



National Board of Director's Meeting Summary June 17, 2015

Chairman's Report – Jeffrey Reath

Name patch discussions

Following the NAC, Colin and I discussed an approach on how to best identify a CSP or LM award recipient. As you are aware, a survey will be sent to all current award recipients as well as the DPs and ZPs. This survey will be sent out within days of this report. The purpose of the survey will be to gather input, and then allow our MC to develop an application of the input. Their recommendation will come back to us for final approval.

Communication Challenges

The communication of the two management team appointments provided some challenges. Some patrollers felt they should have been notified sooner than what the result was. I explained our obligation is to communicate to the elected and appointed members of our senior national officer team namely the DPs and the ZPS. Unfortunately, social media was notified within seconds. We are in the 21st Century things like this will happen. The criticism that we should have notified a special group of patrollers has been noted, however it is not something we could have or should have changed.

Western Canada Visit

I was in Kelowna on a business meeting, but was able to squeeze in 2 visits with various members of the Inter Mountain and Ogopogo Zones. This was a great chance to talk freely about some of the challenges unique to their area. One of which we were aware of and has been a large part of my recent focus. Other than this, it was nice to see how members are working towards a fuller examination of how the Worksafe BC programs differ from the CSP programs.

Silver Star

As you are aware, Silver Star has decided to end their current relationship with the CSP. There are complex and varied reasons for arriving at this point. Colin and I have maintained a very close and open line of conversations with Silver Star Management and Fred Haight as ZP of Inter Mountain Zone. We hope that a working relationship with Silver Star will be preserved.

Reintroduction of Strategic and Operational Meetings

Colin and I have had a number of conversations on bringing board input to operational meetings and allow for the reverse to be true as well; MC input into strategic meetings. We have to continue to maintain a good division between the two disciplines, however there is room for a synergy for greater understanding. This is an evolving conversation, but at a minimum will be well served by different board members participating in the MC conference calls. This will be discussed during our conference call.

Task Groups

I have had a couple of discussions in the past weeks regarding establishing new national task groups. Namely; Youth Engagement, Organizational Change and Foundations. These will be charged with examining benefits, obstacles, costs and needs of these broad topics. They will provide input, act as sounding boards and help socialize new ideas. They will not be operational in nature and be mandated to seek resolution or form policy. I will be asking for members of the board to serve as liaisons in these task groups.

President/CEO's report - Colin Saravanamuttoo

This is my first report since the NAC. While the event was not without its challenges, we were very happy with the event itself. Unlike last year, it was a surprisingly busy time immediately following the NAC, with little chance to catch our breath. Given the transition to the new management committee structure, this report will summarize my recent areas of focus. We will start back up with a more detailed report when the new management committee has had a chance to gel and come up to speed over the summer months.

We are very excited to have announced the two new management committee vice-presidents: Andrew Larcombe and Justin Lane. A significant amount of my time since the conference has been spent on preparing, interviewing and selecting candidates, communicating the selection, and planning and executing the transition. Thanks to Anne and Clifford for their support of the process. This transition will continue over the next couple of months as Andrew and Justin come up to speed and engage in their new roles. We are excited by the new additions to the management committee, and we anticipate a new level of energy.

Following the NAC, I attended the Ontario (OSRA) and Quebec (ASSQ) meetings in Hockley Valley and Mont-Saint-Sauveur respectively. These were excellent opportunities to talk with industry members and partners, and it is important we have a presence at such events. It was also a good opportunity for me to meet and talk with local CSP members who were present at each event.

I also recently attended a national sponsorship forum in Edmonton. This was the big event of the year in the sponsorship calendar. It was an interesting and enlightening event, and I met a

number of useful contacts in the Canadian sponsorship space. It also helped to shape my thoughts on where we go from here.

The recent decision by Silver Star to move away from using CSP volunteers has been another priority in the last few weeks. By the time we received the formal letter announcing this decision, it was an anti-climax. All the same, it was a disappointing development. Throughout the dealings with Silver Star, we have maintained a positive and open position, and the dialogue between the two sides has been professional. Our hope is that we will continue to keep the door open for discussions of potential collaboration.

We are continuing our work with the marketing agency that is developing our digital strategy. They have come back to us and are proposing an approach to consolidate a large number of different media properties that dilute our national brand. We will be discussing some of their findings/recommendations and identify specific next steps in the weeks ahead. We will also be presenting a recommendation on a potential tagline.

