



CSHFM ANNUAL GENERAL MEETING MINUTES

23 September 2021 - Virtual meeting

Board Members Attending

- Stephen Finestone
- Jean Cloutier
- Robin Macfarlane
- Denis Boulanger
- Peter Duncan
- Chris Edgell
- Jane Chisholm
- Daniel Hermosa
- Janie Soublière
- Erik Austin
- Dave Pym
- Peter Webster

Board Members Absent

- Danny Minogue

Others in Attendance

- Executive Director (and CSHFM member) : Joanne Heward

CSHFM Members Attending

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|-----------------------|----------------------|
| • Jean Philippe Ewart | • Nancy Greene Raine |
| • Chris Edgell | • Martin Labrecque |
| • Ivo Krupka | • Caroline Midgley |
| • Arnold Midgley | • Patrick Corcoran |
| • Barbara Walker | • Tom James |
| • Erik Guay | • Russell Goodman |
| • Linda Crutchfield | • Eva Kuchar |
| • Robert Soden | • Andrée Deslauriers |
| • Grahame Aikin | • Donald Taylor |



Meeting Proceedings

1. Opening of the meeting

2. Confirmation of quorum

- Decision- quorum was confirmed by the Chair
- Scrutineers report-44 proxies held by various members
- Request that new items or new ideas not on the agenda be raised at the end of the meeting.

3. Review and adoption of 2021 AGM agenda:

- Motion proposed by Russell Goodman; Seconded by Dave Pym
- Vote: Motion carried.

4. Adoption of the minutes of the 2020 AGM held on June 11, 2020

- Motion proposed by Nancy Greene Raine; Seconded by Grahame Aikin
- Vote: Motion carried.

5. Financial Report – Adoption of Annual Financial Statements for the year ending 30 April 2021

- Jean Cloutier provided a brief overview of the CSHFM financials.
- Tabled the Independent practitioners review engagement report including the three financial statements, income and net assets statement, balance sheet, cash flow statement and the notes to the financial statements.
- The financial statements were provided by an external accounting firm.
- The statements had been forwarded to Board members prior to AGM.
- Motion that the Financial Statements be approved.
- Motion proposed by Jean Cloutier; Seconded by Russell Goodman.
- Vote: Motion carried.



6. Adoption of Interim Internal Financial Statements (as of 30 April 2021)

- Interim financial statements were approved by the Board and forwarded to the members prior to the meeting.
- Motion needed to approve interim 2020 financial statements subject to approval of final statements by the Board.
- Motion proposed by Jean Cloutier; Seconded by Robin MacFarlane
- Vote: Motion carried.

7. Appointment of Accountants for External Financial Review

- Amyot Gelinas accounting firm has provided in previous years an external review of the financial statements and has provided independent Engagement Reports.
- Motion to continue with that firm for the forthcoming year.
- Motion proposed by Jean Cloutier ; Seconded by the Russel Goodman.
- Vote: Motion carried.

8. Election of Directors

i. New Candidates

- Three new candidates for directorship on the Board are proposed in further to satisfying the requirements of the Policies and Procedures of the Nomination Committee. These include Earl Kaplan, Ian Wolfe, and Jeff Simmons; the bios of each were forwarded to the members prior to the meeting.
- Motion – That the above candidates be approved.
- Proposed by Janie Soublière; Seconded by Danny Minogue.
- Vote: Motion carried.

ii. Slate of Candidates for Board of Directors

- The slate of candidates for the Board was forwarded to members prior to



meeting.

