

MARATHON CANADIEN DE SKI/CANADIAN SKI MARATHON INCORPORATED ASSEMBLEE ANNUELLE DE MEMBRES 2021 ANNUAL MEETING OF MEMBERS

Held Via ZOOM [due to COVID-19 Assembly Restrictions] QC/ONT – 08 June 2021

Members Present:

The following Directors were present as Zoom panelists

Sylvain Parent (President)
Ross MacLeod (Treasurer)
Real Perriard (Secretary)
Jean-Raphaël Laberges-Desjardins
Gillian Rick
Bruno Carrière
Hérve Mallet
Chris Teron
Paul (Boomer) Throop
Justin Braganza
Martine Proulx

46 members attended as Zoom attendees.

Guests:

Frédéric Menard (Event Director)
Mélisandree Godin (staff)

Round-table introductions were carried out prior to start of meeting. Protocol for Zoom meeting and how to ask questions was reviewed (use of Q&A feature) by Fred.

1. Quorum (Sylvain Parent)

Sylvain Parent presided over meeting and Real Perriard recorded minutes as board Secretary. The meeting having been duly called and the members of the Corporation being present in person constituting a quorum, the meeting was declared duly constituted. Meeting was recorded and made use of a Power Point presentation.

2. Approval of Agenda and Minutes

Motion to approve the agenda was put forth by Real, seconded by Martine. Motion to approve minutes of the 2020 members' meeting was put forth by Chris, seconded by Justin. Poll of membership took place and both motions were approved (100%).

3. President's Report (Sylvain Parent)

Sylvain exclaimed "what a year!" ... socially and personally with many challenges beyond the CSM event. We had to re-invent ourselves several times during the year. We guided ourselves with 4 objectives – whatever we needed to do to adapt we were guided by: a) we must design an event to keep the legend/event alive during the challenging times; b) have a safe event – for all skiers and for our partners and communities; c) the event must be inclusive for all skier abilities and all CSM categories and for all regions – allowing participation across Canada, from our southern neighbors and even around the world; and d) finally, our event must be financially viable so that we can continue operations beyond this year and ensure we can return to a normal event next year – thereby preserving the event for future years. Sylvain is very proud of the work done and what we ended up with as an

offer to our skier community. We met our four objectives we feel. We budgeted for 750 skiers, not knowing what the future would hold and how the skiers would respond. The entire CSM board was extremely impressed and please with the enthusiasm demonstrated and with the 2139 skiers that registered. Also, the level of private donations was simply outstanding. The Facebook generated interest was a pleasant surprise. The variety of skiers experience, from a 1KM track in downtown Montreal to ski the Coureurs des Bois to skiers participating in Antarctica.

Skiers were again surveyed to assess our direction. Of 735 respondents (high in itself), we received a 95% approval rating on what we offered in 2021. Skier suggestions for improvements identified 2 key items. Our website needs to be modernized, revamped and more mobile friendly. Secondly, the CSM could do a better job of “self-promoting”. These items are actually in our plans very directly. It is the true that the pandemic has set us back in our abilities to complete this work.

Our by-laws were reworked and updated; our governance documents redone. Sylvain thanked Martine for her contributions in these areas. The board also brought on 4 new board members. These will be elected tonight. We received 8 applicants and did our best to represent our skier community in selecting the 4 new members.

4. Event Director Report (Fred Menard)

Fred highlighted that we just went through a most unusual year. He thanked the directors personally for their dedication and passion towards the CSM. Fred is very happy that we kept the event “alive and healthy” and we offered a fun event that was loved by our skiers. We attracted many new skiers, and we were excited to see so many “old” skiers who had left the event for a variety of reasons who could now return and support the CSM. Of course, the current regulars were back in force. The Facebook group was a real success in generating and capturing excitement from so many.

The future is very promising – in large thanks to the generosity of all the skiers, the Ski at School program is very successful and is bringing skiing to many young skiers, our ambassador program has matured and brings skiing to many different regions [Gillian is leading this and it's now making a difference], and the Training Trail program from Chris is bringing visibility to the CSM in ski centres across eastern Canada in particular. The vCSM went beyond our imaginings. With this the team will work to find alternative to bring variety to all interested in cross-country skiing. Fred is filled with optimism in regard to our future. Looking forward to seeing people in Montebello next year!

5. Financial Report Presentation (Ross MacLeod)

Ross was pleased to present the financial report. We carried out detailed audits. The event was affordable for all and was viable for the organization. This year we separated bank accounts to better keep track and manage our money [protecting our endowment fund]. We cut cost where possible and we invested in the future. The year was financially very successful. Governments were very helpful.