Financial report

Given that the budget was presented last month at the AGM there are no significant changes to the budget. The CEO stated that we have met all our financial obligations

75th Anniversary

Letters of invitation have been sent to the Governor General and Prime Minister. The committee is considering a number of different keynote speakers and items for swag. A number of events will be taking place highlighting the CSP with the approach that we are new, modern and fresh.

Ski area incident

The board was brought up-to-date on an unresolved legal action initiated in 2001 in which two patrollers have been included in a lawsuit against a ski area.

Vulnerable Sector Search

The vulnerable sector search (VSS) document has been sent to division presidents for review with zone presidents and a request for their feedback. The target is to have the VSS as a registration requirement for new and returning patrollers (those coming back after a sabbatical) this year and for existing patrollers in 2016.

E-catalogue - update

We are developing a portal to sell products directly to our members with the potential to sell our products to those outside the CSP. Inventory will not be held at national office.

National term limits & procedures

A board committee has been created to develop term limits and transition procedures for all national officers for presentation at the September board meeting.

Youth Engagement Task Group

The chairman indicated the need to utilize patrollers who are not necessarily division or zone presidents for these groups. The groups will not be operational in nature, will not set policy or have a mandate to affect change. This group will give a voice and direction to the board for strategic planning.

Strategic Direction Task Group

There was a motion at the AGM to create a task group to discuss and make recommendations to the board regarding the document Socialization Concept. This document was distributed to division and zone presidents prior to the NAC.

It was reiterated during the discussion that there are no funds in the 2015-16 budget to host such a meeting. Funding options would have to include cost sharing and/or funding from zones.

There was a discussion on how this request should proceed. A number of suggestions were made. These included ensuring the committee consists of large, medium and small zones, regional discussions take place prior to a single group meeting, all patrollers are aware of the document.

Paid Director of Education Concept

It was decided that this concept requires further discussion and will be an agenda item for the September meeting.

Strategic Plan Review

There was a brief review of the CSP Strategic Plan. At this point we are addressing most of the number 1 priorities. A more detailed review will take place at the September face to face meeting.

Establishment of a Foundation

It was decided that this topic requires further examination.

List of national officers

The national officers for 2015-16 as presented by the CEO were approved.

National Executive

Mark Galloway

Andrew Larcombe

VP Member and Resort Relations

VP Business Operations

Justin Lane

Geoff Scotton

VP Training and Development

VP Brand and Partnerships

Division Presidents

Douglas Couture

Ron Cameron

ATLANTIC WEST DIVISION PRESIDENT

William Hellyer

PACIFIC NORTH DIVISION PRESIDENT

Marco Romani

QUEBEC DIVISION PRESIDENT

Quentin Steen

PACIFIC SOUTH DIVISION PRESIDENT

Richard Wilkins

SASKATCHEWAN**ONTARIO DIVISION PRESIDENT**

Geoff Lamontagne

MANITOBA DIVISION PRESIDENT

Andrea-Burry Stacey

ATLANTIC EAST DIVISION PRESIDENT

Dave Swindlehurst

MOUNTAIN DIVISION PRESIDENT**Compensation Committee**

The board moved into an in-camera session in order to be updated by the committee.

Board meetings

The board confirmed the following meeting dates: August 18, September 12-13, October 20 November 28-29 and January 12. The remaining dates will be confirmed at the next meeting.

NAC- Comments

The board all agreed that the NAC was a positive experience.

It was noted that the 'meet the candidates meeting' would benefit from a revision of its current format. Meeting and talking with others in small groups was very beneficial. We are spending a great deal of time at the NAC presenting awards and other alternatives could perhaps be considered (listing the names only, having some presentations take place at the zone level). Consideration might be given for education streams on leadership. The session on Sunday morning was very good. Consideration is being given to moving the NAC into a winter venue.

AGM- Comments

This year's AGM took significantly more time than in the past. The reporting process for the AGM will be reviewed to see if it can be done more effectively. The AGM remains an open forum for any CSP member to speak or make a motion. Zone presidents and division presidents with proxy votes, however are the only individuals who are allowed to vote.

Next Meeting: Tuesday August 18, 2015 8 PM DST