- In addition to the above three members, the slate included the following:

Stephen Finestone, Erik Austin, Jean Cloutier, Daniel Hermosa, Peter Webster, Danny Minogue, Peter Duncan, Janie Soublière, Jane Chisholm, Robin MacFarlane, Dave Pym (ex-officio non-voting member)

- Motion- that the above slate be approved by the members
- Proposed by Jean Cloutier; Seconded by Danny Minogue
- Vote: Motion carried

9. Activity Report – Chairman’s remarks

First recognizing that each Committee Chair will make their reports and to make best use of everyone’s time the President shared a few focused remarks:

- Special mention, acknowledgement and thanks to Chris Edgell for his years of service and leadership to our organization as a volunteer and as a member of the Board
- Acknowledged and thanked Dennis Boulanger and JP Ewart for their substantial contribution to many areas of the organization
- Thanked the Governance Committee for the many hours spent developing and drafting the new bylaws. Janie and Dan thank you!
- Succession planning: More still to do but very thankful and proud to have 3 new members joining our Board: Ian Wolfe (Archives), Earl Kaplin (Membership) and Jeff Timmons (Marketing)
- Kudos to the Events Committee for a wonderful first virtual Hall of Fame Induction event! Jane, with Joanne and others, gave us a very special experience that was equally well received.
- Acknowledgement that COVID has impacted on fundraising efforts and our brick-and-mortar efforts, however with support from our supporters and sponsors we were able to pivot quickly and focus on our national virtual presence. Special thank you in this area to Erik and Andrée Deslauriers for their outstanding effort and dedication.



- External Relationship support continues, thank you. Special mention to ongoing support from the CSIA, where members can donate while paying their membership dues and to CSA for ongoing support related to our HoF events.

10. Committee Chair Reports

i. Events Committee

The 2021 Legends Classic Race

- Due to the pandemic, the 2021 Legends Classic ski race was cancelled. This fund-raising event is held annually in March at Station Mont Tremblant in support of the Canadian Ski Hall of Fame & Museum. Plans to reinstate the Legends Classic for 2022 are underway and a Spring date will be confirmed in the coming weeks.

The Canadian Ski Hall of Fame 2021 Induction Event

- The Canadian Ski Hall of Fame induction event was initially scheduled to honor the Class of 2019 on April 4, 2020, at Blue Mountain Resort, in Collingwood, Ontario. Due to Coronavirus concerns, the physical induction event was postponed out of respect for the safety of the honourees, their families, guests, event sponsors and the numerous volunteers.
- With on-going pandemic restrictions in 2021 and in order to celebrate the Class of 2019 without any further delay, a one-hour virtual event was held on June 29th, 2021, at 7 p.m. EST.
- The event was viewed through a Zoom platform.
- Two hundred and seventy-five participants registered for the event (not including the numerous family and friends who joined them for the occasion on September 29th.)
- Each of the nine inductees were featured in a video highlighting their achievements and concluded with their induction into the Canadian Ski Hall of Fame and the presentation of a beautiful glass plaque and a 25-carat gold pin.



- The induction video was produced by Israel Bonequi, an Emmy awarding winning producer, hosted by Jean-Luc Brassard, Canadian Freestyle Champion, and Gold medal winner in the 1994 Olympic winter games and included nine honoured presenters: Hugh Smythe, Ken Read, David Rees, Mike DesBrisay, Stephen Finestone, Erik Austin, Jane Chisholm, Dominick Gauthier, and Peter Duncan.

The Class of 2019 CSHF Inductees:

- | | |
|--------------------------|--|
| Chandra Crawford | - Athlete Nordic |
| Ashleigh McIvor | - Athlete Ski Cross |
| Mike Irwin | - Builder |
| Malcolm Hunter | - Builder & Nordic Coach |
| Lauren Woolstencroft | - Athlete Para-Alpine |
| William (Bill) Schreiber | - Builder |
| Jennifer Heil | - Athlete Freestyle |
| Réal Boulanger | - Posthumously - Builder |
| Lorne McFadgen | - Posthumously – Alpine Ski Instructor |
- Generous sponsors of the Hall of Fame induction event included, Minogue Medical, Canadian Snowsports Association, Sport Dinaco, IND Films and TMD Marketing. Both prior to and during the hour-long event, over five-thousand, one hundred and fifty, (\$5 150.00) of on-line pledges were received.
 - The virtual concept was a tremendous success. It allowed for a wide variety of viewers around the globe to attend the induction event that otherwise would not have been able to celebrate with the honoured Class of 2019. That included Ken Read who on June 29th attended the virtual event from Europe.
 - The video production of the induction event is available for all to view on the CSHF website.
 - Special thanks to Joanne Heward for her hands on support and collaboration, Stephen Finestone for his guidance, Peter Webster and his selection team, Peter Duncan for his assistance with the video voice-over, Jeff Timmins for producing the Class of 2019 memento magazine, Israel Bonequi for the video production and Larry Nardone who personally



supervised the packing and shipping of the awards to each of the nine inductees.

