

# **MARATHON CANADIEN DE SKI / CANADIAN SKI MARATHON INCORPORATED ASSEMBLEE ANNUELLE DE MEMBRES 2023 ANNUAL MEETING OF MEMBERS**

Held in Papineauville and via Zoom – Tuesday, June 6, 2023

## **Members Present:**

The following Directors and staff were present:

In-Person

Real Perriard (President)

Sylvain Parent (Treasurer)

Chris Teron (Secretary)

Justin Braganza

Gillian Rick

Frédéric Menard (Event Director)

Marie-Anne Adam (Client service)

As Zoom panelists

Jean-Raphaël Laberges-Desjardins

Cynthia Fish

Sereena Trottier

Ian Waugh

The following members were present in person:

Julie Boyer

Dan Quinlan

Simon Trudeau

46 other members attended as Zoom attendees.

The meeting started at 7:02pm. Real Perriard presided over the meeting and Chris Teron took minutes. The meeting having been duly called and quorum having been achieved, Real declared that the meeting was duly constituted.

Real welcomed the members. He was pleased to see how many could attend using Zoom whereas few would attend in previous years without Zoom. Each of the Directors and staff introduced themselves. Real acknowledged the large team that it takes to make the event happen. It was awesome to see the skiers return to the event in person after a two-year hiatus and to see the great atmosphere. The event had its challenges with half the trail not having been used in 7 years. The trail conditions were excellent even though there was a lot of rain for two days beforehand, then a deep freeze. But the overall number of skiers was down considerably with a huge negative impact on revenue. The people present at this meeting obviously love the event and we need you to bring more friends next year.

PowerPoint slides were used and the first two showed the agenda and the list of Directors. A motion to approve the agenda was put forth by Simon Trudeau and seconded by Dan Quinlan. It was approved.

A CSM video was shown.

## **1. Approval of Minutes of 2022 AGM**

A motion to approve the minutes of the 2022 AGM was put forth by Justin Braganza and seconded by Sylvain Parent. Using a Zoom poll of membership, the motion was approved unanimously with 33 votes, plus the panelists.

## **2. President's Report**

Real read from his written report:

This will complete my second year as the Ski Marathon president. It's very humbling for me to be here and lead a team of volunteers and staff through a second event – as this marks my second year as the chair of our volunteer board. Eighteen months ago, we hoped to plan an event with a pandemic behind us, but it did not happen. This

year we fought hard to resume normalcy after a three-year hiatus. Finally, we came back to Montebello! The Canadian/Quebec COVID landscape allowed us – but the commitment of the team made it happen.

The ski marathon has a rich history in its point-to-point unique route; skiing many decades from Lachute to Gatineau region. In the mid-90s we spiced things up by reversing direction on even years – thus turning the famous Bobsled run into a grueling 5km climb – traveling eastward. Eventually fears of diminishing snow conditions and battling urban sprawl, we committed to a 3rd leg, labelled the “Northern route” ... skiing through Arundel south to Montebello and towards Lachute on Sunday; it was 2018.

Just before the pandemic the team decided to further de-risk future ski marathons by re-awakening the “western trail” – not used since 2017; 6 years prior. After some trail inspections last summer, we stayed the course for 2023. We considered it almost our last opportunity to have 3 operational legs/routes to host the two-day point-to-point event. Our goal is always safe guarding the future and having implementation flexibility. A couple of windstorms later, we truly had another classic CSM challenge on our hands. And, we tackled all this while implementing a new website but the website is near completion now and will serve us well.

The logistical challenges of returning from a three-year absence were very real. Yet we gathered faithful volunteers and the office staff. Fred's team was heroic. Undeniably, we got a few things wrong. Chartered buses were simply not available. The trail groomer was forced to make last minute adjustments unbeknownst to us. As is often the case, our biggest failing was lack of communication as we scrambled. We should have done better. We will do better.

Nonetheless, as weekend volunteers coped, skiers on the trail were very happy. Aside from one tough section the ski trail was amazing. The stupid pandemic brought us Zoom - and a by-product is that we know each other more. More names and faces were familiar on the ski trail and in dorms or at gold camp. The feeling of community was palpable - we were all so happy to ski together and to come to the Montebello region! The skier feedback in our annual survey was very positive - one of our best surveys!

Every year the CSM organization works diligently at balancing its budget. We always wish for a few more skier to register. There is no hiding it. Our skier registration suffered, short by 350-400 skiers from a normal year and short by 200+ from our budget target. As we saw this developed, we controlled our costs along the way - but without government COVID programs to help us through this we would not survive. It's that simple. Next year we must develop an event that is easier to implement and more attractive to skiers. That's our challenge. I know I can count on you all to spread the word for next year. We need “on the fence” skiers to join in. We need new skiers. Later in the meeting I will give you an overview of our 2024 plan.

Finally, I would be remiss to not give special acknowledgement to Pembroke Management. They do a lot more than put their names on our tuques! They are a key sponsor that help us financially so we can bring the event to skiers. I also want to thank all skiers who give generously.

We wish you a solid summer of fun in the outdoor. Stay healthy and safe and join us next year!

