2025 CCNS AGM Minutes

Present: Melanie MacDermid, Catherine Caouette, Paula Michaelis, Eileen Woodford, Dave Hubley, Daniel Murray, Aidan Devine, Michelle Richards, John Graham

Minutes submitted by Aidan Devine
Meeting held via Zoom video conference

Agenda	Discussion	Time
Welcome from the CCNS Board of Directors	The board welcomed the attendees. The agenda of the CCNS AGM was moved forward.	7:02 pm
Approval of AGM Package	Refer to the 2025 CCNS AGM booklet for details.	**Motion:** To approve the AGM Package as circulated. **Moved:** Melanie **Seconded:** Paula *Motion carried.*
Establish a Quorum of 3 directors.	A quorum was achieved. 4 clubs were present and represented by their respective presidents: Melanie MacDermid (Scotia XC), Paula Michaelis (NHN), and Eileen Woodford (BNSC). John Graham (CBNC)	7:02 pm
Approval of 2024 CCNS AGM Minutes	See page 4 in the AGM booklet.	**Motion:** To approve the 2024 AGM minutes as circulated. **Moved:** Melanie **Seconded:** Eileen *Motion carried.*
Financial Statements and Treasurer's Report	Aidan presented the financial report. See the AGM booklet for the specifics.	**Motion:** To accept the Treasurer's Report as presented in the AGM booklet. **Moved**: Melanie **Seconded:** Eileen *Motion carried.*
Administrative Coordinator's Report	Aidan summarized his report. See AGM booklet. Over the past 12 months, I supported Cross Country Ski Nova Scotia (CCNS) in several areas. Key responsibilities included: <u>Administrative & Financial Oversight:</u> • Managed financial processes and reporting	7:04 pm

	• Collaborated with Sport NS to establish regular financial statements and real-time budget access • Submitted and tracked Annual Outcomes in partnership with government and sport organizations <u>School Ski Rental Program:</u> • Co-managed the program with Kat Kitching <u>Ski Ambassador Program:</u> • Played an expanded role in 2025, handling ambassador payments and event postings on Zone 4 • Coordinated closely with Catherine Caouette to adapt to frequent schedule changes due to winter weather	
Communications Report	Cathy presented her report. See AGM booklet for details. She thanked the club presidents and others. Purpose this year was to inspire and empower Nova Scotians to engage in cross-country skiing through strategic and inclusive communications across multiple platforms. <u>Key Activities</u> • Published timely, people-focused content across digital platforms. • Maintained and expanded website content, social media updates, print/digital collateral, and club/event promotion. • Supported communication of skiing initiatives from clubs, recreation departments, and municipalities. <u>Performance Highlights</u> 1. Social Media Engagement Facebook: Reach: 155,181 (↑ from 138,000) Engagement: 8,576 Referrals to website: 3,322 Instagram: Reach: 23,223 Engagement: 2,656 Referrals: 234 Twitter: Referrals: 69 Reach: N/A (previously 19,110) 2. Website Performance Total Visitors: 14,584 Total Views: 27,872 Trails & Conditions Page: 4,496 views News Articles: 8,755 views Growth in all areas compared to previous years 3. Outreach & Partnerships Distributed 400 CCNS info postcards	7:05 pm

