

**Evergreen Seniors Outdoor Club  
Board Meeting Minutes  
January 16<sup>th</sup>, 2019**

Board Members present:

- Barb Brunton
- Carol Morris
- Craig Barnstable
- Eric Leavitt
- Gary Kerr
- Greg McKenzie
- Hugh Powell
- Jane Fraser
- Jennifer Aikenhead
- Joan McLean
- John Boyd
- Lynn Whittingham
- Peter Fisher
- Robert Perkins
- Sheila Perkins
- Stefa Fassina
- Val Scholefield, guest

**Minutes**

Meeting called to order at 12.30PM by Jane Fraser.

- 1) Quorum established by the Chair.
- 2) Motion by Barb Brunton to accept the September 26<sup>th</sup>, 2018 board meeting minutes with the following amendment:  
Under item 10. An increase in membership numbers from 130 -140 until after the renewal deadline of February 28, 2019.  
Seconded by: Stefa Fassina  
Passed
- 3) Agenda reviewed and accepted.
- 4) Updates from Board Members
  - a) **Treasurer – Bob Perkins**  
**Bus Operating Cost**  
As of January 16th the numbers for the bus are as follows:
    - Number of trips: 37 (last year 35)

- Amount paid/owing to Bus company: \$39,053.88
- Amount collected: \$38,992.25
- In-town Hikes \$238.25
- Park Pass payments: \$294.00
- Net Collected: \$38,460.00
- Net Loss: \$593.88  
0.32 per ticket (last year \$1,072.00 profit)  
Loss calculation does not take into account unpaid  
No-show fares of \$150.
- Overall Loss (including in-town hike income): \$355.63  
Average ridership: 49.5 (last year 51.7)

#### **Social Events**

- BBQ profit: \$722.20
- Fall Luncheon Loss: \$295.19
- Total Profit: \$427.01  
(Last year profit: \$278)

#### **Financial Position**

As of January 16th our financial position is:

- Bank Balance: \$14,939.60
- Liabilities:  
Unpaid bus fees \$2,108.92
- Assets:  
Heritage Park Deposit \$1,000.00  
Pre-paid park passes \$366.60
- Net Assets: \$14,197.28  
(Approximate position same time last year: \$16,020)

#### **Commentary**

Our overall position remains acceptable.

#### **Motion made by Gary Kerr:**

To make a decision at the next board meeting on what our minimum bank balance should be going forward.

#### **Seconded by: Stefa Fassina**

#### **Not carried**

#### **Bank Balance and Bus fees discussion**

Robert Perkins indicated the \$2 increase in fare has helped, if we continue with this increase and fill the bus to the end of February we should be able to break even on transportation costs. December is traditionally a poor ridership month, while January tends to be good and February is usually a breakeven point. We currently have more in the bank than required. That said, we need to remember we will likely face an increase in bus fares and costs when we renew our contract with the bus company.

Jane suggested lowering the bus fees back to \$20 because of the amount of money currently in our account.

Gary Kerr agreed and contributed that a high bank balance last year was advisable as we had the expense of our new website to consider, he wonders if this much money in our account is required on an ongoing basis. Gary feels the

people riding the bus should pay for the bus costs and the club should not subsidize the bus cost when ridership is low. We have a fixed expenditure of \$1100 regardless of ridership, we need 50 riders at \$22 to cover the cost. Robert agreed it is feasible to go back to \$20 ridership fee but could not guarantee for how long. Although the distance and time of our current bus trips do not affect our bus costs, we should continue to charge \$27 to travel to locations beyond 190 KM. This extra \$5 subsidizes the lower ridership. Barb Brunton suggested decreasing the ridership cost for shorter distance trips (e.g. West Bragg, Sheep valley) frequently travelled to in the shoulder season. Gary Kerr indicated the current policy 6.3 does not reflect the updated cost of \$22 per rider.

Note: No decision on bus fare was reached, it continues to be \$22 (\$27 beyond 190km).

Hugh Powell is against having a minimum bank balance as panic may occur if our balance goes below the stated minimum.

Robert is willing to continue as Treasurer for 2019.

#### **b) Membership – Lynn Whittingham**

##### **Nametags and Medical/Emergency contacts slips**

The red capsule with a cost \$2.15 each was replaced by a new badge holder system with ring attachment. The total cost of the new holder system is \$0.45. The Board had approved an expenditure of \$200, the cost was \$90. 168 badges were produced and has so far received good feedback. Our 2 rigorous testers managed to break theirs, both mentioned cold as a factor. Lynn is still interested in feedback.

