

**CCSAM Executive Director
2020 Annual Report
October 24, 2020
Karin McSherry**

CCSAM Office

As Executive Director of CCSAM I am the only full-time staff member. I am responsible for the day to day activities and administration of CCSAM and the Windsor Park Nordic Centre. I take direction from the CCSAM Board of Directors and I'm responsible for administering the association's policies that are ratified by the Board. I work closely with a hired bookkeeper who keeps our financial records up-to-date and who prepares our statements for annual audit. I also work closely with the general manager of Windsor Park Nordic Centre who we hire on a seasonal basis (Laurie Penton since 2017).

Phone: 204-925-5639

Mobile: 204-791-3195

Email: info@ccsam.ca

Website: www.ccsam.ca

Mailing address: Cross Country Ski Association of Manitoba
145 Pacific Ave.
Winnipeg, MB
R3B 2Z6

CCSAM has shared office space on the 3rd floor of the Sport Manitoba building (145 Pacific Ave. Wpg) but I carry out most of my work from my home office in Winnipeg. CCSAM has a small storage area in the Sport Manitoba storage building on Alexander Ave.

The Sport Manitoba building has meeting rooms of various sizes (10 – 100 people). Contact me to book a room for your club meetings & activities.

Land Acknowledgment

Without the land, land access and land stewardship, skiing does not happen. I think it is important to acknowledge the land CCSAM Club activities take place on is Treaty 1, 2, 3, 4 & 5 territory which is the ancestral and territorial homelands of the Anishinaabeg, Cree, Oji-Cree, Dakota, Dene, Assiniboine, Inninnowuk, Saulteaux & Métis Nations. I think as skiers and ski trail managers we have a particular responsibility to know the history of the land we ski on, including the systems of oppression that dispossessed Indigenous people from that land, and to examine our role in reconciling the relationship between Settler and Indigenous people and our shared responsibility to the land on which we love to ski.

Funding Partners

We receive over 40% of our annual income from Government sources, administered by Sport Manitoba.

Sport Manitoba is the not for profit organization responsible for the development of amateur sport in the province. CCSAM is one ~70 Provincial Sport Organizations (PSO's) that receives financial support from [Sport Manitoba](#).

One of my responsibilities as Executive Director is to ensure that CCSAM remains compliant with all of the Terms and Conditions for Funding mandated by Sport Manitoba. I am also responsible for preparing the various annual grant applications and demographics reports as required.

We received notice in April 2019 that our "Base Funding" for the current quadrennial (2020-2024) is \$65,000 per year (unchanged from previous quad). "Sport Development" funding (formerly known as Lotteries funding) has increased for 2020-2021 to \$37,800

(from previous annual amount of \$36,300). We also receive annual funding for our Sport Initiation and Performance Pathway programming, including Manitoba Games and Canada Games programs. These amounts are reflected in our published budget and are largely unchanged from previous years.

Event Schedule

The Executive Director coordinates the annual event schedule with the various clubs and event organizers. The goal is to have the event schedule posted on our website by September 1st each year. The current global pandemic situation has forced our event schedule to remain in a holding pattern as clubs and organizers consider how and if they can host events given the restrictions placed on us by this virus and the necessary limitations mandated by Manitoba Health and our own COVID protocol.

Typically, event planning for the following season begins in late April each year at the Event Organizers Meeting. All clubs hoping to host an event in the following season should have at least one representative at this annual meeting.

Windsor Park Nordic Centre

Since November 2000 CCSAM has had a contract with the City of Winnipeg to operate the Windsor Park Nordic Centre out of the city owned golf course and clubhouse at 10 Rue Des Meurons in St. Vital.

We are now entering year 7 of a 10 year contract with the City to operate Windsor Park. We enjoy an excellent relationship with the City and fully expect to enter into another 10 year agreement with the City in the spring of 2023.