	Maintained partnerships with ski clubs (SXC, NHN, CBN), retail stores (Hub, Trail Shop, MEC), and Ski Ambassadors Created media content, including athlete features and award nominations: Athletes: 4 nominations Coaches: 4 nominations Volunteers: 3 nominations <u>Conclusion</u> CCNS achieved and exceeded several of its communication goals in 2024–2025, growing its digital reach, boosting website engagement, and enhancing its partnerships and visibility across Nova Scotia.	
CCNS Annual Report	Melanie presented the Report. See AGM Booklet for details. Highlights include: Broken down into 2 major categories, coach development and Master's camps. In December 2024, Coach Development Lead Dave Hubley delivered a mainland-based Community Coaching (CC) course, with 5 new coaches from SCOTIA XC completing it. This was the first time the course was run using roller skis, an important adaptation given the region's short snow season. A planned CC course in Cape Breton was cancelled due to low interest, but may be revisited next year. A Master's Camp organized for January 2025 by CCNS, in partnership with CCNB and Nordiq Canada, saw high demand but was cancelled last minute due to staffing issues at Nordiq Canada. Plans are in place to bring it back next year. In February 2025, a Coaching Clinic was held at North Highlands Nordic to prepare adult coaches for the Masters Camp. Six coaches participated and later led the camp for 27 attendees, who received very positive feedback. Thanks were extended to organizers, assistants, and the Nova Scotia government for the Support4Sport grant funding.	7:19 pm
CCNS Ski Ambassador Report	Melanie presented the Report. See AGM Booklet for details. The Ski Ambassador Program entered its second season and was recognized with the 2024 Recreation Nova Scotia Mayflower Community Cooperation Award. It involved extensive coordination between the Mainland and Cape Breton regions, led by Kat Kitching, Claire Miner, Michelle Richards, and John Graham, with support from administrative and communications staff. The program ran 65 events over 2–2.5 months, collaborating with clubs, municipalities, and community groups. **Program Impact** Successfully reached hundreds of participants, including targeted outreach to underserved groups such as: • New Canadians	7:26 pm

	• Low-income youth • African Nova Scotians • LGBTQ+ individuals • Women • Special Olympics athletes **Grants & Finances** Significant funding came from Carry-over funds, Support4Sport, and a $6,000 Nordiq Canada "Sport for All" grant. Despite snow-related cancellations, events under the grant reached 430 participants. Many events were cancelled in March due to poor snow conditions, but generous budgeting ensured finances didn't limit operations. **Event Highlights** Notable events included "Queer Ski Night," school visits, "Becoming an Outdoors Woman," and community try-it sessions. A high percentage of events were delivered as planned, with 207 participants in successful mainland events, 524 in school ski programs, and 224 in Cape Breton events. **Conclusion** The 2025 season was considered a strong success, with continued funding secured for the next two years to expand and maintain the program across Nova Scotia.	
CCNS Club Reports	See the AGM booklet for reports as presented by Melanie MacDermid (Scotia XC), Eileen Woodford (Baddeck Nordic), and Paula (North Highlands Nordic). John Graham (Cape Breton Nordic)	7:45 pm
Ski Team Report	**Team Overview:** Athletes: A Team: Emma Archibald (Para), Lynden Doyon, Cohen Norman Development Team: Adrien Doyon, Jonah McIntyre, Romey Gallagher B Team: Paige Neklia, Suzanne Jackson Leadership: Head Coach – Daniel Murray | Manager – Tara McIntyre Selection Committee: Jennie Mae Roy (Chair), Chris Algar, Tyler Germani **Training Camps (2024–2025):** Held in: Gatineau, PEI, Fundy, Atlantic region, and Baddeck (May–November) **Competitions:** Regional Events: NB Cups (Fredericton, Charlo), Coupe de Quebec (Rimouski), Coupe Skinouk (Gatineau), OUA Champs (Sault Ste. Marie) **Major Competitions & Top Results:**	8:00 pm

	Candy Cane Cup: Suzanne Jackson – 11th (U18 Girls 10km Classic) World Junior Trials: Suzanne Jackson – 5th (U18 Female Sprint Qualifier) Para Nordic World Cup (Italy): Emma Archibald – 4th (Standing Women Sprint) Eastern Canadians: Cohen Norman – 18th (U20 Male 10km Classic) Lynden Doyon – 22nd (U18 Male Sprint Qualifier) National Championships (Canmore): Cohen Norman – 9th (U20 Male Classic Sprint Qualifier) **Athlete Recognition:** Emma Archibald: Senior Female Athlete of the Year, Para World Cup competitor, selected for the Nordiq Canada World Cup Team Cohen Norman: Junior Male Athlete of the Year, highest CPL for NS Juniors Suzanne Jackson: Junior Female Athlete of the Year, strong national performance **University Representation:** Emma Archibald and Cohen Norman also competed with the University of Ottawa teams.	
Nominations to the Board	There are 4 vacancies and 0 nominations. Those interested may join over the year and be elected at the next AGM.	**Motion:** To approve John Graham as a member at large, who joined the board in August **Moved**: Melanie **Seconded:** Paula *Motion carried.*
Adjournment	AGM adjourned	8:29 pm