This year's operations yielded a surplus of \$39,444; this was based on revenues of \$247,000 [40% was from skier fees, otherwise we had other actors contributing], and expenses were just under \$208,000. It is key that we note that skier fees only cover part of the revenue and that we recognize contributions from other sources. Private donors and government agencies [local, provincial] contribute significantly to our operating budget. Without them we could not put on a marathon. Pembroke is a hugely important partner. This year the skier community donated in record amounts. We were absolutely surprised and impressed by our skiers. Due the good year we have decided to invest in the future of the CSM. \$25,000 was spent on hardware so we have a surplus of certain high demand medals for years to come, \$15,000 will be spent on new equipment [for example safety equipment such as safety sleds], \$2,000 to remedy accounting deficiencies identified during a formal audit, and the board is making a historic contribution of \$57,000 to our endowment fund. Our accountants highly recommended that as a

“best practice” we intentionally put aside a significant amount to protect our CSM event against future disasters as an “insurance policy”.

The Ski at School program continues to grow. New communities (in particular Gatineau) are joining the program. The event is now bigger than the CSM itself. It generated 16,000 ski experiences to young skiers who would normally not have a skiing outing. This is in large part thanks to Paul Boomer Throop and his team lead by Benoit Hudon. The funding comes from private donors [Groupe Desjardins, MRC and provincial governments] and some government support.

Our current balances are: Operations account \$57,000, Endowment Fund \$86,296 [will soon receive \$10,000 from generous contributor to support our ‘rainy day fund’] and Ski at School \$82,000, which operates independently. We are currently working on 2022 budget with the same careful conservative approach as we did in 2021.

Sylvain motioned for approval of the financial report, seconded by Chris – polling yields 91% approved and 9% abstained. The Treasurer Report is deemed approved.

6. 2022 Event (Real Perriard)

Real presented plans for 2022. Two facets are trail selection process and what would a hybrid event look like. A key question will be “what will the pandemic look like?” and what will our behaviours look like. What will this all mean to our event and how we plan it. Real highlighted that there is a keen interest from many skiers to return to a 2-day in-situ event. Our guiding principle is the safety of our skiers and our partners/communities. We understand that we present a plan but that we might change it – we need to be methodical and patient. The CSM is an event with many variables during the planning and execution stage – but we always adapt. The intent is for a 2-day event to take place “as normal” – in 2022 we want to offer the Northern Trail with Day 2 then traveling west towards Buckingham. However, the team understands that we may adapt to the pandemic dictating what we can do.

A “virtual” and distinct event will be put forth. It will not have the usual CSM awards – it will be something very new. The concept is mostly designed with some details being ironed out over the summer. It will be launched in the fall.

The CSM will reconsider the same event as in 2021 should the pandemic force us into that situation.

7. Elections of Directors (Sylvain Parent)

Our board can have up to 12 directors. In June 2020, we elected 9 directors for two-year terms but one has since resigned (Dan Quinlan). Sylvain thanked Dan for his contributions, in particular as our only US-based president. Dan still supports us in managing the complex database work and for awards to all skiers. In September 2020, the Directors appointed four new Directors to serve until this AGM, so the Board had the maximum number of Directors. At this meeting, two directors are leaving the Board. Julie Boyer was our first woman president during the CSM. Martine Proulx is also leaving. She was instrumental in bringing higher quality governance principles to board. She was a real professional. Martine expressed her gratitude for spending time on the board. She encourages any skier to consider volunteering to contribute to this event we all love.

Sylvain nominated Gillian Rick, Bruno Carrière, Herve Mallet and Jean-Raphaël Laberge-Desjardins for election as directors for new two-year terms. Real seconded the motion. Polling resulted in 100% approval.

Post this AGM, the new Board will appoint new officers. Sylvain will step down as president. Real, the current secretary, will step down and is expected to become the new president of the board. Ross will stay on the board but step down as treasurer and remain as liaison with the Ski at School program. Meanwhile Herve Mallet is

expected to become the new treasurer, and Chris Teron will become the new secretary. It is noted that in our new by-laws we have dispensed with the position of vice-president and past-president.

8. Assembly Wishes (Sylvain Parent)

Sylvain allowed the membership to speak if desired. Of note, we are very pleased that these new “Zoom” AGMs have generated interest and it is a pleasure to see our skier community. No comment from membership. Many expressed “thank you” via the chat line.

9. Other Business (Sylvain Parent)

Sylvain allowed board members to speak if desired. Real and Ross expressed their “thank you” to all skiers who skied and supported us. We were very nervous that 750 skiers would not show up. But to see over 2,000 was so amazing. Can’t wait to see you all next year! Justin emphasized that we need feedback – the event belongs to the skiers, not to the board members. He analyzes the skier survey and really likes to see skier give constructive feedback. Fred thanks parting directors and also Mélisandree Godin who is leaving the office.

Adjournment

There being no other business, the 2021 Annual General Meeting was adjourned.