



CSHFM ANNUAL GENERAL MEETING MINUTES

October 11, 2022 - Virtual meeting

Board Members Present

- Stephen Finestone
- Jean Cloutier
- Robin Macfarlane
- Denis Boulanger
- Peter Duncan
- Jane Chisholm
- Janie Soubliere
- Erik Austin
- Dave Pym
- Earl Kaplin
- Daniel Hermosa
- Danny Minogue
- Ian Wolfe
- Jeff Timmins

Absent

- Peter Webster

CSHFM Members

Andrea DesLauriers
Don Bissonnette
John Irvin
Philip Belec
Nancy Greene Raine
Marie Jutras
Grahame Akin
Barb Walker
Celine Szoges Schwartz
Ivo Krupka
Russell Goodman
Shelia Mitchell
Luc Dubois
Al Raine
Luc Dubois
Eva Kuchar
Joanne Chisholm
Peter Judge
Marie Therese Jutras
Cynthia Shore

Others Present

- Executive Director: Joanne Heward



Meeting Proceedings

1. Opening of the meeting and Confirmation of quorum

- Decision- quorum was confirmed by the Chair , Erik Austin
- Request that new items or new ideas not on the agenda be raised at the end of the meeting
- Motion -
 - proposed by Steven Finestone - that each question and comment by members on any debate on each motion be limited to 2 minutes.
 - seconded by - Robin MacFarlane
 - Motion - approved

3. Review and adoption of agenda:

- Motion proposed by Ian Wolfe
- Seconded by Robin MacFarlane
- Agenda – approved .

4. Adoption of the minutes of the 2021 AGM

- Motion proposed by Nancy Greene Raine
- Seconded by Ivo Krupka
- Motion – approved.

5. Interim Internal Financial Statements as of April 30 2022

- April 2022 financial statements were not yet available
- they were expected to be available in early November
- after the agenda for this meeting has been completed the AGM would be adjourned to a subsequent meeting in November to present the financial statements to members.

6. Appointment of Accountants for External Financial Review

- Amyot Gelinis 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
 - Proposed by Jean Cloutier;
 - Seconded by Robin MacFarlane
 - Decision -approved

7. Slate of Candidates for Board of Directors

- The slate of candidates for the board was forwarded to members prior to meeting
- the slate included the following: Stephen Finestone, Erik Austin, Earl Kaplan, Ian Wolfe , Jean Cloutier, Janie Soubliere ,Daniel Hermosa, Peter Webster, Danny Minogue, Peter Duncan, Jane Chisholm, Robin MacFarlane, Daniel Hermosa, Jeff Timmins Dave Pym (ex-officio non-voting member)
- Motion- that the above slate be approved by the members
 - Proposed by Graham Aikin
 - Seconded by Joanne Heward
 - Decision- Approved



8. President's Report Summary

- As we conclude another CSHM fiscal year and prepare for our next year facilitated by us coming together for our Annual General Meeting, the excitement and anticipation is in the air as we approach and prepare for our winter season. The stories around Skiing and Snowsports are top of mind as we look forward to once again celebrating our Hall of Fame Inductees in November.
- As I reflect on my first year as Chair of the Canadian Ski Hall of Fame and Museum, I am impressed with all of our accomplishments. We have focused on our priorities and know we have much more still to accomplish. As mostly volunteer organization, we have focused on evolving the roles & accountabilities of committees through Board Committee Chair leadership and vision. We have had a very active year evolving our website, virtual museum, and social media platforms to advance our priorities through various committee activities.

