

**MARATHON CANADIEN DE SKI / CANADIAN SKI MARATHON INCORPORATED
ASSEMBLEE ANNUELLE DE MEMBRES 2024 ANNUAL MEETING OF MEMBERS**

Held in Montebello and via Zoom – Tuesday, June 4, 2024

Members Present:

The following Directors and staff were present:

In-Person

Real Perriard (President)

Chris Teron (Vice President)

Justin Braganza

Michael O’Gorman

Gillian Rick (Secretary)

Luc Frechette

Marie-Anne Adam (Client service)

Julie Mailloux (Volunteers)

As Zoom panelists

Cynthia Fish

Sereena Trottier

Ian Waugh (Treasurer)

JF Picard (Logistics)

The following member was present in person:

Wayne Flatt (#408)

39 other members attended as Zoom attendees:

Sylvie Beauchamp, Frederic Beaudry, Pierre Beauregard, MaryBeth Bourne, Douglas Bowes-Lyon, David Cannistraro, Paul Cannistraro, Eric Castonguay, Frédéric Dallaire, Crystal Deschambault, Chris Edgell, Marc A Fontaine, Alain Giguere, Andrew Haberl, Jerome Harnois, Neil Herber, Joel Hinshaw, Curtis Howard, Renee Hueston, Ken Jobba, Andrea Kausel, Pierre Lortie, Rick Mandahl, Céline Marenger, Scott McGovern, Gwyn Norman, Melanie Page, Steven Paraskevas, Scott Pegrum, Etienne Portelance, Dan Quinlan, Vincent Seguin, Daniel Stewart, Mary Thompson, Simon Trudeau, Keith Tuomi, Andrei Vovk, Robert Wade, Laura Stewart

The meeting started at 7:00pm. Real Perriard presided over the meeting and Gillian Rick 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.

A video about Jackrabbit Johanssen was shown.

Each of the Directors and staff introduced themselves.

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 Chris Teron and seconded by Justin Braganza. Using a Zoom poll of membership, the motion was approved unanimously with 31 votes, plus the panelists.

1. Approval of Minutes of 2023 AGM

A motion to approve the minutes of the 2023 AGM was put forth by Real Perriard and seconded by Michael O’Gorman. Using a Zoom poll of membership, the motion was approved unanimously with 34 votes, plus the panelists.

2. President's Report

Real took a moment to thank all the volunteers and staff who helped to make this year's CSM a success. He then read from his written report:

Welcome to our annual AGM. As always, thank you for loving this event and supporting it. In my 3rd year as the president I had the pleasure to preside and help put forth my 2nd in-situ event. It sure feels good to ski with everyone in the Montebello region after the difficult years in 2021/22. As you read my messages throughout the winter you know that the CSM needs to battle for its survival like so many cultural and sporting events in North America. We are no different BUT we have the best following and most passionate membership. Our skiers have had lives impacted by the event and they show up with donations and with passion and you keep coming back. Thank you.

At last year's AGM we announced changes. Change is hard. During the fall of 2023 our small team was significantly affected by staffing issues that made the challenges near unsurmountable. After hiring 3 very good individuals we shortly lost all three due to a variety of issues not related to the CSM itself. These are good people that like us love this event. But life happens. Our ability to host the event was in real jeopardy.

This brings me to our team and some key people that stepped up last year. I want to thank both J-F Picard and Julie Mailloux. They may not be names you are used to hearing. J-F has spent many years in the background supplying logistics support. When I spoke to him to first tell him of our challenges last fall - his reaction was "what can I do". His "can-do" attitude gave us a spark, and although he was a bit late in the game, he jumped right in and really helped us out. Thank you J-F.

Julie has been a volunteer coordinator for many years, again operating in the background. We were slow to engage with her last year as we juggled too many things. And yet, she was a huge part of the weekend's success. She went beyond what we naively expected and we are so happy she's part of our team. Her knowledge of our huge volunteer base and the Montebello landscape is a big asset to the CSM. Merci Julie!

To our board of directors and Marie-Anne, what you guys pulled off last year was amazing. Thank you to each and everyone of you for being on this team.