- A big thank you to all the inductees, their nominators, their presenters, and our valued sponsors who greatly contributed to making this a memorable event. And thank you to the CSHF&M Board of Directors for supporting this inaugural virtual event.
- We look forward to inducting the Class of 2020 in the Fall of 2021.

Class of 2020 inductees:

Alexandre Bilodeau	- Athlete Freestyle
Philip Chew	- Coach Para-Alpine
Dave Wood	- Nordic Coach
Gordon Canning	- Builder
Joe Fitzgerald	- Builder
Darrell MacLachlan	- Builder (Deceased)

ii. Build Committee

- This was long and busy year on this file.
- A reminder to everyone that in June 2020, the Board determined to pivot its effort from a Physical location to an improved and more sophisticated Web presence.
- As focus was to shift to developing our virtual presence, maintaining important relationships, and remaining connected to partners such as VMT could not be overlooked. Hence a special thank you to Luc Dubois / Michel Beaulieu and Peter Duncan who carried on interaction with the city.
- Overtime elements of engagement with the VMT evolved:
 - What started as a financial contribution from the VMT of \$1 million over 5 years, (which required still final Council approval), with arrival of COVID and logically new priorities, the apparent contribution was removed from the table in August 2020 – and over time, was significantly modified.
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- Efforts continued in exploring the lease of an alternative venue in partnership (no longer with the city directly) but with Tourism Tremblant, a branch of VMT with the aim of obtaining funding over 10 years including “in kind” contributions.
- Subsequently what started as a bilateral agreement involving the CSHFM with Tourism Tremblant shifted into a broader arrangement involving multiple parties in an extended partnership which created a significant degree of additional complexity, and in part required a larger part of space-sharing with these parties.
- In mid-January, the landlord unilaterally imposed upon the involved parties without notice a deadline date in early February for signing of the lease by CSHFM.
- The resulting scenario was one where the CSHFM would need to sign a significant 6 figure lease obligation without partnership agreements in place and without an approved vote at the Municipal Council or from the VMT confirming available funding – funding which had conditions.
- One funding condition for the VMT was a favorable VMT consultant’s report on the feasibility of the project and a review of budgeted numbers. Informed by this report the VMT decided that it would not go forward based on the report and apportionment of costs to VMT.
- Both the CSHFM and the VMT agreed to keep future opportunities open.
- Subsequently the CSHFM moved on to explore a third new space with more favorable lease terms, still at the base of the Mountain. Discussions were initiated. While in the process of meeting with museum designers and engineers about this location we learned at the end of July that, without any prior notice to CSHFM, the landlord had moved forward and leased this space to another party.
- Finally, the Chair of this Committee, JP Ewart, announced for personal reasons the need to step down from his position as CSHFM Vice Chair and Chair of this Committee.
- We are continuing to assess our options regarding this important pillar for the CSHFM.



iii. Fundraising Committee

- The impact of COVID and associated waves have created a less than favorable fundraising environment for the CSHFM in the past year.
- After informal discussions with several current and potential donors it was determined this was not the optimal time to approach large donors for support.
- The Fundraising Committee does however have a detailed plan that it is ready to execute when the timing is more favorable.