##### **Business cards**

The purpose is to promote the club. Designed, printed and distributed to Board, and on bus trips and were popular at fall luncheon. First printing was totally distributed and 250 additional cards were ordered at a total cost \$26.24 or \$0.10/ea. Lynn is reserving about 100 for AGM, distributed some to board members and will do so again on the bus. The business cards replace our club brochure.

##### **Membership card**

The membership card confirms Evergreen membership at stores offering discounts to the club. There was no cost for the original membership cards as Lynn used her own supplies. The cost for future printing will likely be about \$15 for 100 cards from Staples.

Membership discounts:

- Camper's Village (10% off). Excluding clearance items and a few hard goods.
- Atmosphere – Downtown Calgary store (25% off regular items, 10% off sale items, excluding Arc'teryx, Gofit and Osprey brands on December 10) – Lynn has a good relationship with Atmosphere store manager who will likely offer a similar discount event for spring (a week before Easter).
- Jane has discussed the possibility of a year round 15% discount with Deerfoot Meadows Atmosphere store.

## **New business**

December updates:

- Current membership list sent out
- Updated emergency contacts list for the day leader's binder
- Number of outings for members posted on the website in Dec., July and Sept.

## **2019-20 Evergreen membership renewal reminders**

Membership renewal reminders just went out. Forms and fees are due by Feb. 28, 2019.

### **Current Membership**

|                   |     |
|-------------------|-----|
| Full members      | 138 |
| Associate members | 30  |
| Total members     | 168 |

### **Policies: 4B - "Granting relief from 12 outing requirement for various personal reasons"**

Lynn is requesting the Board consider waving the 12 outing requirement for four members.

### **Bus cancellations & 12 outing requirement**

There were emails from 5 members between September to January raising concerns over bus cancellations affecting their ability to complete the 12 outing requirement. Of the five, 3 had already completed their 12 outings at the time of the email. One person requires 1 more outing. The last person's declining physical abilities are effecting her more than cancellations.

It was determined the bus cancellation was not a concern for the Board.

### **Discussion regarding Policy 4B**

Policy reads:

*Associate Member - a Full Member, who applies to the Board in writing through the Membership Director, and is granted relief from the twelve outing requirement for various personal reasons. The Membership Director when directed by the Board will return an Associate Member to Full Member status when the Members' personal situation changes. The outing requirement for that year will be prorated based on the return date.*

Policy 4B was clarified through discussion between Board members. The Membership director is authorized to grant relief from the twelve outing requirement and change the member's status from Full to Associate without Board approval. The return to Full member status requires direction by the Board and is executed by the Membership director who prorates the outing requirement for that year based on the return to Full member date.

## **c) Winter Trip coordinator – Hugh Powell**

We have had two cancellations in the winter season (December 20 & 27). The hikes available are posted on the website and are modified on the bus when appropriate.

### **Overnight Trip**

The trip is scheduled for August 26-30. 14 people are registered and have paid 50% with the remaining 50% due in May. There are people on the waitlist should anyone cancel.

**d) Winter Transportation – Gary Kerr**

| Outing     | Location  | Registered |
|------------|-----------|------------|
| 2018-11-01 | Banff     | 41         |
| 2018-11-8  | Canmore   | 45         |
| 2018-11-15 | LL        | 50         |
| 2018-11-22 | Luncheon  |            |
| 2018-11-29 | LL        | 56         |
| 2018-12-6  | Chester   | 46         |
| 2018-11-13 | LL        | 36         |
| 2018-12-20 | Cancelled | 26         |
| 2018-12-27 | Cancelled | 18         |
| 2019-01-03 | PLPP      | 48         |
| 2019-01-10 | LL        | 60         |

As the numbers above show the bus ridership was erratic at the end of the year. The treasurer approved a go on the December 13 outing although registration was low, we ended up with 36 riders. The numbers for the two January outings have improved with 48 & 60 registrants. We will likely have over subscription this week.

Average number of registrants was 42.6 registrants below the norm of 49. Hopefully numbers will improve as we are developing a solid group of winter registrants.

We currently have a 56 seat bus while our regular coach is being serviced. Once we get our club coach back the maximum seats will be 55.