A year in reflection 2021- 2022:

- With the newly appointed Board Membership Director, Earl Kaplin, we have been able to focus on evolving our membership for the first time in many years with a strategy to strengthen and engage our communities forward. We our designing and formalizing our membership outreach campaign which will be executed this fall.
- With the newly appointed Board Archives & Artifacts Director, Ian Wolfe, we launched the Archive & Artifacts committee whose mandate has been to revise and defined our curation process with the goal of supporting an ability to catalogue correctly and digitalize our collection; all of which will help share and nurture our many historical Canadian Snowsports stories.
- We launched the new virtual museum last January and formalized the Marketing and Communications Committee who have been working on our go-to-market strategy, aligning our core activities, and building out plans for evolving our content, stories, and communication. This has helped align and improve collaboration across our various committee's activities and strengthen our inclusive approach.
- With our newly established Editorial Committee, the CSHFM story development has begun with the mandate to deliver valuable and meaningful stories. We are excited about the opportunities to produce several articles, for publication in Ski History Magazine as well as for addition to our virtual museum, digital and social media channels. Ongoing discussions on content distribution to share our content through partnerships.
- A big project has been reviewing and updating our HOF honoured member biographies. This is core to our organization and the objective is to ensure completeness, translation in both languages and alignment to our new brand style guide. This is and will continue to be a big undertaking by the Marketing & Communications committee in collaboration with the Hall of Fame Committee.
- We continue to evolve our board member roles and advisors aligning to the vision and mission and good governance of our organization. We will continue to focus on our board transition plans balancing our board members industry knowledge, skills while balancing the board competencies required for future growth.



- We have continued to review our options for a physical location in Mont Tremblant. A project that we can build and fund appropriately. We have been working on a revised plan and sustainable budget to share with our stakeholders. The fundraising committee is ready to start once we have our initial plan finalized.
- As a mostly volunteer organization with a long list of things to do, I want to thank my board of directors, committee volunteers, and our membership for their continued hard work and dedication to this organization.

9. Hall of Fame Selection Committee Report Peter Webster

- The main purpose of our Hall of Fame is to recognize and celebrate outstanding individuals who have contributed to the history and growth of Snowsports in Canada. The Selection Committee of the Hall of Fame has been a very active one since 2016.
- The Selection Committee of the Hall of Fame is comprised of 9 very knowledgeable and experienced volunteers who contribute many hours of meetings and significant time reviewing the meeting material. We owe the success of such recognition thanks and appreciation to this outstanding group. We are very fortunate to have them with us. We have 30% women on the committee and review committee members each year. Each member signs a confidently and conflict of interest letter annually.
- We operate under a Policy & Procedures manual which we review each year to make sure we are up to date and current with the best practices. The Committee is involved in all the updates and reviews.
- We have streamlined/compacted our process for vetting nominations, shortlisting, reviewing several times with the Committee and providing the Board and Events committee with enough time to organize the Induction event.
- In 2021-2022 we spent a considerable amount of time adjusting and participating in reviews and suggestions for the new website including the new method of collecting data and nominations.
- Our Committee created the Policies in 2016 and are continuously updating. The process for nominations, voting and organizing data has been evolving and developing with considerable time commitments. Each member from 2016-2021 has been instrumental in decision making and updates.
- With the new website and marketing committee, we expected to have more nominations however we had the same or less nominations than previous years. We hope that the new website presence and marketing will include more exposure for nominations.
- As the Hall of Fame and our Committee work hard to continue to recognize individuals and keep the personal connections to history of Snowsports we have many tasks to complete in the coming year in order to ensure the future success of the Hall of Fame.
- A very special thank you to Colleen Preston who is our volunteer extraordinaire support to the Committee since 2016. Her talent in creating the process for accepting nominations and the process for voting while working the old website and the new one. She continues to assist with writing the material and generally keeping us all in line-a huge thanks to Colleen.



- Committee at a number of occasions most to select potential candidates as well as to consider the expansion of the committee to include members with expertise at the than Alpine.
- New expertise is being considered in the following areas, ski mountaineering, snowboarding, and Para-skiing.
- The Canadian Ski Hall of Fame selection committee successfully nominated and celebrated in collaboration with the Events committee the class of 2020 in April and we look forward to celebrating our Hall of Fame inductees for the Class of 2022 this coming November.

