



ALBERTA ALPINE

Inspiring Excellence

**Alberta Alpine Ski Association
Annual General Meeting
September 25, 2021
Via Zoom**

In attendance: see attached list

Staff: Alied ten Broek, Patrick Gillespie, Joshua Bengé

Meeting called to order at 10:02 am by Chair, Greg Sylvestre

Roll Call – Completed through attendance list showing up on Zoom

MOTION: *Dan Berry moved to approve the agenda; seconded by Gregg Ferguson. All in favour. Motion carried.*

MOTION: *Monique Levesque moved to adopt the minutes of the 2020 AGM; ***** seconded. All in favour. Motion carried.*

Welcome and Report from the Chair – Greg Sylvestre

- Greg welcomes everyone.
- The meeting will be recorded.
- Greg thanked Pat Gillespie and Alied ten Broek as they largely filled the roles of President, acting Athletic Director, VP Corporate Services, and Member Services during last season.
- The challenges of COVID are redefining our sport. we were fortunate to have a full season of training.
- It was a difficult year to predict membership numbers; renewals started more slowly, particularly among the younger age groups. Ultimately, AASA's paid membership was down only 10%, and largely among our general members. The opportunity that exists this year is to grow the base of ski racers following a year where skiing experienced a significant increase in participation, simply given it remained available as an activity. To this end, AASA is pursuing avenues to better connect with the skiing audience. For example, AASA is working on revamping the website, on producing video advertising segments for social media channels, on upgrading the member and race registration portal, and on pursuing new partnerships with corporate brands that align with our audience.

- Last year there was a Membership fee increase. The purpose of the increase was to ensure that the organization is sustainable, and able to deliver programming and member services, without being dependant on increasingly difficult to access sources of funding such as grants, sponsorships, and fundraising. The stronger the organization's finances, the greater our ability to deliver valuable programming, coach and athlete development, and to advance the interests of our members. AASA is in a strong financial position going into the 2021-22 season and is thus able to maintain membership fees at last years' rates.
- Greg welcomes two new staff members: Josh Bengé (Athletics Director) and Sanne Zonneveld (Member Services).
- Greg thanks Stephanie Johnston for her time and effort, and thanks the coaching staff of the AST and ASXT for their hard work last season.
- Greg wants to celebrate the tremendous success our provincial sport body had this season, with three of our athletes being named to the national team: Cassidy Gray, alumni of Panorama, Britt Richardson, alumni of Calgary Alpine, and Liam Wallace, alumni of Sunshine Alpine. Greg also wants to recognize Mark Sharp, Grant Richardson, and Jim Read for their coaching success in respect of these athletes, without meaning to leave out the many others who contributed to their rise to the top.
- Greg also thanks all directors on the Board of Alberta Alpine. Being part of the Board requires a significant commitment of time and energy, this group has demonstrated a willingness to step up as needed, tackle tough issues, and fundraise.
- Recognition of board members who left this year: Gregg Ferguson and Crick Nelson. Gregg was on the Board for 6 years and never walked away from any project.
- It is not too late to register a team for our tournament this coming Monday, September 27th, at Silvertip.
- There are no questions for Greg.

Financial Statements 2020-2021

- Greg gave a brief explanation of the audit process by Baker Tilly.
- The audit went very well – no material errors. It was a clean audit.
- The audit was conducted under approved standards.
- AASA essentially ran a balanced budget before factoring in COVID subsidies and COVID-specific grants, which resulted in an unbudgeted surplus for the period. Given the temporary nature of these relief programs and the fact that the Association ran a very lean staff and reduced programming for much of the year, AASA is looking to return to higher levels of expenditures in the current year with reduced government funding.
- The budget for 2021-2022 once again aims to balance revenues and expenditures and to retain the cash reserves we have accumulated so that we can weather the unexpected in the years to come.
- Greg thanks Allied for running a tight ship.
- There are no questions related to the Financial Statements.

MOTION: *Libby Smith moved to adopt the audited financial statements as presented; ***** seconded. All in favour. Motion carried.*

President's Report – Patrick Gillespie

- Pat thanks everyone for attending.
- COVID-19 has not gone away, and we have to learn to live with it. Based on a meeting of the Canada West Ski Areas Association earlier this month, all hills will try to run the lifts at full capacity, there will be no vaccine requirement to ride the lifts, but someone will need proof of vaccine in the lodges and eating establishments.
- Some information on partnerships/sponsorships:
 - Sporting Life has committed to another 3-year contract.
 - Karbon has come on board as the official supplier of skiwear for the Alberta Ski Team.
 - Raymond James has committed to be the AST helmet sponsor for the season.
 - Liski will support the ASXT this season.
 - Meetings with potential vehicle sponsors and insurance companies are being held.
- All teams have been working very hard in the gym to be ready for on-snow training in Europe.
- The Strategic Plan for 2023-2027 will be ready in the next 6 to 8 months.
- There are no questions for Pat.

Presentation - Therese Brisson, President & CEO, ACA

- Therese thanks AASA for the invite.
- See presentation: http://albertaalpine.ca/wp-content/uploads/2021/10/AASA-AGM_ACA-presentation-2021.pdf
- There are no questions for Therese.
- Greg thanked Therese for her time today.

Athletics Direct Report – Josh Bengé

- Josh thanks everyone.
- Josh had great conversations with all clubs.
- There is a very robust calendar in place for the 2021-22 season for FIS level and down. It balances athletics and development. The calendar is available on www.albertaalpine.ca.

Nominating Committee Report – Greg Sylvestre

- The AASA Board has decided to bring the total Directors down from thirteen to eleven. This means that the elected Board members will go to nine and we have one North Zone and one South Zone Chair.
- The Nominating Committee did not receive any nominations from member clubs.
- Greg asks if there are nominations from the floor: no nominations.
- Two Board members retire: Gregg Ferguson and Crick Nelson.
- Standing for re-election: Emily Shillette and James Kucera.
- AASA moves forward with a Board of eleven Directors.

Other Business – Greg Sylvestre

- Patrick Gillespie thanks partners and sponsors.
- No other business, no comments.

Concluding Remarks – Greg Sylvestre

- Thank you to everyone for joining this AGM today.
- Looking forward to the season and meeting everyone on snow.

MOTION: *Dan Berry moved to adjourn; all participants seconded. All in favour. Motion carried.*

Meeting adjourned at 10:57 am.

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ATTENDANCE REPORT:

First Name	Last Name
Emily	Shilletto
Kathi	Gouthro
Dave	Lawson
Alied	ten Broek
Carin	Wilde
Sandy	Webster
Geoff	Irwin
Greg	Sylvestre
Pete	Bosinger
Mark	Sharp
Sharon	Langley
Libby	Smith
Patrick	Gillespie
Nathalie	Dunn
Todd	Haywood
Dan	Berry
Charles	Gushaty
Grant	Richardson
Dave	Chen
Andrew	Dawson
Josh	Benge
Erin	Fynn
Gregg	Ferguson
Melissa	Chalmers
Maggie	Cunningham
Monique	Levesque
Kim	Proctor
Liam	Balfour
Claire	Devaney
Kyle	Buchanan
Greg	Milne
Chantelle	Alberts
Kristi	Stuart
Marian	Yuzda
Therese	Brisson
Kristi	Stuart
Perry	Thompson
Doug	Airey
PL	Dumoulin
Tim	Zarski

Carin	Wilde
Chad	Mansell
Scott	Nelson
Victor	Henning
James	Kucera
Sandy	Murphy
Nathalie	Dunn

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