The challenges of 2023 pointed to a simpler event in 2024. Cost control and adaptability were our core principals as we designed the event. Yes the tourers had less flexibility but our busing costs were lower. Yes, we skied in beautiful Kenauk quite a bit, but our grooming costs were lower and our ability to pivot the event on Friday afternoon – well, it could not have been done w/o our trail design/choices. And, skiing in Kenauk is quite beautiful I'd say!

I love the traditional 160 Km point-to-point course. Will it be back? Maybe. Right now we are doing what's best for the event given the current context of snow conditions, cost control and urban spread.

While I skied for 2 days, I really saw a lot of skiers smiling and happy with what we put forth. I firmly believe most skiers understand we are going in a good direction. Later in the meeting I will talk about 2025. But let me tease something – 2025 marks the 150 anniversary of Jackrabbit – how cool is that!

It is clear that without more changes to the event, we really need 1300 skiers. Numbers that were very achievable prior to the pandemic. It's now 2 years in a row where we fall short of 1200. We must not let that be a tipping point. Continue to be ambassadors and to bring your family and friends to our event.

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 helps us financially so we can bring the event to skiers. I want to thank Kenauk Nature reserve – they host us for the weekend and they help us through the year with planning and trail design. They are a big part of us being able to carry on. I also want to thank all skiers who give generously – you are all amazing.

Lastly, as 3 years have passed, I believe it is important to have change and new ideas that help us get better. I will step down as president at the conclusion of the AGM. I cannot overstate the appreciation I have for my fellow board members who give of themselves to put this event on and to keep it going. It is humbling – Thank you. In particular I also want to thank Chris Teron who has been by my side in the last year – let's just say, we had a lot of Zoom meetings. Could not have done this in 2024 without Chris.

3. Financial Report

Real Perriard introduced Ian Waugh, one of the newest members of our board in 2024, and our treasurer. Real thanked Ian for his help in taking on such a big role this year. He highlighted how Ian has played a critical role in helping us sharpen our financial skills, and develop systems to become more precise in our reporting and budgeting. Ian presented a summary of the finances using the following slides:

2024 Event Budget

- Challenging exercise after the financial loss of last year's event and two years of virtual
- Ian thanked Jocelyne, Real, Chris, and Marie-Anne for their help with the finances this year.

2024 Achievements

- Simplified event to manage financial risk
- Aggressively sought donations
- Focused on Grant funding backlog
- Further reduced costs when registration lagged forecast
- Improved budgeting practices
- Operationally ran an amazing event

2024 Achievements

- We simplified our event (e.g., fewer buses, reduced trail), and everyone rolled up their sleeves to do more.
- We were able to achieve our goal of donations through generous personal donations, and through Nordiq Canada
- We reduced costs when registration lagged. The weather and new fee structure may have contributed to our lower overall registration


Current state of financials / finances

- Some of our cashflow and budget issues have come from our inability to collect on past grants. We are currently waiting on \$6,000 from the Tourisme Outaouais Special Regional Project Fund. We also worked hard to close on several outstanding grants:
 - 2022 grants have been received
 - 2023 early submission has been made, and we received the first 2/3 of this grant. We must wait to receive the last payment amount.
 - We will be reconciling money owed to the Ski at School Program as "Services in kind"

Current state of finances

- FY2021: pursuing legacy \$6K request for COVID relief from Tourisme Outaouais; will succeed!
- FY2022: closed and received all \$ related to provincial grants
- FY2023:
 - BDO report will be concluded in June; allows us to receive final \$32 200 from Tourisme Quebec grant
 - Un-tanglement from Ski@School (05/2023) uncovered outstanding debt;
 - Tentative agreement to convert to long-term debt and use services-in-kind to minimize impact to CSM
- FY2024:
 - Event financials are ready and presented next
 - Next step includes Audit report from BDO for collection of \$41 000 pre-approved grant from Tourisme Quebec.
- FY2025: Budget prep and process improvements underway
 - Rebuilding of endowment fund

- For the 2024 event, we are about \$21,000 in deficit due to a skidoo accident, consequently our contingency fund for this year was used.
- Real noted that in the past we have presented budgets that are in a deficit at times, but as past grants come in, we see previously red numbers climb into or towards the green.