**e) Webmaster – Eric Leavitt**

**Website changes**

The possibility of sending a survey regarding the website was discussed. For now we will continue to send suggestions for modifications to Eric. The suggestions will then be evaluated and implemented if found to be appropriate. Our website is fluid and will change periodically.

We currently have a 5 hour development credit.

Eric is aware of the issue of needing to scroll on smaller device screens.

**Implemented improvements**

- Two items were added under **Trips, Events and Locations**  
**Upcoming Social Events** – displays a list scheduled social events  
**Trip Day Leaders** – displays a list of Day Leaders for scheduled trips. This can also be used to determine which trips require Day Leaders. (Contact Hugh Powell to volunteer to lead one of these trips).
- **Day leaders** are automatically included with each trip description.

- The **Registration date and time** is now available to Bus and Social Coordinators. This feature is useful when spaces open up on a trip or social event.
- **Sign in Sheet Change**  
Sign in sheet was modified to allow room for signatures instead of initials as required by Parks Canada.
- **Trail Locations system**  
The Trail Locations system worked well with summer hiking trips. Next season most trips will be set up by copying trail location information from last season's trip and making changes as required and adjusting the date. The winter trips have proven more challenging in terms of setup.
  - Day leaders are now listed on the trip description.
  - With so many trips going to the same destinations, i.e., Lake Louise or PLPP, it is difficult to select the correct outing when adding a registration from the dash board. This was partly improved by including the day leader in the trip title. Perhaps winter trips should be identified by including the date in the title, e.g. Winter Trip (2019/01/14).
  - Creating Trail Locations for winter outings is more challenging for the winter trip coordinator, as there are many options. The suggestion is to struggle through the remainder of the season and review at the end

**f) Social – Stefa Fassina**  
**Fall Luncheon**

Robert paid Heritage Park the \$1000 deposit for next year's Luncheon. We will investigate the cost of other venues since Heritage Park has indicated we will have an increase in venue and menu costs.

**AGM**

Rosemont community centre is booked. Meeting will be held on April 11, 2019 at 12:30PM.

**July BBQ**

William Watson Lodge may not be available for our July BBQ. Stefa will investigate alternate venues.

**g) Sunshine – Sheila Perkins**

2 cards were sent in response to the death of Pat Weatherley's and Mary Jane Hussey's husbands.

5 cards were sent to members who are all doing well now.

The cost of sending cards has been limited to the cost of stamps thanks to Frances Chapman and Dave Pawson's generous donations of cards. Thanks to both.

Sheila continues to rely on the grapevine for information regarding members who should be receiving cards.

Sheila is happy to continue as Sunshine representative next year.

**h) Phone Coordinator – Elsie Boutillier**

A list of members who do not have internet access has been provided to the bus coordinators. Currently only one active member needs to be contacted regarding weekly outings.

Unfortunately one of the cancelled outings did impact this member who travelled to Rosemont as the member was not notified regarding the cancellation. This could easily have been avoided if the person cancelling the outing had contacted the phone coordinator or the member. The previous week outing was cancelled but John Morck sent an email to notify the phone coordinator. We need a protocol established so this does not re-occur. Gary Kerr indicated a protocol has been established and the issue should not re-occur.

**i) Newsletter Editor – Joan McLean**

7 people currently receive their newsletter by mail. The cost per member is \$10.

**j) In-town Hikes – Carol Morris**

Carol has heard from six older members who had discussions with other older members. Some of these members started the club and were the old A hikers who now likely hike at a C level. These members indicated that due to last year's smoke conditions, the long length of many of the summer outings, the early starts and the long waits to get back on the bus were factors in them not being able to take advantage of the bus. A number of these members cannot participate in winter outings due to health conditions, as a result some will have to drop to Associate status. Val Scholefield attended the meeting to represent the group of older members who would like shorter hikes and shorter bus rides to encourage our older members to register for the bus. Perhaps the monthly outings could include one long hike with an early start, one short hike and 2 medium hikes with normal start time. If that is not possible they would like to see more in-town hikes that would count toward their 12 outing requirement. Val requested shorter bus ride (e.g. more trips to Canmore) with 4 to 4.5 hour hike times excluding the transportation time. Our older members recognize we have 55 year olds who are fit and able, but we need to remember we also have 80-90 year old members who are fit and not quite as able who still like to get out, enjoy the outdoor scenes, the bus ride, the conversation with other like-minded people but have limited walking ability. The early starts are difficult for some members who depend on family members to get them to the pick-up locations.

