

**Camrose Ski Club President Report**  
**Greg King**  
**Annual General Meeting - Thursday, June 6, 2024**

Thank you for being a valued member of the Camrose Ski Club and joining our annual AGM in which members can hear about the past year, plans for the next year, and have an opportunity to share your ideas and visions for the Camrose Ski Club.

I want to start with a massive acknowledgement for all the work that our club volunteers contribute to club success (on skis, feet or wheels). We are a volunteer driven club and require an active and involved membership to offer the programs that build our membership and to maintain our excellent trail system across all seasons. Volunteering is not easy. It requires making sacrifices and sometimes goes unseen (but please read through all of our reports and know that there is often a group of volunteers behind all of it!). And although I'm likely bias, Ski Club volunteers are the best. They pitch in countless hours and in a myriad of ways to ensure the club can deliver on its vision.

That being said, we are in need of more members to support our work. Unlike many other youth sports associations, we have avoided adopting volunteer requirements and volunteer bonds. We do not want to cajole our members, we want our members to recognize the tremendous value that having a healthy and vibrant ski/bike/run club brings to this community and to consider ways in which they (you!) can give back to that effort. Maybe it means helping at a race, or maybe it looks like becoming a youth ski or bike coach. It could even involve volunteering for an essential ongoing role with the board to help craft direction and policy. All of these are essential aspects of a successful club and we need more members to help propel our club forward. I can't promise it is always easy, but I can promise it will be rewarding work!

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 I see it reflected in everything we aim to do as a club. Sometimes it is difficult to truly understand how many opportunities the trail system offers to a community the size of Camrose – it is an extremely valuable resource and having a vision for this trail system is exactly why undertaking a Trails Master Plan in conjunction with the City of Camrose was a huge project for this past year. This plan lays out a vision for the trails network and is exactly the type of planning document that helps attract funding to turn plans into reality. If you have not had the chance, please take a few moments to review the plan ([available on our webpage here](#)) and see what is envisioned. If you have any thoughts on additional aspects, please don't hesitate to be in touch with the club via our general email address ([skiclubcamrose@gmail.com](mailto:skiclubcamrose@gmail.com)) or with any of our board members.

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

- Hiring of a part-time (60%) Club Manager who began work on May 1
- Completion of the aforementioned Trails Master Plan in partnership with the City of Camrose

- Increased training opportunities for our youth XC coaches including successfully hosting both NCCP and CANSI courses here (a minor miracle given our winter snow conditions)
- Launching our first youth mountain bike programming via Kids of Mud (and dedicated volunteer time from Ian Wilson to make it happen)
- Continued interest in launched an 8-week learn to run for fun program
- Having the largest junior racer team (14 skiers) in recent memory and having members of that team represent Camrose, provincially, nationally and internationally!
- Offered a new learn-to-ski program for older athletes (e.g. 12-16 years of age) who had not skied previously (huge thanks to Lori Lundy and Steve Nelson for leading this effort)
- Launching a new summer membership option on Zone4 for those community members who do not ski, but make use of the trail system (and its associated maintenance) in the summer

As a board we have continued to review our club and focus on ways to improve what we currently offer, while also thinking about ways to grow (both in membership and in program offerings). A few things (many of which are ongoing items) on the radar for this and upcoming seasons are:

- The most important and essential is to recruit more volunteers to take part and build capacity across the club both as coaches (really essential to grow our programming) and necessary board members – we want to ensure these volunteers have clear guidelines and support to bring their passion to the ski club
- Undertaking some initial work on identified projects from the Trail Master Plan
- Improved organization and growth opportunities for the club with the hiring of Craig Ferguson as the first ever employee of the Camrose Ski Club
- Launching a new set of logos and branding for all three parts of the ski club;
- Renewal of the wax room funded through a fantastic club fundraiser (huge thanks to Brianna Schultz for making that a reality)!

As I wrap up the end of my tenure as President of the Club, it is natural to reflect on the past four years. The largest aspect to me is the importance of the volunteers who drive this club and the need to bring more people and families into the fold to fill and grow into different roles. I think there are many opportunities to build broader community awareness and participation. The amazing trail system in the Stoney Creek valley is a tremendous asset and offers a unique platform that promotes health and well-being through outdoor activity across all ages and across all seasons. What is better than that type of inclusive experience? I look forward to continuing to be involved with club initiatives for many years to come.

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!