



## **CSHFM ANNUAL GENERAL MEETING MINUTES**

***October 10, 2023 - Virtual TEAMS Meeting***

### CSHFM Members Present

Erik Austin  
Chris Edgell  
Jean Cloutier  
Nigel Cooper  
Stephen Finestone  
Dan Hermosa  
Jnaie Souoblier  
Kate Scallion  
Chris Robinson  
Danny Minogue  
Jonathan Herman  
Dave Pym  
Ken Reid  
Jane Chisholm  
Ian Wolfe  
Barb Walker  
Earl Kaplan  
Joanne Hale  
Ivo Krupka  
Robin MacFarlane

### Others Present

Executive Director: Joanne Hale

## **Meeting Proceedings**

### **1. Opening of the meeting and Confirmation of quorum**

- Decision- quorum was confirmed by the Chair
- Request that new items or new ideas not on the agenda be raised at the end of the meeting.

### **2. Review and adoption of agenda**

- Motion proposed by Stephen Finestone
- Seconded by Chris Edge
- Agenda – approved



### 3. Adoption of the AGM minutes of 2022 meetings on October 11 AGM and its Continuance on November 15

- Motion proposed by Janie Soublière
- Seconded by Stephen Finestone
- Motion – approved.

### 4. Financial Statements

- April 2023 financial statements tabled
- Motion proposed by Janie Soublière
- Seconded by Jane Chisholm
- Motion – approved.

### 5. 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
  - Proposed by Jean Cloutier;
  - Seconded by Stephen Finestone
  - Decision -approved

### 6. Slate of Candidates for Board of Directors

The slate of candidates for the board was forwarded to members before meeting and included the following

Erik Austin	<b>Chair/</b> Président
Stephen Finestone	<b>Past Chair, Board of Directors /</b> Ancien président du Conseil d'administration
Jean Cloutier	<b>Finance /</b> Finances
Jonathan Herman	<b>Legal and Governance /</b> Affaires juridiques et gouvernance
Dan Hermosa	<b>Secretary/</b> Secrétaire
Janie Soublière	Executive and Legal and Governance support / Exécutif et soutien aux affaires juridiques et gouvernance
Kate Scallion	<b>Nominations -</b> Nominations
Chris Robinson	<b>Hall of Fame/</b> Temple de la renommée
Jane Chisholm	<b>Events/</b> Évènements
Robin MacFarlane	General member and support
<b>Ian Wolfe</b>	<b>Archives and Artifacts/</b> Archives et artefacts



<b>Earl Kaplin</b>	<b>Membership/ Adhésion</b>
<b>Jeff Timmins</b>	<b>Marketing and Communications/ Marketing et communication</b>

**Motion-** that the above slate be approved by the members

- Proposed by Janie Soublière
- Seconded by Stephen Finestone
- Decision- Approved

## 7. President's Report Summary

- Our Skiing and Snowsports stories are top of mind as we look forward to once again celebrating our Hall of Fame Inductees in November. We are looking forward to returning first in person Hall of Fame induction event in Montreal since Banff pre-covid
- We have had many accomplishments over the year with more to come. Advancements with our website, improvements to our virtual museum, virtual celebration with our Class of 2022, membership, achieves and artifacts, HOF committee, sponsorship, governance and setting out our priorities.
- We are mostly a volunteer organization, and I appreciate all the support and work done by the Chairs and their committee members
- A few keys I would like to highlight and topics.
  - i. We entered into an official sponsorship agreement in the spring 2022 with Mackenzie Investments. I would like to assure our membership that our incorporated name has not changed.
  - ii. This is naming rights for our official sponsorship position which the board has approved unanimously in 2022.
  - iii. We have been working through the activation of our sponsorship and as per our agreement have made changes to reflect this.
  - iv. Our executive team spent some time reviewing our strategic priorities, which was a great exercise to review what we have accomplished and roadmap for our future.
- 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.
- I would like to thank some of those board members specifically for their support as they transition. Peter Duncan, Peter Webster, and Danny Minogue.



