



CSHFM ANNUAL GENERAL MEETING MINUTES

October 15, 2024 - Virtual meeting

CSHFM Members Present

- Erik Austin
- Chris Edgell
- Jean Cloutier
- Stephen Finestone
- Daniel Hermosa
- Janie Soublier
- Kate Scallion
- Chris Robinson
- Danny Minogue
- Jonathan Herman
- Alex Douglas
- Meredith Kemp
- Phillip Belec
- Jane Chisholm
- Ian Wolfe
- Barb Walker
- Earl Kaplan
- Ivo Krupka
- Robin MacFarlane

Others Present

- Executive Director: Joanne Heward

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 Edgell
- Agenda – approved .

3. Adoption of the AGM minutes of 2023 AGM

- Motion proposed by Stephen Finestone
- Seconded by Jonathan Herman
- Motion – approved.

4. Financial Statements

- April 2024 financial report tabled & provided to members
- Motion proposed by Earl Kaplan
- Seconded by Janie Soublier
- Motion – approved.

5. Interim Financial Statements

- April 2024 financial statements tabled and provided to members
- Motion proposed by Stephen Finestone
- Seconded by Janie Soublier
- Motion – approved.

6. Appointment of Accountants for 2025 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 Robin MacFarlane;
 - Seconded by Janie Soublier
 - Decision - approved

7. Slate of Candidates for Board of Directors

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

NAME/ NOM	LOCATION/FUNCTION (PROPOSED) ENDROIT/FONCTION (PROPOSÉE)
Erik Austin	Chair / Président - Vancouver
Stephen Finestone	Past Chair, Board of Directors / Ancien président du Conseil d'administration - Ottawa
Jean Cloutier	Finance / Finances - Montréal
Janie Soublière	Legal / Affaires juridiques et gouvernance Juridique - Montréal
Jonathan Herman	Legal / Affaires juridiques et gouvernance Juridique - Montréal
Dan Hermosa	Secretary / Secrétaire - Ottawa



Kate Scallion	Nominations Committee/ Comité de nominations - Victoria
Chris Robinson	Hall of Fame / Temple de la renommée - Collingwood
Jane Chisholm	Events / Événements - Montréal
Robin MacFarlane	Director, Vancouver
Ian Wolfe	Archives and Artifacts / Archives et artéfacts - Toronto
Earl Kaplin	Membership / Adhésions - Mont Tremblant
Meredith Kemp	Marketing and Communications / Marketing et communication - Vancouver

- **Motion** - that the above slate be approved by the members
 - Proposed by Stephen Finestone
 - Seconded by Alex Douglas
 - Decision- Approved

8. Chairmans Report - Erik Austin

Meredith Kemp

- We are pleased to welcome Meredith to the board
- For many years she has been involved with providing strategy-based marketing planning, consulting, and project management services to tourism and outdoor brands.

Overview

- We are concluding another fiscal year at CSHFM and preparing for another winter of our favourite sliding sports.
- Our ski community stories are top of mind as we look forward to once again celebrating our Hall of Fame Inductees in November in Montreal after last year's successful in person Hall of Fame induction event.

Accomplishments and achievements

- We have had many accomplishments over the year with more to come. Advancements on our digital platform include:
 - Launching of our Community Ski Areas sponsored project with sponsorship from the CSA. (Canadian Ski Association)
 - a successful in-person induction celebration of our HOF Class of 2023
 - Membership outreach
 - Rewrite of HOF Bio's
 - Annual Legends Race at Tremblant
 - Archives planning
 - New members and leadership of our Hall of Fame selection committee



- Sponsorship discussions and presentations on setting out digital platform direction.

Change of Direction to Digital Museum

- The CSHFM has made several efforts to evaluate a museum build project in Mont Tremblant and to establish a physical presence. A key consideration throughout has been the solicitation of financing from private, corporate, federal, provincial, and municipal governments.
- Before the pandemic, the financing solicitations involved a substantial commitment from the federal government, and substantial efforts were made to firm up the commitment from the Quebec and municipal governments.
- Unfortunately, with the pandemic, all government commitments were lost.
- The Board concluded that alternative options will need to be considered should we wish to move the Mission forward.
- The outcome was to follow a similar strategy as the Canadian Sports Hall of Fame which closed its physical museum for lack of attendance and which moved to a primarily a digital presence – which as you should know, has proven to be a great success for them.
- We continue to be prudent with our responsibility to manage the funds acquired for our purposes

What is our plan going forward?