Windsor Park Nordic Centre is open 7 days a week and employs 5 – 7 full and part-time staff from late November through March depending on snow conditions. The Nordic Centre provides public ski lessons (with CANSI certified instructors), rental equipment, venue services (snack bar, wax room) and customer service. It is the venue for the Wednesday Night Race Series, the Jackrabbit Jamboree, a Blind Skier program, the Chris McCubbins School Ski Program and the Get Off Your Butt and Ski Corporate Challenge, many regular ski club programs and many school groups. The Centre is effectively the training centre for competitive athletes living in Winnipeg.

Policies and Procedures and Insurance

All of our [Policies](#) are posted on our website. The Board of Directors is responsible for regular Policy review and most of our policies were updated in 2018-2019. Most recently updated is the Code of Conduct & Ethics policy and a brand new (March 2020) Inclusion policy

There is a separate [Insurance](#) page on our website with all the latest relevant documents. You will no longer find Insurance information on the Nordiq Canada website as the Division or Provincial body (e.g. CCSAM) is the first point of contact for all Insurance related questions. Other important documents that can be found on our website include a Risk Management guideline, our Event Organizers Guide, Minimum Mandatory Coaching Qualifications and Volunteer Screening resources.

Sport Plan

Our Sport Plans can be downloaded from our website ([About Us—Mission/Values/Vision](#)). Sport Manitoba requires us to conduct an annual self-assessment based on the 4 pillars of Sport Development: 1) Sport Initiation 2) Performance Pathway 3) Technical Leadership 4) Organizational Effectiveness which helps us to identify our successes and challenges as an organization and identify strategic priorities to guide us year over year.

Strategic Priority	Method	Target
Work with Spirit North to facilitate coach development in North.	Consult with SN and communities to identify and remove barriers to training where possible.	Successful completion of at least 1 weekend of online coach training plus

		at least 1 weekend of on-snow coach training.
UPDATE: Ongoing. Will continue to maintain relationships with Spirit North and hope to collaborate in future with coaching development in the North.		

Strategic Priority	Method	Target
Increase membership by marketing cross country skiing to general public.	Redesign CCSAM program/event brochure and distribute in AND outside of local ski shops and usual locations. Consider idea of increasing CCSAM membership by offering membership status to skiers outside of club structure.	Increase CCSAM total membership by at least 10% (i.e. 2220 members in 2020)
UPDATE: Ongoing. Started and abandoned redesign of brochure. Need to brainstorm ideas to inspire memberships or identify members outside of club structure. Associate membership may be helpful.		

Strategic Priority	Method	Target
Coordinate NSO outreach weekend in fall 2019	Schedule MB Fall training camp with NSO staff.	Successful completion of this camp by end of 2019 calendar year.
UPDATE: Completed. Successful collaboration with NSO coach development coordinator. Very helpful in guiding our efforts to train coaches in Manitoba. We are now in weekly contact.		

Strategic Priority	Method	Target
Support CCC Tier 2 sanctioned even in Manitoba.	May 2019 Organizers meeting will set 2020 Events calendar with one Tier 2 (CPL eligible) race scheduled in MB. Race Notice to be sent to SK & Thunder Bay skiers in particular.	Successful completion of a CPL eligible race in 2019-20 competition season.
UPDATE: Not completed. We need to re-evaluate the cost/benefit of CPL points race status in Manitoba. Is it advantageous to our skiers or athlete development? SK is close enough to AB and we are close enough to ON (Thunder Bay) that our skiers are able to travel relatively easily to CPL status races in neighbouring divisions. Skiers in these provinces are not likely to travel to MB for a CPL race – they don't need to.		

Strategic Priority	Method	Target
Actively support club coach development and facilitate better understanding of all roles & responsibilities in our sport's coach development pathway.	Coordinate a meeting date in Fall 2019 with Club coaches and Coaching MB to discuss coach development.	Club Coach Development meeting complete. Coach database created. Active club coaches aware of their identified pathway and the steps necessary to achieve chosen certification status.
UPDATE: Fall meeting date was moved to April 2020 to coincide with our Awards Banquet. Then the banquet was cancelled due to Covid-19. We are now looking at a virtual meeting scenario – possibly to coincide with a spring/summer virtual provincial training camp. We do communicate with club coaches via email. This strategic priority identifies our desire to connect with club coaches more personally/directly.		