10. Events Committee Report Jane Chisholm

CSHF Induction Event

- The Class of 2020 was inducted into the Canadian Ski Hall of Fame during a virtual event held on April 28, 2022. The six new inductees were featured in a video highlighting their career achievements and their individual stories. It concluded with their induction into the Canadian Ski Hall of Fame and the presentation of a beautiful glass memento trophy, sponsored by Sport Dinaco. Each inductee also received a 25-carat gold CSHF pin.
- Jean-Luc Brassard hosted the event and Peter Duncan did a wonderful job with the voice-over. The induction event was viewed through a zoom platform which gave attendees an opportunity to enjoy the event from all corners of the globe.
- One hundred and eighty-nine participants registered which does not include the numerous family and friends who joined the inductees on this special occasion. One of the inductees shared that he invited 30 guests to celebrate with him on April 28th. It is estimated that more than 300 were in attendance.
- All event expenses were covered through donations and sponsorships. Major sponsors included, Canadian Snowsports Association, Blue Mountain Resort & Gordon Canning, Minogue Medical, Sport Dinaco, Canadian Ski Instructors' Alliance, TMD (The Marketing Department) and IND Films. The total Sponsorship revenue is \$18, 727.31. Expenses totaled \$10 370.76.
- The event was promoted through short (15-20 seconds) teaser videos that were circulated through social media networks in the weeks leading up to the event. Thank you to Gordie Bowles and Israel Bonequi from IND Films for taking on this initiative.
- We had excellent feedback from those in attendance and our new honoured inductees were especially pleased with the event and the recognition that they received. We invited the viewers to nominate, donate and become a member and this message generated favorable results.
The event would not have been possible without the support of the many contributors, including the inductees, their nominators, their presenters, and our valued sponsors previously mentioned.
- A special thank you to Joanne Heward, Peter Webster and his selection committee, Peter Duncan, Jean-Luc Brassard, Israel Bonequi, and his team at IND Films. And thank you to all the Board for their support.



- Going forward to the next Hall of Fame induction event, the Class of 2022 will be honoured during a virtual ceremony on November 24, 2022. Due to delays as a result of COVID restrictions, this upcoming event will bring us up to date and we would thereafter hold an induction event annually starting in the Fall of 2023 when we will honour the Class of 2023.

Legends Classic 2022

- Due to circumstances related to COVID, the Legends Classic annual fundraising race was cancelled in March 2022. It will be reinstated in March 2023.

11. Membership Committee Report Earl Kaplin

Achievements

- there was a clarification of all membership categories, a cleanup of membership roster and a set up of our new CRM.
- a membership section and forms were developed on the website.
- development continues while working with the marketing and communication team for the purpose of global messaging, obtaining subscribers, and messages to the general public respecting “ membership calls to action”.

Membership

- there are 50 paid members and 30 are new members for this year.
- There are 103+ living Hall of Famers who are full members at no charge.
- There are 48 Life Members

2022-2023 Plans

- improvement to membership form and process on the website
- development of an outreach program to increase membership.

12. Archives Committee Report Ian Wolfe

- The CSHFM’s archival and artifact collection is a vital resource that holds significant historical, research, and communications potential. 2022 saw considerable foundational work undertaken to inform and guide planning for work over the next few years. Underpinning all aspects this work were the two key principles of:

➤ **Preserving** the archival and artifactual history of skiing and Snowsports in Canada;
and ➤ Making the rich and diverse collection **accessible** to the widest audience.



Archives Committee

- The Archives Committee was constituted and held its inaugural meeting on August 18 with Ian Wolfe, Ivo Krupka and Chris Edgell in attendance. The meeting was very productive and the historical context and passion that both Ivo and Chris brought to the table was and will be invaluable.
- A key challenge will be to find the balance of what is reasonable and realistic while maintaining alignment with the Board's and Executive's priorities. The committee will meet again in October and will meet quarterly moving forward.