### **3. Event Director's Report**

Fred expressed how good it felt to “Finally be back home”- our grand retour à la maison. Registration opened later, but this did not dull the excitement, the team was happy to see everyone so excited about the event. Finally Fred thanked all of the volunteers for their continued help and dedication.

### **4. Financial Report**

Real introduced Sylvain Parent, the immediate Past-President, as the CSM Treasurer this last year. Sylvain presented a summary of the finances using the following slides:

#### **2023 Event Budget**

- Challenging exercise after 2 years of virtual events
- Residual effects of pandemic
- Inflation...
- Balanced budget based on 1,300 registrations (1,458 in 2020)

- Revenue projections \$547,000
  - Skier registrations 60%
  - Dorms, meals, transport 10%
  - CSM store 3%
  - Donations 13%
  - Grants 14%
- Expenses budget \$546,000
  - Event 63%
  - Marketing/Promo 5%
  - General admin 29%
  - General contingency 2%

### 2023 Event Actuals (notables)

#### Revenues:

- 1087 registrations: 283 people @\$295 avg. (-\$83,500)
- Donations: 53% of budget (-\$32,000)
- Grants: 47% of budget (-\$37,000)

#### Expenses

- \$30,000 less than budgeted despite:
- Food (check point and volunteer meals: 33% over budget (\$17,000)
- Vehicle rentals: 52% over budget (\$10,000)



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### États financier d'événement / Event Financials

	2023 Présentiel	2022 Virtuel	2021 Virtuel	2020 Présentiel
<b>Revenus</b>				
Activités du MCS	\$324,852	\$114,273	\$143,754	\$379,463
Revenu Subventions MCS	\$32,800	\$23,730	\$86,400	\$55,205
Commandites MCS	\$17,440	\$19,576	\$7,750	\$29,175
Autres revenus MCS	\$3,637	\$14,800	\$20,682	\$24,398
Activités du Ski Challenge	\$11,211			
<b>Revenus TOTAL</b>	<b>\$389,940</b>	<b>\$172,379</b>	<b>\$258,586</b>	<b>\$488,241</b>
<b>Montants potentiel à recevoir</b>				
Versements subventions à venir	\$77,000	*Montant maximal de \$96,400 (ajustement selon états financier à soumettre)		
Retour de taxes à recevoir	\$8,844	** taxes de ventes à récupérer pour exercices financier antérieurs		
<b>TOTAL</b>	<b>\$85,844</b>	<b>N / A</b>	<b>N / A</b>	<b>N / A</b>
<b>Apports reportés (dons projet réparation du pont)</b>	<b>\$0</b>	<b>\$15,000</b>	<b>\$0</b>	<b>\$0</b>
<b>Frais d'exploitation (Dépenses)</b>				
Administration MCS	\$118,940	\$120,865	\$108,740	\$156,071
Activités de l'événement / opérations MCS	\$371,109	\$45,897	\$45,733	\$283,087
Marketing promotion MCS	\$26,230	\$15,306	\$6,270	\$43,634
Autres dépenses MCS	\$0	\$2,013	\$7,300	\$0
Dépenses à venir MCS	\$0	\$0	\$51,101	\$0
Activités Ski Challenge	\$0	N / A	N / A	N / A
<b>Total des frais (dépenses)</b>	<b>\$516,280</b>	<b>\$184,081</b>	<b>\$219,144</b>	<b>\$482,792</b>
<b>Bénéfice net (perte nette) - MCS</b>	<b>-\$40,495</b>	<b>-\$11,701</b>	<b>\$39,442</b>	<b>\$5,449</b>

### Current state of financials / finances

- FY2022 (May 1 – April 30) financials \*\*
  - Being revised by CSM accounting firm (mid-June delivery)
  - Will be filed with government agencies: release of held grant funds
- FY 2023 (May 1 – April 30) financials
  - Finalizing internally (end of June target)
  - Review by CSM accounting firm (September target)
  - File with government agencies – release of held grant funds

- Current bank account balances:
    - Operations Courante \$37,326
    - Dons / fonds d'urgence \$1,088
    - Dépenses à venir \$410
    - Cartes de credit \$1,833 (limite de \$3,000)
- \*\* Ski at School prpgram officially independent of CSM as of May 1, 2023

#### **2024 event financial responsibility**

- Careful CSM 2024 event budget exercise and event
- Attract skiers, increase revenues
- Usual careful management of expenses
- Replenish the "fonds d'urgence"
- Without jeopardizing skier experience, safety, CSM long-term viability

Sylvain explained the process for collecting the remaining government grants after our Mission d'Examen is submitted, and the conservative assumption that we will collect only 80% of the maximum amount possible. He concluded by saying how hard it is to budget for an event after a long absence.

One member asked if a 2% contingency is enough. Sylvain replied that it is normally enough but other years' results were more predictable. Another member asked if CSM had a line of credit. Sylvain replied that it did not, and explained that the deficit will have to be taken from the rainy-day fund of \$80,000, which acts as a line of credit. He displayed the current bank balances. Another member asked about the plan to replenish the fund. Sylvain replied that the 2024 will have to control costs very tightly.