- Maintain our Mission and vision
- Establish Archives & Artifacts Strategy and Plan – including collections, strategy, and support.
- Strengthen the Membership and Community outreach. Expand the digital ecosystem that allows us to reach a national audience as there is a real opportunity to triple the serviceable obtainable market
- Keep improving our digital platform embracing innovation and immersive experiences
- Establish Alliances and Funding Partners – Sponsorship, fundraising, partnerships, and content.
- Bring traditional physical exhibits into a virtual environment such that exhibits that could be toured and/or interactive.
- Foster online projects centered around telling a story around Snowsports, exploring a collection, and an engaging user experience to promote inclusion and diversity in Snowsports.
- Seek out funding sources from the Digital Museum Fund, Canadian Museum of History
- Leverage our current events, content, and collections.
- We are mostly a volunteer organization, and I appreciate all the support and work done by the Executive, Committee Chairs and all committee members.
- Thank you all for your continued commitment to the CSHF



9. Hall of Fame Selection Committee Report - Chris Robinson

Overview

- The past year was very active for the Canadian Ski Hall of Fame Selection Committee.
- Following the selection process for the Class of 2023, our committee met to review and draft proposed changes to our committee's two governance documents:
 1. HOF Selection Committee Policies & Procedures
 2. HOF Selection Committee Terms of Reference
- The primary objective was to ensure alignment with actual operating procedures and to address some concerns that lingered following the departure of Peter Webster and Dave Pym from the CSHFM Board and the HOF Selection Committee.
- At the 2023 CSHFM AGM, I became the Chair of the committee, while Ken Read and I continued to work together on progressing our work on the governance documents.
- the Board approved the amended Policies & Procedures allowing the Class of 2024 selection process to proceed according to the updated P&P.

Class of 2024 Selection

- 11 nominations were supported to proceed for voting and all were proposed to the Board for acceptance into the Hall of Fame Class of 2024.
- On June 26th a special meeting of the CSHFM Board was held to consider the Selection Committee's recommendations resulting in unanimous support from the Board to induct all 11 proposed nominees.

Committee Members

- following this year's final Selection Committee meeting, Donald Bissonnette submitted his resignation from the committee. He expressed his pleasure in working with the committee over many years but, again, felt it was time for new blood.
 - in March 2024, Ken submitted his resignation from the Selection Committee, feeling it was time for a change on the committee and for him to focus on other commitments requiring his time and attention.
- Ken and Donald were passionate members of the Selection Committee for more than 8 years. Their work has contributed to elevating the Hall of Fame to its current status, ensuring our processes were followed with professionalism, objectivity and transparency, towards selecting nominees who embody the highest held standards of the Canadian Ski Hall of Fame. I want to personally thank both Ken and Don for their commitment and collaboration over the years.



- Paul Pinchbeck (Canadian Ski Council) and Lauren Woolstencroft (Gold Medal winning Paralympian) were both successfully appointed to fill two committee vacancies

Finally, wrapping up my first full year as a CSHFM Board member and Chair of the Selection Committee, I want to recognize the solid foundation that was laid by Peter Webster and Dave Pym over many years. They can be given credit for establishing a solid foundation that will allow for growth and future success of the Canadian Ski Hall of Fame.

11. Communications and Marketing Committee Report - Erik Austin

Overview

- We spent a great deal of effort on development of scheduled emails of Snow Times to align with the launch of our Sponsored Community Ski Areas project.
- Development of sponsorship opportunities for digital content development.

Accomplishments and achievements

- Communications plan and schedule executed with consistent branding across channels
- Snow Times email went out every second Wednesday through the winter season 12x to all members and subscribers. High engagement rate, 40% open rate.

