



**PHOENIX MOUNTAIN ALPINE SKI SOCIETY**  
**2024 Annual General Meeting. Minutes**  
**October 28, 2024,**  
**Held at Grand Forks Public Library Meeting Room**

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**Voting Members:** Sean Routley  
Bryan Pankoff  
Doug Huxter  
Shannon Frederick  
Des Profili  
Dylan Zorn  
Richard Marsh

**Staff:** Cathy Astofooroff, Administrator  
Kim Nielsen, Lodge Manager  
Dayne Waterlow, Operations Manager  
Maddie Williams, Social Media Manager

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**1. Call to Order**

Meeting called to order at 7:01 pm

**2. Attendance taken, quorum established**

**3. Appointment of Recording Secretary**

Appoint Shannon Frederick for recording secretary

Motion: Des Profili    Second: Doug Huxter .

**4. Adoption of Agenda**

Motion: Richard Marsh    Second: Doug Huxter

**5. Approval of 2023 Annual General Meeting Minutes**

Motion: Bryan Pankoff    Second: Doug Huxter

## 6. Presidents Report:

### Season Summary

#### 2023-2024 Challenges and Successes (with a look ahead to the 2024-2025 season)

- The 23/24 season brought its fair share of challenges, from late snow and extreme cold to unseasonably warm temperatures, requiring us to adapt on multiple fronts. Additionally, a random electrical issue with the lift arose but was successfully resolved by Dayne and some of our dedicated volunteers. Despite these obstacles, we had a successful year, with significant progress made across many areas.

Opening Day: Jan 6, 2024

Closing Day: March 23, 2024

Days Open: 42 (compared to 59 in 2022-2023)

- We hosted special events to engage with the community including

Toggan Party on December 26

Apres Ski on February 11 (sponsored by the Wooden Spoon and The Bar)

Fun Fridays (providing 50% off tickets and rentals)

- The annual events were highlights of the season.

Nancy Greene Zone Race

Phoenix Open

Spring Fling (with circus theme)

**Phoenix is guided by our volunteer Board of Directors, with support from the Phoenix Team, which includes the commitment of our staff, the efforts of volunteers, and the support of the community and local businesses.**

**The 2023-2024 season marked several important developments for our team:**

- Dayne Waterlow joined our team as our new Area Manager. He completed training in first aid, lift maintenance, and operations ensuring he's fully equipped for the role. Dayne led the hill staff and ski patrol, and his expertise in IT proved invaluable for implementing the new operating systems in the Lodge and Rental Shop.
- Kim Neilsen successfully managed the Lodge and Concession, creating the Phoenix friendly atmosphere and bringing smiles to many faces for her 33<sup>rd</sup> year!
- Cathy Astofooroff having started with us in 2020-2021 as Administrator successfully secured various grants and funding opportunities to support Phoenix and continued to assist with accounting and administration.

- Pete Soroka provided management in the Rental Shop and took charge of the School Program.
- Maddie Williams continues to do an amazing job delivering our Social Media posts

**Other highlights throughout the season:**

- First Aid building received its final restoration and renovations, ensuring it's ready for the seasons to come.
- The Rental Shop saw a complete clean up, reorganization and renovation, making it a much more welcoming experience to book rental and lessons, and purchase merchandise.
- Thanks to Dayne and our amazing and experienced volunteers, the lift inspection and maintenance were completed well in advance of opening.
- Both Snow Cats received regular maintenance, with the older Yellow Cat requiring significant repairs to ensure it remained in good running condition.
- Season Pass sales had a slight increase and the lift tickets sales were down over the 2022-2023 season.
- The school program had 247 participants from 6 schools.
- The Racer Program had a good year with coaches Doug Huxter, Tyler VanMoll and Marcus Perkins, with the support of parent volunteers.
- The introduction of the Indy Pass Program and our Reciprocal Agreements with 50 hills in Western Canada saw several out-of-town visitors.
- Off season fundraising included:
  - 50/50 draw and beer garden at 2023 Founders Day in Greenwood
  - Movie Night showing a Warren Miller film
  - 50/50 draw on boxing day
  - Bottle Depot donations and sorting done by our amazing volunteers
- We promoted and supported the High School Ski Swap (and sold 50/50 tickets and merchandise)
- Funding grants saw many improvements at the hill including
  - New tables on the deck, BBQ, tent, firepit and folding tables
  - New Season Pass printer
  - New POS system and computer
  - New rental system and computer
  - New timing system and computer
  - General equipment and upgrades
  - Gaming support for the School Racer Programs.

## **Moving into the 2024-2025 Season:**

- Dayne, Kim, Cathy and Maddie are continuing their roles for the 24/25 season
- 50/50 draw at Founders Day 2024 (Kim and Cathy) raised operating funds
- Lift maintenance has been completed by Dayne and our dedicated volunteers
- Lift inspection has been scheduled
- Dirt work has been completed on Lizard and the Terrain Park
- Rails are being built for Terrain Park
- Volunteer brushing crew led by Jamie Stewart has done a lot of work
- Green Peaks has provided 3 days of extensive brushing
- Tim Palek with a forestry crew has spend a few days brushing
- Sean, along with Rocky Olsen is doing some additional dirt work
- Dayne mentioned that many staff members will be returning and the hiring process will begin shortly
- Ski and Snowboard Instructor courses are scheduled to be held at Phoenix in January
- Website is being updated
- New security gate is being installed
- Annual operational funding from Regional District and City of Grand forks has been received.
- Received grant and donations for the purchase of new snowboard rental equipment
- Received a significant donation offer from Rob Ogloff to upgrade the kitchen fire suppression system
- Applied for a large grant to replace top lift station and purchase upgraded T-Boxes
- Applied for increase of our Fee for Service from City of Grand Forks
- Donations received for new Trail Map Signs (top and bottom), Thank You signs and upgrade to current signage
- The ongoing process of securing donations, grants, and funding remains essential in supporting continuous upgrades and maintenance of Phoenix, helping to keep expenses and pass prices low while ensuring its long-term sustainability.

## **7. Financial Statement Report - (Balance sheet and income statement sheets provided to those in attendance for review)**

Doug shared that operating cost was down by 16% due to our days open. Being open less days also benefited the hill in some ways. (Fridays at a loss, etc). Non-operating revenue was \$137 000, compared to \$169 000 from last year.

All in all given the challenging year, the hill did very well. Thank you to the staff at the hill and extra helpers who helped make it happen for Phoenix.

**8. Grants, Funding, Donation, Fundraising Report**

We have to recognize that the grant opportunities might not always be there. The \$137000 went to many different areas of the hill.

**9. Resignation of Directors:**

Motion: Doug Huxter Second: Des Profilli

**10. Election of Directors for 2024-2025 Season:**

Sean Routley – President  
Bryan Pankoff – Vice President  
Doug Huxter- Treasurer  
Shannon Frederick- Secretary  
Dave Jorgenson – Board Member

Motion: Richard Marsh      Second: Bryan Pankoff

**11. Other Business:**

Reminder of Ski Swap at GFSS  
Possible movie night on December 12 at the Gem

**12. Questions / Comments:**

Richard Marsh is still hoping to get pants for our staff from Grouse Mountain. He's working on it. Thank you Richard and thank you Grouse Mountain!

**13. Adjourn: 7:33**