 CANADIAN SKI MARATHON CANADIEN DE SKI	États financier d'événement / Event Financials				
	2024	2023	2022	2021	2020
	Présentiel	Présentiel	Virtuel	Virtuel	Présentiel
Revenus					
Activités du MCS	\$355,572	\$324,852	\$114,273	\$143,754	\$379,463
Revenu Subventions/Grants MCS	\$41,000	\$32,800	\$23,730	\$86,400	\$55,205
Commandites/Sponsorship MCS	\$45,755	\$17,440	\$19,576	\$7,750	\$29,175
Autres revenus MCS	\$1,086	\$3,637	\$14,800	\$20,682	\$24,398
Activités du Ski Challenge	\$4,410	\$11,211			
Revenus TOTAL	\$447,823	\$389,940	\$172,379	\$258,586	\$488,241
Montants potentiel à recevoir					
Versements subventions à venir		\$77,000	*Montant maximal de \$96,400 (ajustement selon états financier à sou		
Retour de taxes à recevoir		\$8,844	** taxes de ventes à récupérer pour exercices financier antérieurs		
TOTAL		\$85,844	N / A	N / A	N / A
Apports reportés (dons projet réparation du pont)		\$0	\$15,000	\$0	\$0
Frais d'exploitation (Dépenses)					
Administration MCS	\$120,796	\$118,940	\$120,865	\$108,740	\$156,071
Activités de l'événement / opérations MCS	\$337,231	\$371,109	\$45,897	\$45,733	\$283,087
Marketion promotion MCS	\$10,758	\$26,230	\$15,306	\$6,270	\$43,634
Autres dépenses MCS	\$0	\$0	\$2,013	\$7,300	\$0
Dépenses à venir MCS	\$0	\$0	\$0	\$51,101	\$0
Activités Ski Challenge	\$0	\$0	N / A	N / A	N / A
Total des frais (dépenses)	\$468,785	\$516,280	\$184,081	\$219,144	\$482,792
Bénéfice net (perte nette) - MCS	-\$20,962	-\$40,495	-\$11,701	\$39,442	\$5,449

Cash Flow

- As outstanding grants come in, our picture is better. There are still some outstanding bills to pay but we will end the year with money in the bank.
- We will use the money collected to begin replenishing our endowment fund.

Cashflow		
Cashflow 2024 Event - June 4		
Current Cash on Hand	\$	14,061.00
Outstanding Revenues Estimated		
Invoices	\$	- Square Sales, etc.
Grants	\$	79,200.00 MCS - Subventions Suivi - 06 Fevrier 2024
Tax Return 2023	\$	20,000.00
Outstanding Expenses Estimated	\$	(14,590.00) BDO, Dorm
Surplus/Deficit	\$	98,671.00

A motion to approve the 2023 financial report was put forth by Michael O'Gorman and seconded by Luc Frechette. Using a Zoom poll of membership, the motion was approved unanimously with 33 votes, plus the panelists.

4. Skier Survey

Justin Braganza spoke to some of the highlights of this year's skier survey.

- There was a high rate of satisfaction among skiers.
- One of our goals was to retain and gain new skiers to the event, and we were able to achieve this.
- We have heard, and will work to:
 - We have heard of people's desire to protect the point to point skiing concept. For 2025, we will need to return to the model that was done in 2024.
 - We will be reviewing the "lack of flexibility" for tourers as we start to plan the 2025 event
 - We understand that the last section this year was too difficult (23 km instead of 15km), and will be better prepared to change the trail at the last minute if needed next year.
 - We really want to have more families join us, and will continue to assess how much we are charging our skiers (cost of the event).

The screenshot shows a presentation slide with a dark blue background and white text. At the top, there is a small instruction box that says 'To exit full screen, press Esc'. The title of the slide is 'Sondage/Skier Feedback'. Below the title, there are two columns of text. The left column is in French and the right column is in English. Both columns list the same three points: 1. High satisfaction score (87%), 2. Loyal following with many new skiers, and 3. Main Areas of Concern. The third point is expanded with bullet points in both languages.