Key messages included:

- In person Induction Event in Montreal (sell our attendance)
- Legends Race in Mont Tremblant
- Hall of Fame spotlight individuals, 2x per month on social, 12x
- HOF solicitations campaign for nomination
- Continued email and social media messaging through our subscribed channels
- Event promotion for Hall of Fame and Legends event
- Development of Digital Platform outline with Mackenzie investment
- 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.
- Development of Digital Platform outline for submission to Heritage Canada

Plans for 2024-2025

- 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 discussion with the Canadian History Museum
- Ski Area content distribution via the following channels:
 - "Snow Times" – Canadian Ski Hall of Fame & Museum
 - Social Media @canadianskihofandmuseum |@goskiinggosnowboarding
 - Ski Area newsletters & social media channels
 - Ski Canada Magazine and other print publications
 - Industry partners, i.e. National Sports Organizations
- Sponsorship Opportunities for story development
- Fundraising support and exposure
- Expansion of Social Media channels for additional traffic and partnerships

12. Nomination Committee Report - Kate Scallion

- The Nomination Committee received and approved two new nominations for the Hall of Fame Selection Committee, adding two new voices to the committee that broaden the range of perspectives.
- One nomination was received for the board of directors; the committee approved the nomination in advance of the 2024 AGM.
- All of the candidates that the nominations committee interviewed have the requisite skills and knowledge — kudos to the board members who recruited these individuals, who will no doubt contribute significantly and positively to the Canadian Ski Hall of Fame and Museum.
- The nominations committee looks forward to working with fellow directors to recruit new members to both the Hall of Fame Selection Committee and the board in 2025.



13. Financial Report - Jean Cloutier

1. Metrics or results

- a. Revenues for the year ended April 30, 2024 were \$136,037 compared to \$299,273 in the previous year.
 - i. Revenues from Donations were \$129,441 compared to only \$294,064 in the previous year
 - b. Revenues from Membership Subscription were \$6,265 compared to \$5,209 in the previous year.
2. Expenses for the year ended April 30, 2024 were \$278,306 compared to \$278,007 in the previous year.
 - a. Professional fees were up to \$161,788 from \$178,672 in the previous year.
 - b. Website fees were down to \$39,039 from \$62,057 in the previous year.
 3. Our deficit of revenues over expenses was \$142,269 compared to a an excess of revenues over expenses of \$21,266 for the previous year
 4. Our unrestricted net assets at April 30, 2024 is negative \$31,485 compared to \$110,784 in April 30, 2023
 5. Our cash and term deposit at April 30, 2022 are \$18,839 compared to \$118,050 in April 30, 2023
 6. The 2024 Year end was challenging in terms of Cash flow requiring us to make some difficult choices allocating our limited financial resources. I would like to thank Joanne Hale who stepped in to monitor the cash flow on a daily basis.
 7. The focus for the upcoming year is to have a fund raising committee that can provide the CSHFM with sufficient funds to at least pay for the minimum operating expenses.
 8. Committee structures – open/recruiting positions, transition plans etc.
 - a. Need to find a replacement for Finance Chair
 - b. Succession plan for bookkeeper as she may retire soon.

14. Archives & Artifacts Committee - Ian Wolfe

Overview

The two key areas of focus for the year were:

- 1) the ongoing provision of reference and research
- 2) planning and strategy alignment for 2025



2023-2024 Highlights & Achievements

- Research – Reference requests received from across Canada and Europe via the info@skimuseum.ca email remained steady throughout 2024. Areas of research included: Jackrabbit Johansen, Canadian ski jumping, Quebec women in sport, history of skiing in Alberta, the Toronto Ski Club, and the Firth sisters.
- Archives & Artifact Accessions – Given the challenges in regard to the ease of access to the CSHFM’s secure archives and artifact storage, currently the acceptance of donated material is determined on a case-by-case basis. That said, several smaller donations were accepted and are being held until they can be transferred to the secure storage. Additionally, repatriation of several artifacts previously on loan to the Canada Sports Hall of Fame was completed.
- Events – In October 2024, the Toronto Ski Club (Blue Mountains, Ontario) celebrated its 100th anniversary. The CSHFM provided several digitized images and historical research to support its celebration.