Strategic Priority	Method	Target
Schedule Level 2 Officials training course in Manitoba – identify individual(s) for Level	Contact certified Officials trainer, schedule Level 2 certification	Completion of Level 2 workshop with at least 2 new certified Level 2

3 training (NSO organized) in 2020 or 2021.	workshop by end of 2020 competition season.	Officials. At least 1 Level 2 Official identified as Level 3 candidate and prepared to complete Level 3 training by end of 2021 competition season.
UPDATE: Partially complete. A Level 2 certification workshop was not held in 2019/20; however, one Level 2 official has been identified for Level 3 certification in 2021 or 2022. We will attempt to host a Level 2 workshop in 2021.		

Strategic Priority	Method	Target
Improve Board effectiveness & consider succession planning.	Fill vacant Vice Chair position on Board Create ED contract Review Board position descriptions Review Strat Priorities at monthly Board meeting.	Find suitable candidate(s) for Vice Chair position Draft ED contract using existing ED contracts as source. Add Strat Priority Review and Board positions review as standing agenda item at monthly Board meetings starting in Sep 2019.
UPDATE: Partially complete. Monthly review of Strat Priorities at board meetings is now ongoing. We continue to seek Vice Chair candidates and feel this position is best served by an existing board member. ED contract still a work in progress.		

Strategic Priority	Method	Target
Review & Improve CCSAM Grants program (Lotteries funding, Club Development & Club Coach)	Executive Sub-committee of Board (Chair, Treasurer & ED) will meet to review and recreate current club funding programs.	Sub-committee to meet in early June 2019 with intention to finalize changes and communicate to Club Presidents before September 2019.
UPDATE: Complete. We successfully amalgamated 3 major grant programs for our clubs – Club Development, Club Coach & Bingos/Lotteries – into 1 program we have called the Club IFF. Feedback from the clubs very positive. We will make minor improvements for next year intake.		

Nordiq Canada (NC)

Nordiq Canada (formerly Cross Country Canada/Ski de Fond Canada) is our National Sport Organization. Each year the Executive Director and 1 or 2 others from the Board of Directors (typically the Chair & Performance Director) attend the NC Annual General Meetings in June. I attend monthly conference calls with the Division Executive Directors Committee and the National Coach & Athlete Development (CAD) Committee.

Integrated Club Funding

Last year our Integrated Club Funding program replaced, or rather amalgamated, our previous funding programs – Club Development grant, Club Coach grant & the Lotteries Funding program. One application, 2 intake dates (Oct 15 & Feb 15) funding to be based on how closely the club programs align with the 4 Pillars of Sport Development (which is how CCSAM is funded by Sport Manitoba). This and ALL funding programs that we know about are listed on our website in the [Club & Recreational Skiing](#) area.

Communication

You can follow CCSAM and Windsor Park Nordic Centre on Instagram, Facebook and Twitter. Ski trail maps, info & trail condition reports live in our [Where To Ski](#) website (big red box on ccsam.ca). I try to send out weekly e-newsletters (sign up on website) during the ski season. The newsletter has over 2000 subscribers.

Membership

In 2019-2020 CCSAM consists of 21 clubs and 1920 members. New club in 2019 – Winnipeg Beach.

Clubs by region:

- Winnipeg – 8 clubs, 778 members
- North – 0 clubs
- West – 3 clubs, 121 members
- East – 5 clubs, 464 members
- South – 5 clubs, 557 members

Quick stats:

Members: 49% male, 51% female.

60% of males and 65% of females are 20 years or older.

In June, I nomination for Brent Bottomley was accepted and he was awarded the Nordiq Canada (NC) Dave Rees Award for “any man or woman who has made a long-term outstanding commitment to the sport of cross-country skiing in Canada”. We invited Kym and Michayle to travel to the NC AGM in Quebec to accept the award.

My nomination for Brent to be inducted to the Manitoba Sports Hall of Fame last year was not accepted.