## **Key areas of focus**

- Improve Operational, Governance & Financial – admin, financial management, capital costs.
- Strengthen the Membership and Community – Earl Kaplan and team, outreach.
- Museum Build Strategy and Committee – new chair, plan, budget, fundraising
- Establish Alliances and Funding Partners – Sponsorship, fundraising, partnerships, content.
- Establish Archives & Artifacts Strategy and Plan – Ian Wolfe, collections, strategy, and support.

### Chris Edgell Response

Two members of the Hall of Fame passed away, Arnold Midgley and Shaun Fripp

## **8. Nomination Committee Report - Janie Soublière**

### **Highlights & Achievements**

- Updated Policies and Procedures
- Helped the FHOF Selection Committee with the vetting of a new outstanding member
- Vetted the nomination and now appointment of Jonathan Herman, your new Legal and Governance Officer and Kate Scallion your new Nominations Committee Chair.

### **2024 Plans / Alignment with other Committee work**

- I am effectively stepping down,
- I will help with transition of Jon and Kate into their new roles on the Executive and Board

## **9. Finance Report - Jean Cloutier**

- The report was distributed to the members prior to the meeting
- Revenues were approximately \$300,000.
- Expense were approximately \$278,000. mostly respecting marketing and advertising.



**Noteworthy items for the coming year include:** to find a new revenue source for operational activities and it is noteworthy that the annual fixed costs of approximately \$150,000 are essentially self-funded.

## 10. Membership Report - Earl Kaplan

- a. Membership-90, whereas last year membership was 62.
- b. Updated membership section on the website
- c. Continuous process of gathering more information on members of Hall Of Fame
- d. Five different organizations are represented on the membership committee
- e. There is a targeted campaign respecting new inductees and skiers involved in other organizations to become members.
- f. The committee is operating an Ambassador program in order to ensure that the organization has all the proper addresses for the members and the Hall Of Fame inductees.

## 11. Archive Report - Ian Wolfe

- The Committee's scope of activities is continually evolving to ensure appropriate and permanent care and preservation for records of historical value to the CSHFM and to make them available for use both now and in the future in accordance with established archival practices and standards.
- The Archives Committee emphasizes the modernization of approaches, the development of policies, workflows, and procedures for appraisal, accessioning, processing, describing, and preserving archival material, and the provision of access to digital records and assets.

### **2022- 2023 Highlights & Achievements**

#### **Intellectual Control**

- Research, development, and approval of *Collections Management Policy*
- Research, development, and approval of *Collections Management and Appraisal Procedure*

#### **Displays/Marketing/Promotion**

- Collaboration with the Marketing team in the development of stories and themes supported by the archives and artifacts.



### **Physical Control:**

- In April, a small team undertook an inventory and appraisal of the entire archival collection of over 300 boxes, ~30,000 items, with the two goals of: a) identifying and validate the contents of each box; and b) documenting the location of all boxes within the facility.
- Both goals were met, and the 2024 goals will continue enhancements to the physical control of the collection.

### **2023-2024 Plan**

- Disposition – Based on the 2023 collection appraisal, a portion of the material will be disposed of generating additional space in the storage room and allowing easier access to the remaining material.
- Digitization and Photographic Capture (on site) – Additional photographic and digitization work will be undertaken with the goal of making more of the collection accessible online.
- Amalgamation and consolidation of the collection information (intellectual control) gathered from Spring appraisal of the offsite storage facility is ongoing.
- Displays/Marketing/Promotion - Continuing collaboration with the Marketing team in the development of stories and themes supported by archival material and artifacts in alignment with the communications plan.