Members of the Board were reminded of the following points:

- We try to either have the bus parked in a location where shorter hikes end or have a place for members completing a shorter hike to wait for the bus out of the weather.
- Generally the A and B groups are the ones waiting for the bus in locations which may not be protected from the weather.
- We do offer a good variety of hike length, difficulty and duration.

- Our bus was oversubscribed on a total of 8 outings over the summer. The lottery system was used infrequently as there were usually enough guests, Associates or volunteer Members going in cars. Members frequently offered to be bumped to allow them to drive with their guest or because they lived in the south and it was convenient for them. Some Members chose not to go if bumped.
- Full members can only be bumped once.
- Associate members can be bumped multiple times.
- We have a small window of availability to travel to some interesting hike locations.
- We are an outdoor activity club unlike other clubs where the focus may be more social than activity.
- Lots of members like the longer outings during the summer.
- These longer outings allow a larger group of members to complete a more challenging hike.
- We need to find capacity to encourage our younger members while accommodating our older members.
- We have low registration numbers from our older members.
- New members joined the club for the activity and not for a social outing.
- Concerns over not filling the bus if more challenging hikes are not offered. Members are looking for a good exercise in the mountains and not a short walk and a coffee break.
- Concerns about if we don't rejuvenate the club we will not have a succession plan for the club to continue operating.
- The Wilcox Pass Hike was a problem with some members having to wait 90 minutes before being picked up by the bus.
- There has been a change in the club's attitude, the interest in outings like Bike/Barge or multiple day trips is not what it used to be.

Carol will work on the possibility of offering in-town hikes on Tuesdays. On Thursdays with longer outings we can hopefully continue to fill the bus while accommodating members who prefer a shorter day with an in-town hike.

## **Other Items**

### **5) Revised Bylaws and filing**

Jane has received no responses from the membership. She therefore sent the revised bylaws to Alberta Registry. Hopefully this will go through without any issues.

Eric thanked Jane for the good work on the bylaws.

### **6) Website discussion**

The website discussion was tabled in response to lack of time.

### **7) Holiday Season trip cancellation**

The following decisions were made:

- Offer an outing on December 19, 2019 and cancel if necessary.
- Not offer a December 26, 2019 outing.
- Offer an outing on January 2, 2020.

8) **Summer 2019 Hike Scheduling – Barb Brunton**

A request for summer hike schedule suggestions will be sent out shortly. Last year we tried to have a good combination of distances and we did try to have a good spot for the C hikers to wait for the bus out of the weather.

Barb would like a representative from each group (A, B & C), a bus coordinator, Carol Morris, Art Johnson, Jane Heward, Greg McKenzie and Eric Leavitt to participate in the planning session.

Barb will try to recruit an assistant to help with a succession plan for a Summer trip planner.

After discussion it was decided to offer an early start once a month rather than offer them back to back.

A suggestion was made to move the start time back 30 minutes for the entire summer. Apparently this was suggested some time ago during an AGM and did not go over very well.

9) **Google visibility – Jane Fraser**

**Motion by John Boyd** to: Join the Alberta Hikers association  
<http://www.abhiking.ca/> at an annual cost of \$50.

**Seconded by: Craig Barnstable**

MnM, Skrastins, Westwinds, Ramblers, Second Sixties, 5<sup>th</sup> Dimension, SOCC are some of the members of this association. This membership should help make us more visible on google searches.

**Passed**

10) **Cancel Rosemont pickup – Hugh Powell**

Hugh suggested moving the departure from 8:00 to 7:45 or to cancel the Rosemont pickup to allow for an earlier departure from Montgomery.

Joan McLean will canvas Rosemont riders to determine if they would be willing to make the Rosemont departure time 7:50 instead of the current 8:00. This would allow for more time to load people in Montgomery and possibly allow for an earlier departure time. Joan suggested that we should perhaps encourage more members to use the Rosemont lot as cancelling this pickup would be difficult on members who do not drive.

11) **Request for cell numbers on registration form – Eric Leavitt**

Eric requested we remind members to include cell numbers when completing their registration forms.

12) **Lifetime Membership – Jane Fraser**

No decisions were made on the lifetime membership. Suggestions for lifetime members perks were:

- Waving the \$20 yearly membership fee
- Invite them to all member only events
- Receive a membership card to provide the associated discounts.
- Receive a letter from the president to recognize their new lifetime member status

The issue of how to stay in contact with lifetime members was a concern.

13) Meeting was adjourned at 3:15PM