iv. Hall of Fame Committee

- The main purpose of the Canadian Ski Hall of Fame Committee is to recognize and celebrate those outstanding individuals who have contributed to the history of Snowsports in Canada.
- Comprised of 9 volunteers who contribute many hours of meetings and significant time reviewing the meeting material. A huge vote of thanks and appreciation to this outstanding group of very knowledgeable and experienced individuals. And a very special thank you to Colleen Preston who is our volunteer extraordinaire in support of the committee. We are very fortunate to have them with us.
- The HOF Committee is comprised 30% of women reviews its members each year. Each member signs a confidentiality agreement and a conflict-of-interest letter annually.
- The HOF Selection Committee has been a very active and operate under its Policy & Procedures manual.
- The Committee selected the class of 2019 and 2020 and both have been celebrated virtually. The Board also decided that the class of 2021 be cancelled due to Covid and the concurrent arrangement difficulties.
- The Committee suggests that an induction event be held every year, late October, or early November. With that in mind the current proposed annual schedule would be along the following lines :



- Nomination for induction to the Hall of Fame are always open
- Close of Nominations for the relevant year on May 15th
- A minimum of 4 Hall of Fame Committee meetings to consider and process nominations during the period from June 1st to Aug 15th
- Submission of recommendations to the Board on or about Aug 25th
- Advise new inductees on or about Aug 30th

v. Marketing Communications and Website Committee

Accomplishments

- Website Development Process
 - Marketing & Communications Committee
- Website Design – Paperleaf contract
- Content Strategy – GSM contract
 - Website Collections
 - Explore sections - Stories
 - Memorable Moments
 - The Canadian Origins of Skiing and Snowboarding
 - The Maple Leaf Trail
 - A tour of Canadian Skiing Firsts
 - Remarkable People
 - Quebec Air Force
 - Herman Smith-Johannsen – ‘Jackrabbit’
 - Collections
 - Mementos from Ski Clubs across Canada - Artifacts
 - Hall of Famers – single page files (English and French) more work needed
 - Artifacts – Landing pages, Search, and single pages

Timeline to Go Live

- Hall of Fame nomination process rebuild
 - Web forms
 - Security, privacy protocols
- Payment processing - Stripe
 - Donations & Membership



- CRM – Eudonet
 - Email Campaigns
 - Members, donators, newsletter database
 - Marketing and segmentation
- Artifacts – cleanup 13,000 items (3000 with images)
 - Matching images
 - Documents
 - Translation
 - Further efforts required – images to complete records, SMEs with management.
- Translations
- Testing – Go Live

Launch

- Launch October 2021
 - Soft launch
 - Fall communications and membership drive
- Future content updates
 - Adding stories
 - Research, content curation
 - Collections
 - Artifacts cleanup
 - Marketing and communications plan

Website Future Content

Collections

- CSHFM Treasures
- Collection of old skis - history of skis and evolution of technology
- Collection of Olympic artifacts

Moments

- Brief history of skiing in Canada

People

- Women pioneers (All disciplines)
- Crazy Canucks (Alpine)



vi. Legal and Governance Committee

- In addition to various legal and governance oversight tasks, the Committee's main task this year was to consolidate the Terms of Reference document for each Board Committee (TORs) and new Bylaws which were tabled for the members at this AGM for review and vote.
- Drafting these bylaws also included the consideration of the policies and procedures of the organization, the requirements of the Canadian not for Profit Organizations Act, the privacy policies, website, and the TORs for the committees.
- Once the three new Committee Chairs settle into their roles, it is possible that the TOR's for their committees may be slightly amended.
- Further consideration will likely be necessary for any succession plans for the Board.

11. Approval of Bylaws

- Janie Soublière reviewed the steps in the development of the new bylaws and the TORs for the various committees.
- The draft was discussed amongst the Board members and particularly with Dave Pym, Robin MacFarlane, and Peter Webster.
- There were a number of meetings prior to the AGM where members had the opportunity to ask questions. As a result of the discussions the draft was amended.
- The bylaws were approved by the Board of Directors and were provided to the members for approval prior to the AGM.
- Motion - that the bylaws be approved by the members as forwarded to the members prior to the meeting and as tabled.
- Proposed by Russel Goodman, seconded by Earl Kaplan
- Vote: Motion carried.



12. Adjournment

Stephen Finestone, Chair

August 17, 2022

Date: _____

Daniel Hermosa

August 17, 2022

Date: _____

Daniel Hermosa, Secretary