## **12. Hall of Fame Report - Chris Robinson**

- I was honoured to be considered as a worthy successor to Peter Webster who I want to recognize for his dedication and commitment to the Canadian Ski Hall of Fame and leadership of the Selection Committee over many years.
- Due to my many volunteer commitments in Snowsports, I told Erik that I would be pleased to stand for the position Selection Committee Chair, so long as any eventual appointment could be delayed until after I had stepped down as Chair of the Canadian Snowsports Association at the time of the CSA AGM in September.
- In meantime, I proposed that Ken Read (Selection Committee member) and I would Co-Chair the Selection Committee for the HOF Class of 2023 selection process, to which Erik agreed.
- Accordingly, I am pleased to summarize the activities of the Selection Committee as our report to the CSHFM AGM.
- A total of 12 new nominees were submitted within the deadline for this year's HOF intake process. A review of carry forward nominations determined that 1 prior candidate was eligible for the Class of 2023.



- The first meeting of the Selection Committee took place on June 6<sup>th</sup>. The 13 candidates identified at that time were reviewed by the committee and confirmed to meet all eligibility requirements to proceed for consideration and voting. At that time, the committee confirmed that each Selection Committee member would complete a confidentiality agreement and that all committee members were free of any conflicts of interest.
- Following the meeting Aage Solheim uncovered 3 prior nominations that were intended for the Class of 2022 but had been submitted after the nomination's deadline. We were informed that it had been agreed at the time that these nominations could be held over for consideration in 2023.
- A second meeting of the Selection Committee was held on June 13<sup>th</sup>. The committee reviewed the 3 additional nominations and agreed that a total of 16 would go forward for consideration and voting. The committee then reviewed the confidential voting process
- A third meeting was held to review the voting results where 10 successful candidates were identified. The committee agreed that the process had been conducted in compliance with our policies and procedures and that the list of proposed HOF inductees should go forward to the CSHFM Chair to initiate the process for ratification.
- It was agreed that the Selection Committee Co-Chairs would undertake the process of communicating to the nominators of unsuccessful candidates.

On behalf of Ken Read and myself as Co-Chairs, I would like to express our appreciation and thanks to our Selection Committee members for their good work and dedication in the process of selecting the Class of 2023.

### **13. Marketing Report - Erik Austin**

#### **Committee Overview**

- We spent considerable time reviewing our key brand communications messaging to develop a clear message of who we are and what we do. Updating our Mission and Vision statements, along with core values. This exercise helped align our marketing objectives, target audience and the stories we are telling.
- Development of sponsorship opportunities for content development.
- Communications plan and schedule executed. Series of stories on Remarkable persons, Memorable Moments, and Artifacts from our archives.

#### **Highlights and accomplishments**

- Brand review and messaging
- Continued email and social media messaging through our subscribed channels



- The Snow Times – email newsletter sent 12x to all members every second Wednesday starting in early November. High engagement rate, 40% open rate.
- Hall of Fame Spotlights – 2x per month on social, 12x / year in *The Snow Times*
- Memorable Moments
- Collections (Artifacts) – Montreal visit to inventory and organize physical assets.
- Remarkable People
- Event promotion for Hall of Fame and Legends event
- Sponsor integration with Mackenzie Investments
- Support for the Mackenzie Top Peaks program
- Migration of the website to the Microsoft Azure non-profit server
- Development of Community Ski Areas project with the Canadian Ski Council
  - Sponsor funding to cover costs of story development.
  - A 12-part editorial series, exploring the rich and often colorful history of community managed ski areas across Canada.
  - A history of the community ski hills across the country; the roles they play in fostering skiing in their communities.

