation at CNSC
 - Club members know how to have fun. We held multiple social events for club members and the general public. These included the Santa Ski, Moonlight Snowshoe, Winterfest, Caledonia Wine Tour, Brew Ski, and Volunteer Appreciation BBQ. We found many non-members attended and went away with a high regard for CNSC, some of which become members. This spring we introduced backcountry workshops and a kid's nature camp. Bike camps returned in the summer coached by many of our Nordic athletes.
 - We brought back the café with Oh Chocolate on the weekends and at competitions.
 - Staff went out to greet skiers and snowshoers on the trails. We found that almost everyone was either a member or had a day pass. Everyone wore a smile.
 - The UNBC Medical students came to CNSC for an evening of skiing and snowshoeing. College and university students also attended the social events held through the winter.
- Build comprehensive programs to promote and support individual skier achievements with a focus on fitness, fun skills as well as competition
 - A new Outreach Program was created and implemented. This program provided ski sessions to children in Tier 3 schools. The program had higher results than anticipated. The program quickly filled and the feedback from students and SD57 staff gave glowing reviews of the Outreach team. CKPG News did a news piece on CNSC and partners that highlighted the important work and impact on the community.
- Build leadership and capacity
 - Staff showed leadership in each of their roles. Many staff participated in courses and applied it to their work and shared what they had learned.
 - A biathlon head coach position has been reintroduced and the bike head coach saws growth and development in the role and responsibilities of the position.



- Establish and deepen engagement of community partnerships and member relationships through customer service excellence
 - We continue to seek ways to increase communication. Regular newsletters, social media posts, posters and website updates were created throughout the year. A survey was sent out and the majority of people felt communication was good; overall satisfaction with the club was good. Feedback that was given was used to improve customer experience.
 - Community partners, sponsors and donations were highlighted in the newsletter and on the website. Many of our partners align with our visions and goals for a healthy lifestyle and attitude.

I am excited for the new year. My focus will be on increased communication and building relationships. I encourage everyone to continue to bring forward their feedback and ideas as we continue to build positive experiences.

Thank you,



Angela LeFebvre,
General Manager
Caledonia Nordic Ski Club