2024-2025 Plans & Key Initiatives

Looking forward to 2025, focus will turn to:

- 1) Initiating targeted digitization of high research and unique historical value material in the archival collection; and
- 2) Continuing to be closely align with the work of the Communications and Marketing Committee and;
- 3) Continuing to explore unique and creative information and research sharing opportunities with national historical institutions such as the Canada Sports Hall of Fame and the Canadian Museum of History.

15. Membership committee Report - Earl Kaplan

2023- 2024 Highlights & 2024-2025 Plans

- 2024 was a very busy year in extending our outreach,
- Our original plan was to push the value proposition via extensive communication and social media outreach.
- While this program has increased our email subscription list to almost 1,800 unfortunately, it has not impacted our membership #'s in a meaningful way.
- Paid Membership_as of Sep 30 = 73 total



- Only 7 new members which was disappointing but on the other hand only 1 lost from 2023
- Based on different categories of membership, per Jean's report that revenue line was up just over \$1,000
- Note all paid members will be getting their renewal notices next week with their automatic renewal pending on November 1st

- With over 2 million skiers in Canada, our current membership is well short of expectations.
- Given that limited success in boosting these numbers an idea out of our membership committee was to pivot more towards soliciting donors & sponsors
- Initially, with leadership by Andrew Lyndsay, we are assisting Jane's Events committee in gaining "sponsors" and "patrons" (a new category) for the HOF induction event
- We will then shift towards pushing for various levels of corporate "sponsors" & individual "donors" in support of the CSHFM
- Still working out the details of this program with a target launch before Xmas
- Eventual plan would be to generate annual or even monthly recurring donations (same as auto renewals on membership)
- Pending some upgrades to our back-office systems to allow for this

Unpaid membership

- Another 105 living HOF's and another 41 Lifetime members = 228 total memberships
- Includes 10 new inductees (7 living) from 2023 & pending 11 more inductees this November
- Unfortunately, we also lost 3 HOF's this past year including Shaun Fripp, Bill Schreiber and Ed Champagne
- Given how thin this volunteer organization is – we need all your assistance to keep us informed of any other passings of HOF's so that we can formally recognize them.

Planning for 2024 -255

A major objective we are working on for the coming year, in conjunction with Chris's HOF group, is to improve our networking with our HOF community.



Starting with increased communication to them along the lines of;

- Verifying their bios on our website, and looking for their assistance in updating that information
- We also want to ask them how they feel about the CSHFM and how we can get them more involved in the CSHFM
- Key first step is that we are looking for a sponsor to complete these HOF Bio updates over the **coming year – the preliminary budget for that is \$25,000**

Other initiatives that we are working on are

- Regional outreach to other ski museums (Alex Douglas)
- Outreach to the next generation of deceased HOF's (Rob Wallace)

16. CSHF 2023 Induction Event Report - Jane Chisholm

- The Hall of Fame induction “sold out” event was held on Friday, November 17, 2023 at the Hilton Westbury Ballroom in midtown Montreal. We had 226 attendees, 10 inductees who were honoured and 2 athletes who received John Semmelink awards from the Snowsports Association.
- During the reception, the inductees were presented with a 24K gold pin and a rose boutonniere. The main event started at 5:30 p.m. and Co-hosts, Jean-Luc Brassard and Simon Gascon welcomed the guests.
- The bilingual induction ceremony got underway with the presentation of the 10 inductee videos which were projected on 2 giant-sized screens. Following each video, the inductee was invited to come forward to receive their beautiful glass award and to give a short acceptance speech.
- Two Snowsports award recipients were also featured in a video. Peter Judge, CEO of Freestyle Canada presented the John Semmelink “Athlete of the Year” awards to ski jumper Alexandria Loutitt and to World Cup champion Laurence St-Germain.
- Thank you to our sponsors Mackenzie Investments, Canadian Snowsports Association, Sport Dinaco, IND Films, Minogue Medical and Caroline Charron et Fils.
- Thank you to Joanne Hale for her constant help and support, Israel Bonequi of Indfilms for producing the videos and also for the many other volunteers who contributed to the success of this event.

17. Adjournment



Date: _____

Erik Austin ,
Chair Canadian Ski Hall of Fame and Museum

Daniel Hermosa, Secretary
Canadian Ski Hall of Fame and Museum