2022 Activity Highlights

There were four key areas of work undertaken in 2022.

1. Information Gathering
2. Inventory / Intellectual Control
3. Digitization & Sharing Technology Requirements
4. Highlights of the key areas of work are summarized below.

i) Information Gathering and Identification of Challenges

- The winter and spring of 2022 was focused on initial information gathering and learning process. From this exercise, several key areas of concerns were identified regarding the physical and intellectual control (storage, documentation, and management); functional mandate (services provided); and digitization and curation (online, public use of the collections.) The resulting document represents the first step toward understanding and prioritizing the key issues and potential solutions. This document was shared and discussed with the Board at the April meeting.

ii) Archives Inventory

- Following research and sharing of the above information gathering report, the next key area of focus in 2022 was on achieving intellectual control of the archives and artifacts collection.
- Challenge(s): Currently, at the Canadian Ski Hall of Fame and Museum, information documenting the organization's archival assets, including digital images, metadata, provenance, inventory, collections, donation, deaccession and accession records are housed in several different databases, lists, and repositories resulting in fragmented, untrustworthy and/or inaccessible archival information for CSHFM staff. In addition, material exists in non-digital formats (paper, artifacts, and images) that is not incorporated into any digital format.
- Goal(s): a) Gathering and producing documentation to inventory and catalogue all artifacts and archival material in one location; and b) the development and population of a centralized database that consolidates all lists, indexes, and databases into a single, reliable source of information.
- Work currently underway: Inventory and data consolidation is underway now and engagement with an expert in data quality and clean-up is ongoing.



- Note: Although the ultimate objective is to manage the consolidated data in an Archives Management application, the first phase of this work will be undertaken in MS Excel with the objective to migrate the clean data to new application when budget and timing allows.

This work will continue into 2023.

iii) Digitization & Sharing of Archival Material

- Supporting the principle of making the rich and diverse collection accessible to the widest audience, work has begun on developing a roadmap to digitize the CSHFM's archival material in order to ensure its accessibility.
Challenge(s): The majority of archival images of the Canadian Ski Hall of Fame and Museum exist in original format (hard copy) and are not easily accessible to the organization's staff, members, and public. Additionally, for images that have already been digitized, many have degraded and/or are not of adequate image resolution for current web publishing or distribution.
- Goal: The development and implementation of a multi-year digitization project progressively making accessible the Canadian Ski Hall of Fame and Museum's valuable and irreplaceable archival image collection.

iv) Requirements Documentation

- At the request of the Executive and in alignment with the areas of work outlined above, two requirements' documents have been developed to begin the formal documentation of needs and eventual costs associated with the archival work. These documents are:
 1. a) *Archival Management Application Requirements* - The selection, adoption and population of a single archival collection management application that enables and streamlines collections management, research, and access.
 2. b) *Digitization Hardware Requirements* - The development and implementation of a multi- year digitization project progressively making accessible the Canadian Ski Hall of Fame and Museum's valuable and irreplaceable archival image collection.

v) Concluding Remarks:

3. 2022 represented a considerable learning curve both from information gathering and planning perspectives. Additionally, from a personal/professional perspective, the undertaking of archival work entirely *virtually* has presented (and continues to present!) many challenges for work that traditionally is primarily "hands on."
4. That said, these challenges have been mitigated and assisted by an incredible group of volunteers serving on the Board, committees and from the membership, who consistently provide informed and thoughtful input and whose collective, shared passion for Canadian skiing and Snowsports history is extraordinary.



13. Motion To Adjourn

- since April 2022 financial statements were not yet available and are expected to be available in early November;
 - Motion to adjourn and continue the meeting in November for approval of the April 30 Financial Statements proposed by Erik Austin
 - seconded by Steven Finestone
 - Motion to adjourn - approved

Date : -----

Erik Austin , Chair

Daniel Hermosa, Secretary