

Camrose Ski Club President Report
Greg King
Annual General Meeting
Monday, June 5, 2023

Thank you for being a valued member of the Camrose Ski Club and joining our annual AGM in which you as members can hear about the past year, plans for the next year and have an opportunity to share your ideas and visions for what you would like your ski club to become. We are a volunteer driven club and require an active and involved membership to offer programs and to maintain our excellent trail system – the past few years have been harder than usual to foster community in our club, but we know that is a major driver for members, so we hope that our ice cream social offers an opportunity to meet-up with other club members!

The Camrose Ski Club's mission is to provide year-round multisport programming and maintain facilities for the Camrose community in the Stoney Creek Valley trail system. This mission was crafted almost 15 years ago, but still speaks to the major aspects of our club, especially encouraging broad community participation, and underlies our major accomplishments from 2022 and goals for 2023.

I'd like to thank all our fantastic volunteer coaches, groomers/trails maintenance group, and my fellow board members who all invest tremendous amounts of time into the club! Between planning and execution of our youth and adult programs, keeping the trails in the valley and at the golf course in great shape, and contributing toward existing and new initiatives the club has undertaken. The reports that follow will highlight the many things we do as a club – way more than just skiing!

Here are some of the major projects we have undertaken and events we have been involved with in the past year:

- recruited ten new youth ski coaches across our Jackrabbit youth ski programs;
- launched an 8-week learn to run for fun program;
- hosted group rides coordinated with Camrose Bike Week;
- continued our efforts to increase communication within the club membership through our mostly monthly newsletters;
- new fencing along rebuilt trail at the pumphouse;
- hosting our first Banff Mountain Film Festival Tour screening with the Lougheed Performing Arts Centre;
- launched a new website to improve our coordination and communication of information on programs and events to club members and the wider Camrose community;
- utilized a new live trail grooming app to better communicate to users about trail conditions;
- four successful ski, biathlon and run events (the second Ski Like Ole Lapapalooza with beautiful conditions, a Calforex biathlon event in January, a successful Ole Uffda Loppet and Ole's Spring Runoff) and the second Run Like Ole race series just wrapped up.

As a board we have continued to review our club and how to always have a growth mindset in

aiming to sustainably increase the capacity and awareness of the Camrose Ski Club and everything we aim to offer. In the next year we will be focusing on several different projects and ideas:

- The most important and essential is to recruit more volunteers to take part and build capacity across the club both as coaches and some necessary board members – we aim to ensure that these volunteers have clear guidelines and support to bring their passion to the ski club;
- launching a day-fee for trail access via Zone4;
- working toward a trail system masterplan that will be funded through both the City and the Ski Club;
- continue to build capacity and support for our coaching system at all levels and aim to offer a new learn-to-ski program for older athletes (e.g. 12-16 years of age);
- continue working on several “problem” areas of our trail system in terms of erosion and infrastructure;

Thank you for attending the AGM to learn more about what we have done and are doing and to share your ideas. Your involvement strengthens your club!