## **2023-2024 Plan**

- Continued development of content and distribution in support of our drip marketing strategy
  - Engaging content that drive subscriptions, membership, and donations to support efforts
- Artifact collections stories
- Community Ski Area execution – distribution via the following channels:
  - "Snow Online" – Canadian Ski Council)
  - "Snow Times" – Canadian Ski Hall of Fame & Museum
  - Social Media @canadianskihofandmuseum |@goskiinggosnowboarding
  - Ski Area newsletters & social media channels
  - Ski Canada Magazine Industry partners, i.e., National Sports Organizations





- Sponsorship Opportunities for story development
- Fundraising support and exposure

## **14. Events Report - Jane Chisholm**

### **The 8th Legends Classic 2023**

- Thanks to an incredible race team and many invaluable volunteers, The Legends Classic race held on Sunday, March 26th went off without a hitch in spite of the weather challenge. Everyone rallied for the event and thoroughly enjoyed the GS course set by Martin Jean on the McCulloch.
- There were 250 registrations including the Club de Ski Mont Tremblant athletes and coaches. The new Give Expert registration platform worked very well and was well worth the investment.
- The Legends Classic 2023 generated \$5 545.00 from registrations, donations, and sponsors.
- All expenses were covered thanks to our valued sponsors including, the C.S.I.A., Sport Dinaco, Caroline Charron et fils, and Gordon Tires.
- The medal ceremony was very well attended. Over 66 medals were awarded in 10 categories and the Andre Charron Trophy was won by 2 athletes from the Club de Ski Mont Tremblant, Eric Kroll, and Sophie Demers.
- The success of The Legends Classic race would not be possible without the many volunteers who give their time to support to this wonderful annual event. The 2023 volunteers included Board members Stephen Finestone, Janie Soblière., Earl Kaplin, Peter Duncan, Jean Cloutier and also Joanne Hale, Dave Pym plus 25 other volunteers. We are also most thankful to the Club de Ski Mont Tremblant and Station Mont Tremblant for their continued support. And last but not least, accolades to an amazing race team / committee for their expertise, time, and dedication.

### **CSHF Induction Event Class of 2022**

- The 3rd virtual Hall of Fame event took place on November 24th at 8 p.m. EST. Eight new inductees were featured in a video highlighting their career achievements and their individual stories. Each inductee received a beautiful glass memento trophy, sponsored by Sport Dinaco and they also received a 24-carat gold CSHF pin.
- Jean-Luc Brassard and Kelly VanderBeek co-hosted the event, Kelly from Canmore, Alberta, and Jean-Luc from the IND Films studio in Montreal.



- The induction event was viewed through a zoom platform which gave attendees an opportunity to enjoy the event in the comfort of their own living-rooms and from all corners of the globe. Two hundred and 15 (215) participants registered which does not include the
- numerous family and friends who joined the inductees on this special occasion. It is estimated that more than 300 were in attendance.
- Expenses were covered through donations and sponsorships. Major sponsors included, Mackenzie Investments, Canadian Snowsports Association, Sport Dinaco, IND Films, and Minogue Medical.
- 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. We also introduced a trivia quiz which proved to be fun and engaging by those in attendance. The 3 winners received a one-year subscription to Ski History magazine sponsored by Minogue Medical.
- The event would not have been possible without the support of the many contributors, including the inductees, their nominators, and our valued sponsors previously mentioned.
- A special thank you to Joanne Hale-Heward, Peter Webster and Colleen Preston, the selection committee, Jean-Luc Brassard and Kelly VanderBeek, Gordie Bowles, Israel Bonequi and his team at IND Films, Delphine, and Brendan.
- The Class of 2022 induction event brought us up to date following delays due to the pandemic. From here forward, the Hall of Fame induction event will be held annually every Fall

### **The Hall of Fame Induction Event 2023**

- We are well on our way to having a successful Hall of Fame induction event in Montreal at the Hilton Westbury Ballroom on November 17, 2023.
- Ten honoured inductees will be welcomed into the Hall of Fame, Class of 2023, as well as 2 CSA John Semmelink Award recipients. The evening will be hosted by Jean-Luc Brassard along with co-host Simon Gascon.

## **15. Adjournment**



Date: October 15, 2024

---

Erik Austin  
Chair, Canadian Ski Hall of Fame and Museum

---

Daniel Hermosa,  
Secretary, Canadian Ski Hall of Fame and Museum