A motion to approve the 2023 financial report was put forth by Simon Trudeau and seconded by Gillian Rick. Using a Zoom poll of membership, the motion was approved unanimously with 34 votes, plus the panelists.

### **5. Thank the Event Director**

Real paid tribute to Fred, who has resigned as Event Director after 10 years of service. He thanked Fred and described him as dynamic, full of charisma, passionate, one who understands the event and the skier psychology, a pro at running the event, and very good for the CSM.

Paul (Boomer) Throop, a past-President, sent written comments. "Your passion is energy! I don't know what your destiny will be, but one thing I do know: the only ones among you who will be really happy are those who have sought and found how to serve! Fred, your community service was outstanding for your very quick 10-years of-CSM-work. You have achieved remarkable results - at times dealt-out great successes - handled overwhelming challenge well, not possible for some during your years. 120-MONTHS is a long time in a life - particularly putting-up with the likes of me - frequent unpredictable CSM weather & deliver skiing fun - constant lack of financial means - more - your good faith reason for moving on is completely understandable & accepted - go knowing you have our blessing &, congratulations! Your many talents served our special community well - your strong will, will always be appreciated - thank you!"

Dan Quinlan, another past-President, drove to this meeting from Vermont to thank Fred. He said that Fred put the event forward, made it exciting, added the fun-finish, treated it as more than a job, solved problems, made things work and was passionate about CSM. Julie Boyer, another past-President attended the meeting in person to thank Fred. She recalled skiing the 2016 JackRabbit event of 102km with Fred.

Fred thanked all stakeholders of the Canadian Ski Marathon - in particular the skiers and the CSM board(s) of the last 10 years. This event has had a profound impact on him as a person and as a professional. He has experienced tremendous personal growth directly because of this involvement with this fabulous event that is more than a sports event but rather a cultural event that brings communities together.

## **6. 2024 Planning**

Real reported that there were three strong applications for the Event Director position and that one has been hired. The person knows the event very well but it is premature to announce the name until transition from current employment is complete.

The planning for the 2024 event is already well underway with many new concepts for simplification and cost control. One big difference is that tourers will pre-select their distance and plan to finish at a common finish line for everyone. This will save a lot of busing costs. It will be a modified point-to-point route with the same finish line on both days. On Saturday, skiers will be bused to the start location and finish their skiing day in Montebello. On Sunday, there will be a large loop in Kenauk, starting and finishing in Montebello. There will be much less road skiing and no trails shared with snowmobiles. CSM thanks Kenauk Nature for their huge support.

## **7. Amendment of Bylaws**

Chris Teron explained that new bylaws were approved in 2019 to comply with new legislation for Not-for-Profit Corporations but that an error has been discovered. The Directors have approved an amendment to remove two sentences from Section 35 that erroneously prevented a director from being an officer. The amendment needs approval of the members.

A motion was put forth by Chris Teron, seconded by Gillian Rick to remove the sentences “A director may not be appointed to any office of the Corporation. An officer may not be a director.” From Section 35 of the bylaws. Using a Zoom poll of membership, the motion was approved with 30 of 31 votes, plus the panelists.

## **8. Election of Directors**

Real reported that the CSM is permitted to have up to 12 directors and currently has 10. 9 were elected at previous Annual General Meetings and 1 was appointed during the year (Ian Waugh). He thanked Jean-Raphaël Laberge-Desjardins, whose term has expired and does not wish to serve another term. Several years ago, JR commented that the CSM can do better and offered to manage the green initiative. He then agreed to join the Board. 7 of the existing directors still have one year of their term remaining. Gillian Rick is at the end of her 2-year term and wished to be re-elected.

Julie Boyer put forth a motion, seconded by Simon Trudeau, to nominate the following members as directors to serve until the AGM in two years:

- Re-election – Gillian Rick
- New director – Ian Waugh

Using a Zoom poll of membership, the motion was approved unanimously with 32 votes, plus panelists.

Real stated that there will be a meeting of the new Board immediately following the AGM where it is expected that Real will be reappointed as President, Gillian will succeed Chris as Secretary, Ian will succeed Sylvain as Treasurer, and Chris will be appointed as Vice-President.

Real repeated the need for more people to serve as Directors, especially with experience in marketing.

## **9. Assembly Wishes**

Fred expressed confidence in the board's wishes to change the event in order to simplify implementation. He, and the office, have known for many years that in the long terms the event could not continue as a point-to-point event from Lachute to Buckingham. The addition of the new northern route from Mont-Tremblant will do little to alleviate the issues of urban sprawl – this has only accelerated in the last few years. Quebec's desire to have internet service provided to all communities in the province will only exacerbate the challenges. It is quickly becoming impossible to plan our old route and for the CSM's survival the approach taken next year what the event needs. He reiterated that the board was comprised of individuals who know the event well and he asked members to trust them as they plan 2024.

**10. Other Business**

None

**11. Adjournment**

There being no other business, the 2023 Annual Meeting of Members was adjourned at 8:45pm.