French	English
1. Un taux de satisfaction élevé 87%	1. High satisfaction score 87%
2. des nouveaux et anciens skieurs	2. Loyal following with many new skiers
3. sujets de préoccupation <ul style="list-style-type: none">– Protéger le parcours linéaire– Perte de flexibilité pour les randonneurs– Les détails du « plan B » ne convenait pas à de nombreux skieurs !– Coût	3. Main Areas of Concern <ul style="list-style-type: none">• Protecting the point-to-point legacy• Loss of Flexibility for Tourers• Details of "Plan B" were not suitable for many skiers!• Cost

5. MCS 2025 CSM

Real Perriard shared that we are using lessons learned from this year's event to be better prepared for 2025. The plan is to use our Plan A from 2024 in next year's event, and that we have a better idea of what to expect if there is a need to quickly change our plans, as happened this year. We are hoping to bring on a new event director this year, and Julie Mailloux will be more involved in 2025 as well. An opportunity for early pre-registration will be opening soon.

Michael O'Gorman shared the celebration of Jackrabbit, which will be our central theme for the 2025 event. Jackrabbit spent his 55 years of retirement trying to get the youth out skiing. As such, the 2025 J'accroche/ Taster category will be free for youth. There will also be a new youth badge/ achievement added to the Canadian Ski Challenge.

6. Election of Directors

Real reported that the CSM is permitted to have up to 12 directors and currently has ten. Eight were elected at previous Annual General Meetings and two were appointed during the year (Michael O'Gorman and Luc Frechette). 2 of the existing directors still have one year of their term remaining. Six directors are at the end of their 2-year term and wish to be re-elected (Real Perriard, Chris Teron, Justin Braganza, Cynthia Fish, Sereena Trottier and Paul (Boomer) Throop).

Real Perriard put forth a motion, seconded by Gillian Rick, to nominate the following members as directors to serve until the AGM in two years:

- Re-election – Real Perriard, Chris Teron, Justin Braganza, Cynthia Fish, Sereena Trottier, Paul (Boomer) Throop
- New directors – Michael O'Gorman, Luc Frechette

Using a Zoom poll of membership, the motion was approved unanimously with 24 votes, plus panelists.

Real stated that there will be a meeting of the new Board immediately following the AGM where it is expected that Chris Teron will succeed Real as President, Real Perriard will become Past-President, Gillian Rick will continue as Secretary, and Ian Waugh will continue as Treasurer.

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

7. Assembly Wishes and Words from Members

Member Pierre Lortie thanked the group of directors and staff. He has had the privilege of participating for the last 51 years, and thanked Real for the kinder ski trail on behalf of those who are 94 years old. He thanked the board for celebrating Jackrabbit, celebrity of the marathon, and the driving force behind cross country skiing in North America. Pierre shared that in 1974, after his arrival at the checkpoint during his second ever marathon, Jackrabbit told him "You'd better come back every year!". He took this as a direct order from the Seigneur, and looks forward to celebrating Jackrabbit next year. Pierre knows of several people in the Quebec City region who would like to become Ambassadors, and ski the CSM.

Member Pierre Beauregard congratulated the group of directors and staff for their involvement in the 2024 event. He wondered how long term goals and ideas are developed and monitored (e.g., looking forward 5 years, if there is no more snow base, what will we do). Real responded by saying that as a board, we have "Lac à l'épaule" sessions where the board and staff meet to ensure our mission/ vision statements, goals, and challenges are addressed and monitored.

In conversation with friends and other skiers, Pierre shared that many ideas have been discussed, including: connecting two or more established ski centres (with trails and the capacity to host a large number of skiers) with a long trail.

8. Round Table

All directors and staff thanked the members for being present at the AGM. There were invitations to have members join us as volunteers (in the planning or actual event), bring along more participants, and to donate financially if possible. Marie-Anne invited members to reach out to the office (info@skimarathon.ca) if they have any ideas or wanted to get in touch.

Chris thanked Real for his involvement as President for three years through such tough and ever changing times. Real thanked him, and the members, and looks forward to continuing in a smaller capacity.

9. Adjournment

There being no other business, the 2024 Annual Meeting of Members was adjourned at 8:55pm.